



HEALING OUR COMMUNITY

2021 ANNUAL CAMPAIGN
HARRISON FAMILY YMCA

VOLUNTEER "STORYTELLER" INFORMATION

HUNGER RELIEF



LEARNING LOSS
PREVENTION



ACCESS TO A
HEALTHIER LIFE



This is a people-to-people campaign championed by Y volunteers who raise dollars to enable children, teens, adults, seniors, and families to participate in y programs and services that they need. **THANK YOU** for helping us strengthen our community by making accessible the support and opportunities that empower people and communities to learn, grow and thrive. Your efforts are deeply appreciated.

2021 Community Campaign Season: March – May



What will I be doing?

As an Annual Campaign Volunteer “Storyteller”, you are an important ambassador. Your responsibilities are:

1. To make my own personal donation to the campaign, allowing others a chance to see the power of the YMCA in action.
2. To share my own personal story of what the YMCA means to me and why I give.
3. To think through people and businesses in my networks in which I would like to ask for a donation back to the Y.
4. To ask those people and businesses to join the cause by giving a gift with their heart.
5. To report back all findings from my asks and conversations about the campaign to Alyssa Matthews, at amatthews@rmymca.org.
6. To attend the Campaign Kickoff and Celebration when possible.


How do I collect donations?

1. After you have thought through people and businesses that you want to ask, you will send those names to Alyssa Matthews. This is so that she can save those names to you only. Therefore, we can avoid two Storytellers asking the same Donor Prospect.
2. Alyssa will then send you all past giving history and contact information of that person or business, if there is any history or information in the Y System.
3. You can then invite your donor prospects to our Kickoff! Many donors decide to give during that time as they are hearing how the campaign benefits our community.
4. If they don't give during that time, you will start your asks via phone, e-mail, in-person, whatever works best for you and that person! They can donate or pledge & pay later!
 - We have physical pledge cards that donors can fill out. You can pick those up at the Y.
 - We have an online pledge form they can fill out: <https://www.harrisonfamilyyy.org/donate>
 - They can donate online: <https://give.classy.org/HealingCommunity>

WE ENCOURAGE YOU TO USE OUR PERSONALIZED ONLINE FUNDRAISER PAGES!

Go Here: give.classy.org/HealingCommunity & Click “BECOME A FUNDRAISER”

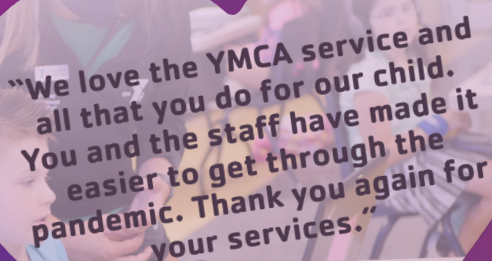
Use your own page to share your Y Story and insert an image of you so your friends and family know who is asking them for support! Share your personalized link on all your social media sites, e-mail and/or text!

- Allowing you to more easily track your progress in real time!
 - Share our cause with a wider audience through social media!
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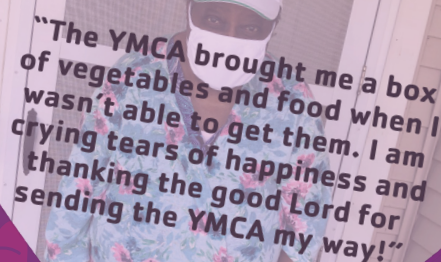
ABOUT THE YMCA 2021 ANNUAL CAMPAIGN

Now, more than ever, we all need healing. Rising unemployment. Out of school learning loss. New educational models. Increased support needs for families. Social isolation. A public health crisis. The pandemic dramatically impacted our community and our YMCA.

Our organization suffered significant economic loss and setbacks due to suspending Y operations and delivering limited services. Yet, our Y has spearheaded efforts to support our neighbors in need. We are taking these efforts and hoping to expand on them in 2021 to help heal our community as we focus on hunger relief efforts, combating learning loss in area youth, continuing ongoing efforts to create more affordable access to YMCA programs and services, and sustaining our organization's strength.



"We love the YMCA service and all that you do for our child. You and the staff have made it easier to get through the pandemic. Thank you again for your services."



"The YMCA brought me a box of vegetables and food when I wasn't able to get them. I am crying tears of happiness and thanking the good Lord for sending the YMCA my way!"

HELP HEAL OUR COMMUNITY DONATE TODAY.

Here are a few examples of how you can give.



LEARNING LOSS PREVENTION

\$1,170 = two months of full-day Learning Academy with increased learning support

- Out of School Care Programs at the YMCA
- Full Day Learning Academy
- Before & After School Care
- Summer Camp
- Educational Sites across the counties



HUNGER RELIEF

\$500 = a month of food boxes for 12 families

- Food Distribution to families in need throughout Nash and Edgecombe counties
- Nutritious meals served to students in our Out of School Care programs
- Summer feeding program site
- Nutrition education initiatives



ACCESS TO A HEALTHIER LIFE

\$256 = session of swim lessons to four children at higher risk for drowning

\$50 = improves heart health with two sessions of Blood Pressure Self-Monitoring

- Financial Assistance Program
- Chronic Disease Prevention Initiatives
- Learn to Swim Initiatives
- Virtual Wellness Initiatives

*Suggested gift amounts reflect the average cost of the program. Programs are subject to change.

*For more information, contact Alyssa Matthews, Marketing and Development Director at amatthews@rmyymca.org.

TOTAL DOLLAR GOAL: \$140,000

Community Goal: \$55,000

Major Gifts Goal: \$61,500

Board Giving Goal: \$14,000

Staff Giving Goal: \$9,500

HUNGER RELIEF



LEARNING LOSS PREVENTION



ACCESS TO A HEALTHIER LIFE



THE Y. HERE IN A TIME OF NEED.

A BEACON OF HOPE DURING COVID-19

When the pandemic hit our nation in March of 2020, the Y quickly pivoted to support those on the front lines of the COVID-19 fight. We suffered significant declines in operational revenue and were unable to open many of our services in order to keep everyone safe. As a non-profit, the Y funds its operations from membership and program fees. We raise charitable funds to expand our community outreach and help those in need. The operational revenue helps to fuel those impactful community efforts. Serving as a beacon of hope, our Y was able to use the resources we had from generous donors and members who Stayed With Us to provide critical support. See our 2020 Campaign Impact.

Membership access
provided to
126
families or individuals
in need.



50,000+
Meals
delivered to families
in need.



29 Youth
given a chance to
participate in a
healthy activity,
such as swimming.



79 Students
received assistance
for out of school
care programs to
continue learning.



Diabetes education
provided to
48 Adults.



90,000+
Healthy Snacks
provided during
after school.

