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# IMAGINE THE POSSIBILITIES

2019 Annual Campaign Volunteer Training Guide  
YMCA OF GREATER SAN ANTONIO

# THE ANNUAL SUPPORT CAMPAIGN



A PEOPLE-TO-PEOPLE CAMPAIGN CHAMPIONED BY Y VOLUNTEERS WHO RAISE DOLLARS TO ENABLE CHILDREN, TEENS, INDIVIDUALS, AND FAMILIES TO PARTICIPATE IN YMCA PROGRAMS.

## THE CASE FOR SUPPORT

### 1 THE Y PROVIDES AN INCLUSIVE ENVIRONMENT FOR ALL.

The Y is made up of people from all walks of life working side by side to strengthen our communities regardless of age, ability, cultural/ethnic background, faith, gender, gender identity, ideology, income, national origin, race or sexual orientation. This commitment to inclusion is visible in all Y programming, from the Summer Day Camp programming at Morgan's Wonderland, Adaptive Swim Lessons in Y branches, to cultural celebrations supported by the Y across San Antonio.

### 2 THE Y CREATES SAFE SPACES FOR OUR KIDS & IS CLOSING THE ACHIEVEMENT GAP.

From infancy to young adulthood, YMCA programs invite youth to be inspired year round. They are supported through initiatives like the Power Scholars program that addresses specific academic achievement challenges. In other areas, programs such as Youth & Government and Thingamajig offer opportunities for civic engagement and exposure to STEM based learning. These programs are offered in a manner and in formats limited only by the imagination. They are threaded throughout our after school, summer and specialty programs so that learning is suited to individual and diverse needs and abilities. In addition, they provide essential experiences every child deserves...friendships, memories and confidence to grow and succeed.

### 3 THE Y IMPROVES THE HEALTH & WELL-BEING OF OUR COMMUNITY.

At the Y, we provide support for individuals and families as they build and maintain healthy habits for spirit, mind and body by offering a path to wellness specifically catered to their unique needs. Traditional Y fitness classes and youth wellness programs compliment innovative Y programs such as Y Diabetes Prevention, C.H.E.F. (Culinary Health & Education for Families), Healthy Weight & Your Child, and Blood Pressure Monitoring. These classes allow the Y to provide evidence based programming to those with specific challenges with the assurance that no one will be turned away due to an inability to pay for services. This is yet another way that the Y provides access to the possibility of achieving a healthier, balanced life for all.



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## VOLUNTEERS ARE KEY

### You are important...

...Because **your personal YMCA testimonial** helps raise awareness of YMCA programs and services, and **makes our collective story stronger.**

...Because **your participation makes a successful campaign possible** and helps the YMCA live its mission.

...Because we know **your time and talents are valuable** resources.

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.

### We Need You To Tell The Y Story

As an Annual Campaign volunteer, you are an important ambassador—communicating the values of the YMCA and its programs to individuals and businesses alike. You are one of the **YMCAs best assets—a storyteller.** As a storyteller, you will have the opportunity to share with others the unique and personal ways in which the YMCA and its programs have touched and enhanced your life. Did you learn how to swim at the YMCA? Did your child have his or her first camping experience at the YMCA? Did the YMCA offer your family financial assistance at a critical time in your life? ***By telling your YMCA story, you allow others a chance to see the power of the YMCA in action.*** You become living proof that the YMCA is making a difference every day.

### Why Invest In the Annual Community Support Campaign?

The YMCA of Greater San Antonio is committed to providing quality programs and facilities to everyone, regardless of their ability to pay. While we strive to keep values-based youth programs and fees affordable by subsidizing some of the real costs, we know that during difficult times some individuals and families will need financial assistance.

Through the Annual Campaign, we are able to ensure that no one is turned away based on their ability to pay. Your volunteer and financial commitment will help thousands of youth and families share the YMCA experience!

**TOGETHER, WE CAN BUILD A BETTER US.**

# YOUR ROLE IN THE CAMPAIGN

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As an Annual Support Campaign Volunteer, you are an important ambassador. Your responsibilities are:



- To **share the values of the YMCA** and its programs to individuals and businesses alike.
- As a **storyteller**, you will have the opportunity to share with others the unique and personal ways in which the YMCA and its programs have touched and enhanced your own life.
- By **making your own contribution** and telling your Y story, you allow others a chance to see the power of the YMCA in action.

## PERSONALIZED ONLINE GIVING PAGE

All campaigners will receive a link and tutorial explaining how to create your own personalized giving page. Share your Y Story and insert an image of you so your friends and family know who is asking them for support!



## PROVIDING PEER TO PEER SUPPORT

### ONLINE GIVING SUPPORTS YOUR EFFORTS BY:

- Allowing teams can cheer each other on!
- Allowing you to set a goal & track your progress!
- Share our cause with a wider audience through social media!

Share your personalized link on all your social media sites including **Facebook, Twitter, and email!**

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## CAMPAIGN POSITIONS

### CAMPAIGN CHAIR

Your **branch campaign chair** will provide overall leadership, reflecting the values, vision and mission of the YMCA.

### DIVISION LEADER

Your **division leaders** will assist the team captains throughout the campaign.

### TEAM CAPTAIN

Your **team captain** will have the additional responsibility of inviting others to join you as a YMCA storyteller.

### CAMPAIGNER

Your job is to tell the YMCA story to friends and neighbors and ask them to consider joining you in making a financial gift to the campaign.





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# CIRCLES OF INFLUENCE

## Build Your Connection List

We all have a "Circle of Influence". Think of the areas of your life where you may identify someone who would be willing to join our cause and support the Y as a volunteer or a donor.

**Suggested influences:**

- Colleagues
- Members of Civic Groups
- Church friends
- Doctors or Lawyers
- Your School
- Your Child’s School
- Insurance Provider
- Volunteers at Other Nonprofits
- Decision Makers at Companies
- The Y
- Banks
- Neighbors
- Family & Friends
- Hair Salon
- Chamber/Board
- Small Business Owners
- Real Estate
- Veterinarian
- Coaches/Gymnastics
- Dentist
- Local Businesses
- Librarian
- Attendees at Charity Events

**We challenge you to list 25 people who are included in your "Circle of Influence".**

1. _____	14. _____
2. _____	15. _____
3. _____	16. _____
4. _____	17. _____
5. _____	18. _____
6. _____	19. _____
7. _____	20. _____
8. _____	21. _____
9. _____	22. _____
10. _____	23. _____
11. _____	24. _____
12. _____	25. _____
13. _____	

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## PLANNING AN ANNUAL CAMPAIGN VOLUNTEER RECRUITMENT VISIT

Planning ahead for a personal recruitment visit with a potential volunteer is critical. Below are the steps to follow in preparing for a face-to-face recruitment visit.

### STEP 1: COORDINATE WITH OTHERS

If you plan to make the visit with someone else (e.g., Y staff member, another volunteer, or a person already recruited for the same position), coordinate the details with the person who will join you.

### STEP 2: MAKE AN APPOINTMENT

Give specific options for days and times to meet rather than asking an open-ended question about the individual's availability (e.g., "I am a volunteer for the YMCA. I would like to visit with you to get your thoughts on an important program I care deeply about. It will only take 20 minutes of your time. Can we meet for coffee at 2:00 p.m. on Thursday or 7:30 a.m. on Friday?").

### STEP 3: KNOW THE Y CAUSE AND YOUR YMCA'S CASE FOR SUPPORT

Be prepared to discuss the impact of the annual campaign on the Y's ability to address community needs in the areas of youth development, healthy living, and social responsibility. Provide evidence to support the community needs outlined in your case for support and describe the importance of volunteers in helping the Y secure funds to address those needs.

### STEP 4: KNOW THE PROSPECTIVE VOLUNTEER

Find out as much as you can about the person you want to recruit, particularly related to his or her involvement with the Y and the community. Look for possible connections to the case for support that will drive your conversation. Make a list of the reasons you feel the individual is qualified for the campaign position and be prepared to describe why the opportunity will be personally rewarding for the individual. Make a list of the reasons the person may initially hesitate to accept the position. Consider what you will say to overcome those concerns.

### STEP 5: PREPARE FOR REFUSALS

Recognize that, if the prospect turns down the opportunity, it is not a personal rejection. If you have presented the volunteer opportunity in a compelling way, you have done your job. Not everyone will say yes. Usually, "no" now doesn't mean "no" forever. Others may be able to recruit the individual for future campaigns because of the groundwork you have laid.

### STEP 6: UNDERSTAND THE FLOW OF A VOLUNTEER RECRUITMENT VISIT

Successful recruitment visits follow a natural flow:

- Greet. During the meeting, create an atmosphere that is neutral and inviting. Ask questions about the individual's involvement in Y activities and programs, and share your story of why you volunteer. When recruiting volunteers, a positive attitude is contagious. Those being recruited are more likely to say yes if they feel a sense of confidence from the volunteer recruiting them.

- **Share the benefits of volunteering.** Help volunteers think about what your Y means to them and what their Y does for the community. Share why you have personally chosen to take a leadership role.
- **Explain the position.** Be persistent and convincing. Describe the expectations of the role in as much detail as possible.
  - Describe the volunteer opportunity you would like the individual to accept.
  - Emphasize why you think the individual is a good match for the assignment and your team.
  - Share the full scope of responsibilities associated with the position, including making a personally meaningful gift.
  - Describe the amount of time involved, meeting and event schedule, and training opportunities.
  - Assure the individual that you will be available for questions and advice.
- **Ask for a commitment.** You have excellent reasons for wanting this person on your team, and you can help make the experience personally rewarding. Be confident and don't hear no in the answer unless he or she actually says the word. If the individual expresses concerns, he or she most likely needs additional information about the position requirements or additional reassurance about the availability of training and support. Remember to use the points you developed as you planned for the visit.
 

If the answer is no...

  - Thank the individual for his or her time and thoughts about the Y's community impact.
  - Ask if the individual would be open to participating in future campaigns.
  - Ask if the individual would be open to being asked for a gift once the campaign kicks off.
  - Send a note thanking the prospective volunteer for his or her time.
  - Inform the Y office of the response and the reason for the response.

### If the answer is yes...

- Thank the individual for joining you in this important community endeavor.
- Leave a copy of the volunteer position description (see exhibit 3-2, "Annual Campaign Position Description Templates") after you have discussed the key responsibilities.
- Discuss upcoming orientation and training opportunities and encourage the individual to select a date to attend.
- Ask the individual to fill out and sign the commitment form. Explain that the information is necessary for future campaign communication
- Ask for a meaningful financial gift. Explain the importance of all campaign volunteers making their own meaningful gift prior to asking others to give. Describe how announcing what has already been given by campaign volunteers inspires others and gives the campaign momentum.
- Share the due date by when the campaign chair would like all volunteers to make a donation.

### If the answer is not "yes"...

- Ask if the individual needs more time to decide and offer to return at a later date to reinforce the importance of the gift and to give you a reason to follow up, if necessary.
- If the answer is no, but the volunteer agrees to give a gift, record all necessary information on a pledge form, and have him or her sign it.
- Thank the individual and explain the value of the pledge not just in dollars but in furthering the good work of the Y.
- Inquire if the individual's company has a program that matches employee gifts.



- Report and thank. Return the signed commitment and pledge forms to the Y campaign office as soon as possible so staff can mark the visit complete on the next recruitment progress report, add the volunteer to future campaign communications, and record the gift.
- Whether the prospective volunteer accepts a position or not, send a personal note of gratitude. If he or she has agreed to volunteer, include another copy of the position description and important dates related to trainings, meetings, and events.



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## **PREPARATION BUILDS A STRONG FOUNDATION**

### **Solicit only if you have the pledge card**

Nothing is worse than securing a gift, and then not being able to take or process payment. Please talk with everyone about the good things that Y is doing, but only ask for a gift if you have the pledge card. Be familiar with the forms of payment as well, there are options for all types of donations, including NEW on-line options.

### **Aim high**

When asking for a specific dollar amount, aim high. Talk about the good things those dollars will do. Then BE QUIET and let the donor respond. Don't hear "no" unless they say "no".

### **Make friends for the Y**

Not everyone will choose to donate to the campaign. However, try and make a friend for the Y. Even if they decide not to make a contribution now, you have told the Y story and brought them closer to the organization. Celebrate this success!

### **Respect donors' concerns and complaints**

If someone has a complaint about the Y, listen to and record the complaint, but try not to comment on their specific issue. Assure the person that you will follow up with the YMCA staff and that someone will get back to them. Let them know we will respond to every concern. Once people feel that their concerns have been heard, they will be more ready to listen to your request for their support to the campaign.

### **ASK FOR A SPECIFIC AMOUNT**

When the facts have been explained and the standards set, ask for a specific amount: "Because we feel you care as much as we do, we are asking you to consider a gift of \$\_\_\_\_\_ to support the kids and families of the YMCA."

### **Encourage pledging**

Most of us can give more when we make small payments over a period of time as opposed to giving one larger gift. Encouraging people to make a pledge they can pay over the course of the year helps their ability to do more. Consider asking prospects to contribute \$10,\$25, or \$50 a month instead of asking for one lump sum. Donors can even add a donation to their monthly membership fees.

### **Report results regularly**

Reports are published weekly during the campaign. Please turn in your pledge cards promptly and call regularly to communicate your progress. We have two report meetings over the course of our campaign. Please be sure to get these on your calendar and do your best to attend.

### **\*\*\* BE PREPARED IN ADVANCE FOR QUESTIONS\*\*\***

Answer questions honestly and find out why a potential contributor feels the way he or she does. Understand the principle of "turnaround": utilize contributors' objections to strengthen the case. Leave the door open regarding a refusal. Refer unanswerable questions to YMCA staff members Remember, even if you don't get a contribution, make a friend for the YMCA.

Speak with sincerity and conviction. It's hard for someone to turn down a sincere spokesperson for the YMCA.





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## **FREQUENTLY ASKED QUESTIONS**

### **Why should I give to the Y?**

Your support is integral in helping the YMCA continue our commitment to providing quality programs to everyone, regardless of their ability to pay. You benefit from having a strong YMCA in your community. Our programs provide meaningful opportunities for young people to grow into responsible adults, enable families to fight chronic illness and give seniors a sense of belonging. The YMCA makes your community a better place to live and work.

### **The YMCA makes your community a better place to live and work. How is the Y strengthening my community?**

At the Y, we believe that a community focused on healthy living, youth development, and social responsibility is better equipped to exercise its true potential and have a greater, positive impact on society.

### **Doesn't the Y receive funds from United Way?**

Yes, we are grateful to receive funding from United Way each year. However, even the generous gift from United Way can only provide a percentage of the financial assistance we provide to local residents

### **Why should I give when I already pay monthly membership dues?**

Membership dues and program fees cover the cost of maintaining and operating YMCA facilities and programs for members. Donations to the Annual Campaign support programs for everyone in the community. Contributions also provide financial assistance for individuals and families who cannot afford membership or program fees, but can benefit from our programs.

### **Someone has already contacted me. Why are you calling me again?**

Occasionally this happens if you or a family member participates in activities or knows volunteers at more than one YMCA Center. Many people do contribute to multiple centers and this is an option for you, if desired.

### **Is my contribution tax deductible?**

Yes! The YMCA is classified by the Internal Revenue Service as a publicly supported 501(c)(3) non-profit.



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### **Now is not a good time—can I give later?**

Pledging your support now and making payment later is often the preferred and affordable way to give generously. You have a number of options when making a gift to the Y:

- Make a one-time gift by cash, check, or credit card by mail or online at: [www.ymcasatx.org/donate](http://www.ymcasatx.org/donate)
- Set up a recurring gift to the Y
- Pledge your commitment to the Y and pay any time before the end of the year (if you'd like, we can send you a reminder at specified intervals) You can pay your pledge by cash, check, or credit card by mail or online.

### **I gave last year. Why are you asking again so soon?**

Your contributions to last year's campaign helped the YMCA deliver vital programs for people in our community. However, these programs can only be sustained with continued support. That's why the Annual Campaign is an ANNUAL CAMPAIGN. If you prefer, you can pledge now and pay later in the year.

### **Does the money raised in the campaign stay at our Y?**

Yes, donations from people in our community support our local Y. Some donors do ask that their gifts go to fund specific programs or activities that may be outside of our Y, and of course, we honor their wishes. The YMCA Corporate Staff and Volunteers raise dollars to support the mission of the Y across the greater San Antonio community.

### **[Executive Director/Staff] is no longer there, why should I give?**

Your support is integral in helping the YMCA continue our commitment to providing quality programs to everyone. We understand you may have had a relationship with [that former staff member], but we hope that you will continue your support of the YMCA mission to ensure that no one is turned away.

# 6 KEYS TO CAMPAIGN SUCCESS



## MAKE YOUR GIFT FIRST

Your gift demonstrates your commitment and belief in the YMCA. After making a personal gift, it is much easier to ask someone else to do the same.

## KNOW YOUR Y STORY

When you speak as a sincere, caring person who's talking from the heart ... people listen. Think of the reasons why you decided to volunteer for the Y and share that passion.

## CALL YOUR BEST PROSPECTS FIRST

Get off to a good start and build confidence as you ask for gifts. Plus, each commitment received gives you an even stronger position in subsequent solicitations.

## DO YOUR HOMEWORK

Know prospects interests and giving capabilities. Find out if they have been involved in the Y before and share information on programs they've been involved in. Be knowledgeable about your Y and its programs so that you are prepared to discuss their impact.

## ASK FOR A SPECIFIC AMOUNT

Prospects respond when asked for a specific amount. There are less decisions to be made for the donor, and they feel like they are doing something good. Aim high and emphasize what the donation will accomplish!

## MEET IN PERSON & TEAM UP

Meeting in person makes a strong statement that the cause is important to you. Personal visits have been shown to result in higher gifts. Invite Y staff or fellow volunteers on your ask. A team visit builds confidence and adds clout to your presentation.

# OUR Y STORIES



**LIZ & CARLA**  
Y ACHIEVERS  
URBAN  
GARDENERS  
WALZEM  
FAMILY YMCA

Liza & Karla both assisted in designing & building the Urban Community Garden at the Walzem Family Y. Liz and Karla learned that they capable of things they never dreamed they could accomplish. Liz said "I can actually do a lot of hard work, if I just put my mind to it" and Karla shared that " She [i] discovered her [my] artistic side."

Through their work as Y Achievers and mentors in the garden, they have become leaders in the community and continue to be shining examples of the possibilities created by and for youth in the our Y.



**RACHEL**  
COMMUNITY  
ACTIVATOR  
YOGA LOVER  
HARVEY E.  
NAJIM FAMILY  
YMCA

"By the grace of God I'm alive." From coaching basketball to participating in synchronized swimming, Rachel was accustomed to a very active routine. Unfortunately an accident 20 years ago altered her life and made physical activity difficult. Depression soon followed.

When discussion of the Harvey E. Najim YMCA coming to the Southside started to arise, Rachel signed the petition and encouraged more neighbors to do the same. She knew the benefits the facility would have not only for herself, but for her entire community. She is proud to have been a part of the Harvey E. Najim Family Y's growth from the very beginning.



“Prior to 2017, my world began seeing deaths of three major elders in my family, a tremendous amount of stress on the job, and other factors that began to compromise my health focus. This was especially difficult as I am a diabetic.

I realized that being 60 years old and in the midst of a national debate on healthcare, there was a need to reconsider the things I could do to better care for myself. God always places people in your path you least expect and for me, that person was and remains Dr. Pete Valdez.

I know I shocked him when I said that I wanted to do an Ironman triathlon at my age and lack of fitness agility. He was gracious in saying- okay, let's do it. After all the challenges, and because of this relationship and the friendships I made with a great number of fellow tri-team and YMCA members, the results are in!

Since January of 2017, I have lost 17 pounds and more importantly, the numbers associated with my diabetes are improving. More importantly, I have forged another extended family ... my YMCA family. I am now training for a half-marathon and half-Ironman triathlon in 2018. God has been so good to me!



**SHARON**  
**SPIRITUALLY CENTERED**  
**TRI-ATHLETE**  
**MAYS FAMILY YMCA AT POTRANCO**

“Moriah was born with cerebral palsy. Due to her CP, she has faced and overcome many challenges.”Every time I go visit staff at the Y [they] challenge me to try something new in the facility that I haven't done before. Once I conquer that task it excites me to see my progression and see how my strength has improved.”

**MORIAH**  
**SLAM BALL EXPERT**  
**DR SEMMES YMCA**



“My daughter was super nervous her first visit to ChildWatch & she screamed and cried. The lead staff member stepped in and took her and reassured her that everything would be okay. Ever since that first visit, my daughter begs to come. As a mom that puts my mind at ease.”

**STACY**  
**FEARLESS TODDLER MOM**  
**SCHERTZ FAMILY YMCA**



“It was a traumatic experience receiving the [cancer] diagnosis. They gave me probably two weeks to live after the diagnosis, if I didn't have treatment. Cancer survivors typically are weak, like I've been, and this [LIVESTRONG at the Y] will actually give them an opportunity to have some kind of a monitored exercise program to get back their endurance and get back to the life they had before they had the diagnosis.”

**DAVID JONES**  
**ROLE MODEL & SURVIVOR**  
**YMCA AT O.P. SCHNABEL PARK**





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## **CONTACT INFORMATION**

### **Association Office**

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### **Davis Scott Family YMCA**

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### **D.R. Semmes Family YMCA**

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### **Harvey E. Najim Family YMCA**

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### **Mays Family YMCA at Potranco**

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### **Mays Family YMCA at Stone Oak**

**Maya Smith** • [mayas@ymcasatx.org](mailto:mayas@ymcasatx.org) • 210-497-7028

### **Schertz Family YMCA**

**Fredy Degollado** • [fredyd@ymcasatx.org](mailto:fredyd@ymcasatx.org) • 210-619-1901

### **Thousand Oaks Family YMCA**

**Gary Flores** • [garyf@ymcasatx.org](mailto:garyf@ymcasatx.org) • 210-494-5274

### **Walzem Family YMCA**

**Kristine Gusman** • [kristineg@ymcasatx.org](mailto:kristineg@ymcasatx.org) • 210-656-5779

### **Westside Family YMCA**

**Carlos Verastegui** • [carlosv@ymcasatx.org](mailto:carlosv@ymcasatx.org) • 210-433-6335

### **YMCA at O.P. Schnabel Park**

**Jami Engel** • [jamie@ymcasatx.org](mailto:jamie@ymcasatx.org) • 210-520-4146

### **YMCA Camp FLaming Arrow**

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# YOUR GIFT TO ALL

Examples of how your donation supports the many experiences the Y can offer:



**\$50**

Provides a month of swim lessons that teach lifesaving skills and promotes safety around water for a child in your community.



**\$100**

Provides a season of sports teaching young athletes about sportsmanship and fair play.



**\$250**

Provides a month of care in a safe space for children with academic, nutritional and social support after school.



**\$500**

Provides access to a Y wellness facility that allows a family to achieve a healthier lifestyle together



**\$1,000**

Provides a week-long stay at YMCA Camp Flaming Arrow where a child can build confidence, create lifelong friendships and explore nature during the summer.



**\$2,500**

Provides access to the Power Scholars Academy which focuses on the achievement gap and provides nutritional support and enrichment activities.



**\$5,000**

Provides an opportunity to change outcomes for those who are at risk for or living with chronic disease through the Y Diabetes Prevention, LIVESTRONG® at the Y and Healthy Weight and Your Child programs.



**YMCA OF GREATER SAN ANTONIO**

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## CONTACT:

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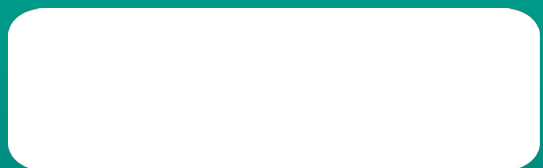
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## IMPORTANT DATES:

**Annual Campaign  
Kick-Off**



**Annual Campaign  
Victory Celebration**

