



Dear Harrison Family YMCA Donor,

You know the challenges that we have faced in Nash and Edgecombe counties. People of all ages and backgrounds have struggled to reach their full potential. But where society falls short, the Y – and donors like you – step in. Working with generous donors like you, the Y has provided everyone the opportunity to be healthy and thrive, connect with others, and contribute to a better community for many years. With the nationwide pandemic that began in March, our YMCA had to quickly respond to community needs and make many difficult decisions. With this, we have updated our 2020 Annual Campaign Case for Support, as we pivot to serve where most needed. We are now including COVID-19 relief funds for community responses and critical operations into our 2020 Annual Campaign. Of the funds raised, 100% will be used to meet the needs of our community and ensure the Y is strong for the long-term future. This will include typical Annual Campaign program support as well as the greatest needs of our Y organization, which might include general operating support during this time.

We are hoping to gain your support for the 2020 Annual Campaign: Strong for the Future. As we now focus on providing all-day extended learning for kids with our Learning Academy program, delivering food to families in need, helping prevent drowning with swim lessons, and combating chronic diseases, supporting and sustaining the YMCA is more important than ever. COVID-19 has dramatically impacted our Y due to temporary suspension of facility access and limited services. Yet, our YMCA has served in many unique ways to support our neighbors in need. Here are just a few examples of how you can give.

- \$25 minimizes heart complications with a session of our Blood Pressure program.
- \$120 helps prevent drowning with two sessions of Swim Lessons.
- \$500 delivers 10,000 meals to families in need with our Food Distribution program.
- \$1,170 provides two months of full-day out of school care with tutoring and homework support at our Learning Academy.

You may give online at give.classy.org/StrongfortheFuture or mail in a check with a pledge card (enclosed) or note of how you would like to be recognized to PO Box 4063 Rocky Mount, NC 27803. Your donation will keep the Y Strong for the Future. For more information, please visit www.harrisonfamilyy.org or you can contact Marketing & Development Director, Alyssa Matthews at 252-972-9622 x.232 or amatthews@rmymca.org.

With gratitude,

Harrison Family YMCA
2020 Annual Campaign Chair