



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# THE FUTURE IS IN YOUR HANDS

**2020 Annual Campaign Case for Support**  
**HARRISON FAMILY YMCA**



**HARRISON FAMILY YMCA**

1000 Independence Drive Rocky Mount, NC 27804

P 852 972 9622 [www.harrisonfamilyY.org](http://www.harrisonfamilyY.org)

Dear Friends and Community Partners,

You know the challenges that we face in Nash and Edgecombe counties. People of all ages and backgrounds are struggling to reach their full potential. More and more children face seemingly insurmountable learning gaps. Drownings continue to increase. Access to a healthy lifestyle seems unattainable. And instead of seeing the income gap shrink, it seems all we do is watch it grow.

But where society falls short, the Y – and donors like you – step in. Together we make a difference in the lives of thousands of people and a huge impact on each individual we serve. After serving Nash and Edgecombe Counties since 1911, the Y understands what our community needs to be its best. Working with generous donors like you, the Y provides everyone the opportunity to be healthy and thrive, to connect with others, and contribute to a better community. Everything the Y does is in service of making us – as individuals and a community – better.

**The future in your hands with our 2020 Annual Campaign.** Volunteers and staff will be working hard to raise the charitable funds needed to address the issues that concern you. Every dollar donated to the Harrison Family YMCA stays local and has a lasting impact on the people in this community. We will be **blasting off** this year to ensure the Y's doors are open to all. Your support helps hundreds of youth and families thrive in life.

**Donations enable youth to be safe around water.**

**Donations provide evidence-based health programs to combat chronic disease.**

**Donations provide a safe place for youth to learn and grow, and donations allow for greater access to a healthier lifestyle.**

Yes, you know the challenges we face, but just like the Y, you see the opportunity to make a difference. The Y is your partner, standing with you to strengthen our community.

**Make a donation today, and take your first step in making a difference. The future is in your hands.**

For more information, please visit [www.harrisonfamilyy.org/support-y/annual-campaign](http://www.harrisonfamilyy.org/support-y/annual-campaign) or you can contact our Marketing&Development Director, Alyssa Matthews at 252-972-9622 x.232 or [amatthews@rmymca.org](mailto:amatthews@rmymca.org)

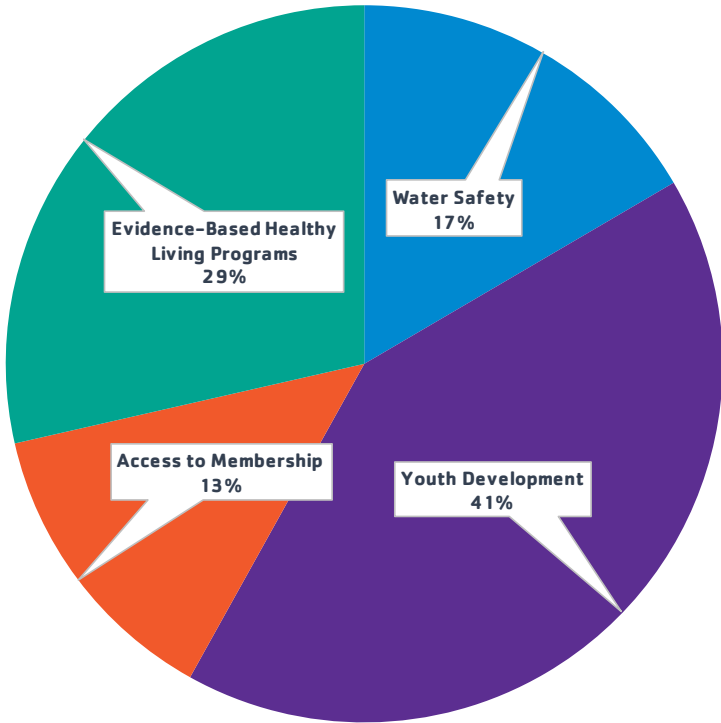




# DONOR DOLLARS AT WORK

## 2020 ANNUAL CAMPAIGN GOAL \$140,000

### DONATION DISTRIBUTION



## ADDRESSING THE MOST PRESSING COMMUNITY NEEDS...



Our service area of Nash and Edgecombe Counties is a community with diverse needs. The Harrison Family YMCA is committed to meeting the most prevalent, current needs in our community within our focus areas of youth development, healthy living, and social responsibility. **We rely on annual campaign donations to help us provide the financial assistance and outreach needed to reach our community in the most impactful ways.**



## 29% FOR EVIDENCE-BASED HEALTHY LIVING PROGRAMS

We want to provide evidence-based health programs to combat chronic diseases, such as diabetes, leading to improved health outcomes.

- Blood Pressure Self-Monitoring Program
- Enhance Fitness Program for Falls Prevention & Arthritis
- Post-Rehab Program
- Diabetes Awareness Program

## 17% FOR WATER SAFETY

We want to ensure all youth have access to learn how to be safe around water, and help to prevent drowning.

- Adaptive Swim Program
- Swim Lessons & Aquatic Programs Financial Assistance
- Safer Summer Swim Program for disadvantaged youth



## 41% FOR YOUTH DEVELOPMENT

We want to provide a safe, affordable place for youth to learn and develop.

- Before/After School Care & Summer Camp Financial Assistance
- Youth & Family Programming Financial Assistance
- Summer Feeding Program
- Exceptional Children's Program
- Easter Event for Exceptional Children

## 13% FOR ACCESS TO MEMBERSHIP

We want to ensure that no child, family, or adult is turned away from a YMCA membership due to inability to pay.

- Membership Financial Assistance





# IMPACT STORY

## MS. COOKIE & COVENANT HOMES

Ms. Cookie Letourneau is a resident at Covenant Homes and a participant in the YMCA's Evidence-Based Enhance Fitness Program. Covenant Homes is a subsidized apartment complex located in Rocky Mount, providing good quality independent living housing at a modest cost to elderly (62 and over) and physically handicapped citizens. Thanks to funds from the YMCA's Annual Campaign as well as Nash UNC Health Care Foundation, the Y is able to provide their Enhance Fitness Program conveniently on-site for Covenant Homes Residents. Enhance Fitness is a nationally recognized YMCA program backed with research and proven to help prevent falls and chronic conditions, such as arthritis. Debbie Morris, Administrator of Covenant Homes says that the exercises implemented have also helped her residents with post operative surgeries such as knee replacements, which is wide spread concern with many residents there. Many residents, like Cookie, also do not have transportation to get to a program such as this. "The fact that the Y can come to where we live is a huge help for us," says Cookie. "The convenience of it pushes us to attend and then after we do it a few times, we realize it is well worth it. We really enjoy being able to get together in a group setting and the YMCA instructors are so funny, they keep us coming back! I am now at the age where falling really concerns me. I know that it has happened with many other residents here. I can already tell that Enhance Fitness has really improved my balance, and I am thrilled about that. Others have also shared that with conditions such as diabetes and high blood pressure, the exercises have also improved their A1C levels and it keeps our joints loose. Not only has it helped so many of us physically, but mentally it is a blessing for us to be able to spend time together and be social with our neighbors. It boosts our spirits and keeps us motivated. A group of ladies also get together other days of the week that the program is not offered and walk around the complex as a walking group. It is great to see the comradary between everyone and I feel that this program has initiated and fostered a lot of that. It is truly the highlight of our week. **We just really hope and pray that this program can continue for years to come.**"



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## GIVE TODAY

- **\$25** provides a 16-week session of our Blood Pressure Self-Monitoring Program, allowing individuals to take action in minimizing their risks for heart health complications.
- **\$60** allows a child to participate in a youth program such as gymnastics or sports, that they otherwise would not have the means to participate in.
- **\$275** provides a family in need a month of continued learning outside of the school day in a safe haven with Before & After School Care.
- **\$500** allows 5 older adults the opportunity to gain strength and independence with a 16-week session of our Enhance Fitness Program for Falls Prevention & Arthritis.
- **\$1,000** provides a year of YMCA membership for a family in need.
- **\$1,950** sends a child to our stimulating Camp for the entire summer.
- **\$3,000** provides a month of our Adaptive Swim Program, giving Nash-Rocky Mount Public Schools' special needs children an outlet to grow socially and learn to swim.

