



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Cumberland Cape Atlantic YMCA YMCA of Vineland

The Y. So Much More.

2022 Annual Giving Campaign: Case for Support

GOAL: \$70,000

With a focus on youth development, healthy living and social responsibility, strengthening communities is our cause. Working with our community, our Y never turns anyone away due to the inability to pay. This is made possible through our Annual Giving Campaign. The gifts received through the Annual Giving Campaign make many programs throughout the Y possible. They benefit everyone from young children learning soccer to a senior adult's daily aquatic exercise to a family looking for a healthy lifestyle.

Our 2022 Annual Giving Campaign will have four focus areas:

1. Y Cares Financial Assistance:

- The Y Cares program provides financial assistance to individuals and families who may need help when signing up for a membership and programs. We do not turn anyone away due to the inability to pay. Financial assistance is received by all ages and backgrounds based on need and circumstances. In the last five years, 930 families and 2,054 individuals received financial assistance through the Y Cares program, totaling \$160,357.

2. National Diabetes Prevention Program:

- The YMCA's Diabetes Prevention Program helps overweight adults at risk for type 2 diabetes reduce their risk for developing the disease by taking steps that will improve their overall health and well-being. The evidence based program provides a supportive environment where participants work together in a small group facilitated by a trained YMCA lifestyle coach. When you give to the Y through Annual Giving, you are ensuring that no one gets turned away from this life saving program due to their inability to pay.

3. LIVESTRONG at the YMCA:

- **LIVESTRONG** at the YMCA is a free, 12-week cancer survivorship program. This free program is offered to cancer survivors to help them get back to their "new normal." The program focuses on health and all around well-being in a small, supportive group atmosphere.

4. Mission Worthy Programs:

- The Annual Giving Campaign helps to subsidize mission-worthy programs throughout the Y to keep fees affordable for participants. This includes senior aquatic classes, youth sports, youth swim lessons, special needs sports, and more.

Our 2022 Annual Giving Community kick off is April 28, 2022.