



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# KIDS DESERVE THE BEST SUMMER EVER

2020 Annual Campaign Volunteer Guide  
YMCA OF GREATER SAN ANTONIO





Like you, our world was turned upside down by COVID-19. But today, Ys are reopening, staff are returning to work, YMCA programs are restarting, and members are connected once again.

The 2020 Annual Campaign was paused, and now we are ready to relaunch. Our goal for the next six weeks – July through mid-August – is \$900,000. The focus is on summer programs for kids. As always, adults and seniors benefit from financial assistance, also. Donations will help to ensure Y programs are available to anyone who needs them but cannot afford the cost.

If we all get involved, together we can reach and exceed this goal. Thank you for helping to give kids their best summer ever!

## KEY MESSAGES TO SHARE

- **At the Y**, we believe everyone deserves the opportunity to succeed. That can happen only when we unite to nurture the best in all of us.
- **In our area, one in four children** needs financial assistance to be part of Y programs. It's the same for adults and seniors.
- **Your financial support helps** to eliminate barriers to participation.
- **As a community service organization**, the Y relies on the generosity of donors to help provide access and opportunities for everyone. Every gift, no matter the size, is important.
- **As a nonprofit charity**, the Y works every day to address community needs and ensure no one is turned away due to financial limitations. The Y has the track record and the presence on the ground to move communities forward.
- **100% of donations** from members and community supporters goes directly to financial assistance and remains in our community.
- **100% of Y membership** dues goes to operating the Y, including programs, facilities upkeep, and staff compensation.



# MAKING MORE POSSIBLE

Last year, **31,410** children, adults and seniors benefited from Y programs and services because **\$1.8 million** in financial assistance was made available through annual campaign donations.

**399** teens learned job skills and volunteered in the VolunTeens summer program



**5,966** children learned water safety and life-saving skills



More than **5,500** young athletes received financial assistance to participate in youth sports

Almost **500** children attended Camp Flaming Arrow on a scholarship



## DURING THE COVID-19 RESPONSE, THE Y RESPONDED TO COMMUNITY NEEDS



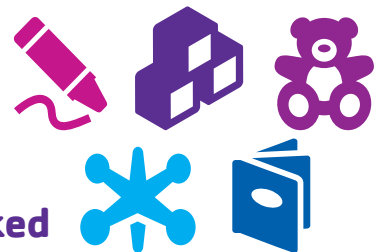
**1,293** families received

**126,000+** pounds of food

**45,850** seniors stayed active through Y outreach



**267** children received child care at 6 locations while their parents worked in essential jobs



**8,740** members participated in virtual wellness classes



**6,020** meals were distributed to seniors



# SHARE YOUR Y STORY – WHY YOU ARE A Y VOLUNTEER AND DONOR – AND TELL A STORY ABOUT SOMEONE POSITIVELY IMPACTED THROUGH THE Y.

## A STORY SHOULD HAVE ALL OF THESE ELEMENTS:

- Character(s)
- Place
- Problem
- Solution

## ADD SECRET INGREDIENTS – ELEMENTS TO SHARE IN EVERY STORY:

- Share what is at stake
- Provide vivid details
- Show transformation
- Reveal impact

It doesn't have to be long:

“My husband lost his job within two months of us adopting two small children from foster care. We were desperate to find a place where we could go as a family to restore some of our physical and mental health. We received a scholarship through the Y, and it has been such a blessing to us.”

– YMCA THOUSAND OAKS FAMILY



# YMCA PROGRAMS AND SERVICES ADDRESS COMMUNITY NEEDS

Drowning is a leading cause of death for kids, and our area has plenty of pools and lakes. The Y's **Safety Around Water** program teaches the skills that can prevent drowning.

Hunger is a problem for many children whose families struggle to make ends meet. It increases when children are out of school for the summer without access to school meals. With local partners, the Y provides **nutritious snacks and lunches** to kids who need it the most.

When school is out, **YMCA summer camps** offer enriching activities so children continue to learn and grow. Parents know their children are active and in supervised care instead of being home alone.

Through the Y's **After School program**, youth cultivate the values, skills and relationships that lead to positive behaviors, better health, and educational achievement. Youth development programs help children develop to their fullest potential.

**VolunTeens** instills confidence and leadership skills that are critical for future success. Young people are empowered to realize their leadership potential, connect to others, serve their community, and explore future careers.

By attending **Y Early Learning Child Care**, preschoolers develop the language and literacy skills they need to start kindergarten and begin a life-long love of learning. The Y's early learning centers help kids become socially, academically, and emotionally ready to start school.

In Texas, one in three adults is **overweight or obese** and most have other chronic diseases or risk factors. Individuals can take action through physical activity, better nutrition, and support for healthy living.

At the Y, **active older adults** receive the support, guidance, and resources they need as they age in place. YMCA programs provide a physical, recreational, and social outlet to help older adults stay mentally and physically healthy.

At the Y, individuals can take action for better health and quality of life with tools and support for **healthy living and community connections**. Families are welcomed instead of turned away.



# QUOTES YOU CAN USE

"The world and all of its pressures can seem to be a very dark place. You can only be lost in the darkness if you don't have a light. Camp teaches kids they have a lantern of ability and experience they can use when the world seems too dim."

- YMCA CAMP DIRECTOR

"I am a single parent and first-generation college student. The after school program has allowed me to finish school, thereby changing the trajectory of this family's future for the better."

- THE LAREDO FAMILY

"When I give to the Y, I know my donation is going immediately to the children, adults and families who need Y programs. My gift stays in my community."

- YMCA BOARD MEMBER

"After moving to this area, my family was looking for a place we call our 'happy, healthy place.' Having a place like the Y gives us that light."

- THE KIRKSEY FAMILY  
Y EARLY LEARNING CENTER –  
DOWNTOWN



# TIPS ON ASKING FOR A GIFT

Make your gift first, so you can let potential donors know you are committed to the cause.

Show your enthusiasm for the Y and how you have seen lives impacted. You are giving someone else the opportunity to be involved in a meaningful way.

Ask a potential donor for their support in the form of a donation. Donors want to make a lasting difference. People with shared values make a difference through the Y.

Respond to donor objections. It may be a more difficult year for some financially. It is not the size of the gift that is important: it is the act of giving.

Remember: The Y does not have needs. The children, families, adults, and seniors in our community have needs. The Y has the solutions and the results.

YMCA programs are important. That's why we're asking you to make personal solicitations and to talk to members, friends, and neighbors about making a gift.

Don't take it personally if someone says no. Some will give, some won't. Someone who will is out there waiting!

People who are the busiest get the most done. They don't have the time: they make the time.

**You won't get a gift if you don't ask for it.**

## WHAT YOUR GIFT PROVIDES

Gifts to the Annual Campaign go directly toward impacting thousands of kids, youth, families, and seniors in our community through the programs and services like those listed below:

**\$1,147** Provides individuals with prediabetes or a family history of diabetes access to improve their health.

**\$1,020** Will help one family find a place to belong with a one-year YMCA membership.

**\$580** Gives a child four weeks of a nurturing place to prepare for kindergarten in the Y Early Learning Center.

**\$280** Provides one month of enriching, supervised activities in the After School program.

**\$152** Provides a scholarship for a child to have a safe, fun, and engaging week at YMCA summer day camp.

**\$100** Gives a child the chance to build self-confidence and learn to be a team player with a scholarship for youth sports.

**\$80** Provides a child with life-saving water safety skills with a scholarship to the YMCA Safety Around Water program.

These are just a few examples of how you can impact others with a gift to the 2020 Annual Campaign.

# **DONATE TODAY AND CHANGE LIVES**



**Your gift to the Y's Annual Campaign ensures that children, teens, and adults – regardless of financial ability – have the opportunity to live healthy, active, and connected lives.**

- **Give online at [ymcasatx.org/make-donation](https://ymcasatx.org/make-donation)**
- **Complete a commitment form at any YMCA**
- **Mail your check to YMCA of Greater San Antonio, 231 E. Rhapsody Dr., San Antonio, TX 78216**

**No matter how you do it,  
give kids their best summer ever!**