

BRINGING OUR CAUSE TO LIFE

HARRISON FAMILY YMCA



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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Staff Leadership

Jacquelyn Price, CEO
 Misty Schmitt, Finance Director
 Kaila Billups, Aquatics Director
 Tracy Dodrill, Childcare Administrator
 Alyssa Matthews, Marketing & Development Director
 Lee Bell, Maintenance Director
 Liz Lord, Membership & Engagement Director
 Brett Van Pelt, Wellness Director
 Adam Crider, Youth Development Coordinator
 Vanessa Perry, Office Manager

CORE STATISTICS

Founded	1911
Members	7,089
Annual Budget	\$2.9 Million
Employees	150
Volunteers	175
Square Footage	85,000

OUR AREAS OF FOCUS

YOUTH DEVELOPMENT

After & Before School Care
 Summer Day Camp
 Seasonal Sports
 Y Guides
 Gymnastics
 Karate
 Swim Team
 Swimming Lessons
 Home School P.E.
 Teens in Training

HEALTHY LIVING

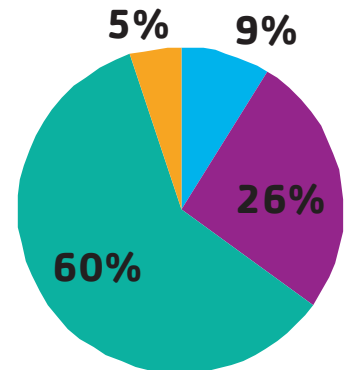
Aerobics Classes
 Water Fitness Classes
 Swimming Lessons
 Personal Training
 Post-Rehab Program
 Coach Approach
 Silver Sneakers, Silver & Fit

SOCIAL RESPONSIBILITY

Annual Campaign
 Volunteer Opportunities
 United Way Campaign
 Sponsorship Opportunities
 Community Partnerships
 Togetherhood

OUR FUNDING

■ Philanthropic Support ■ Youth & Program Fees
 ■ Membership Dues ■ Other



STRATEGIC PLAN GOALS

- Grow contributed revenue and community support in order to serve more people.
- Raise visibility and enhance public understanding to grow enrollments and serve more of our population.
- Increase opportunities for all people to access Y programs and services that deepen the impact of our cause and increase participation.



OUR MISSION:

"To put Christian principles into practice to improve the quality of life in our communities with programs and services that strengthen the spirit, mind and body for all."

LARRY DICKENS' FATHER & SON STORY

A part of the YMCA's Cause is to strengthen our community, by helping to further those in need. That is what Mr. Dickens also reiterated about our YMCA. **"I can't say enough about the Y. I could almost cry like a baby when I talk about what it has done for my son, and my family. You all are a life-saver."** Mr. Dickens has four children, two daughters and two sons, one of which is diagnosed with autism and ADHD. "I have struggled with my own heart health problems, and added stress can only make it worse. Sometimes the exertion I am required to take with my son, can lead to that extra stress, which in turn may affect my health. I prayed for a while for some sort of help in finding a place for my son that could also give me the break I need for my health. After praying for a while, I finally found out about the Y and it's Summer Camp Program. The Y offered me assistance in placing my son in camp, and I was so thankful. The camp program allowed him to thrive. He was able to be with other peers and participate in activities that he normally would not be able to. He loves the swimming pool, and field trips were the most important thing to him. I want to make sure I am giving back to the Y, because of how much they gave to me."

2018 ANNUAL CAMPAIGN CASE FOR SUPPORT BE A HERO. FOR A BETTER US.



Our annual campaign donors make it possible for children, families and adults to have access to Y programs that improve their lives. We know that some individuals and families struggle to pay the rent, put food on the table and buy clothes for their kids. 100% of the funds raised are used to provide financial assistance in the form of full and partial scholarships, based on individual need, as well as outreach programs, which are then made available to participants at little or no charge. The Y is a positive force in this community. Together, we take on the challenges that shape our community's future. From tackling the achievement gap to teaching healthy habits for a lifetime or giving people the chance to strengthen our community through volunteering, everything the Y does is in service of building a better us. **This year, our focus is on being a hero for youth in our community, with growing numbers of disadvantaged youth.**

Annual Campaign Donations at Work...

- ⇒ **After School & Summer Camp Subsidies**
(YMCA Financial Assistance & DSS)
- ⇒ **Youth & Adult Program Financial Assistance**
(Swim Lessons, Sports, Gymnastics, Post-Rehab Program, etc.)
- ⇒ **Membership Financial Assistance**
- ⇒ **Military & Service Membership Subsidies**
- ⇒ **Chronic Disease/Mental Health Outreach**
(Diabetes classes, Cognitive Impairment Program, etc.)
- ⇒ **Special Needs Programming**
(Adaptive Swim, Special Needs Easter Egg Hunt)
- ⇒ **Family Outreach**
(Kids Discovery Zone Program, Family Events)
- ⇒ **Summer Feeding**
- ⇒ **Civic Engagement Initiatives**
(Togetherhood, Volunteer Projects, Outreach Drives)

