



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2019 IMPACT

THE POWER OF YOUR COMMUNITY

Heart of the Valley YMCA | ymcahuntsville.org

YOUR SUPPORT

**CHANGES LIVES.
BUILDS VALUES.
FORGES FRIENDSHIPS.
RAISES AWARENESS.
NURTURES MINDS.**



DAVID BIER

ANNUAL GIVING CAMPAIGN CHAIR

“One in every five people has a Y story, and we’d like to become part of yours.”

As 2019’s Annual Giving Campaign Chair for the Heart of the Valley YMCA, I am excited to share with you not just opportunities to sponsor our programs and services, but also the knowledge of exactly what we are doing to make our community a better place. From Early Childhood Education Centers that serve families in need of affordable, quality childcare; to Youth Development programs that focus on improving the future for our kids; to Chronic Disease Prevention that takes the Y’s focus on Healthy Living and makes it intentional – there is so much happening every day at the Y.

We supported our community in 2018 with close to \$1,000,000 in scholarships for programs and services, and we hope to do EVEN MORE in 2019. Every dollar of your support stays local, and goes directly to kids, people and families who need it. We work closely with other nonprofit organizations who share our values of improving the North Alabama community we live in, and we continue to expand our capacity to serve every year with new partnerships. I am honored to be chosen as the 2019 Campaign Chair, and I hope you’ll join me in supporting our Y in all that we do. One in every five people has a Y story, and we’d like to become part of yours.

DAVID BIER

David Bier

THE NUMBERS

\$1,102,000

IN FEE ASSISTANCE TO OUR COMMUNITY IN 2018

AND HOW YOUR SUPPORT IMPACTS THE COMMUNITY

\$129K

PROVIDED TO MILITARY FAMILIES THROUGH OUR MILITARY OUTREACH PROGRAMS

544

SCHOLARS SERVED IN OUR POWER SCHOLARS ACADEMY SUMMER AND AFTERSCHOOL PROGRAMS

50,300

ADULTS AND CHILDREN SERVED BY OUR ASSOCIATION IN 2018

\$44K

PROVIDED TO CHILDREN AND FAMILIES AT CAMP CHA-LA-KEE



EARLY CHILDHOOD EDUCATION

THE NEED



30%

SINGLE MOTHER SALARY
SPENT ON CHILDCARE



\$5,644

AVG. ANNUAL CHILDCARE
COST PER CHILD



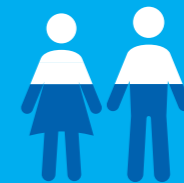
218K

CHILDREN UNDER 6
IN NEED OF CHILDCARE

THE IMPACT



PRE-K STUDENTS GRADUATED
"KINDERGARTEN READY"



61%

OF EARLY CHILDHOOD EDUCATION
FAMILIES LIVE BELOW THE POVERTY LINE



\$324K

IN FEE ASSISTANCE TO FAMILIES OF
INFANTS, TODDLERS AND PRE-K STUDENTS



220+

KIDS SERVED FREE MEALS
THROUGH OUR NUTRITION ON THE
WEEKEND BACKPACK PROGRAM

CLOSING THE ACHIEVEMENT GAP

THE NEED



ALABAMA RANKS AT 47TH IN NATION FOR BENCHMARKS OF 4TH GRADE MATH & 8TH GRADE MATH/READING



POTENTIAL LOSS OF SKILL DEVELOPMENT DURING SUMMER BREAK FOR CHILDREN IN POVERTY



BY 8TH GRADE , SUMMER LEARNING LOSS ACCOUNTS FOR UP TO 66% OF ACADEMIC ACHIEVEMENT LOSS FOR CHILDREN IN UNDERSERVED FAMILIES

THE IMPACT



STUDENTS ACROSS 5 SCHOOL SITES WITH OUR POWER ACADEMY SUMMER LEARNING LOSS PREVENTION PROGRAM



SCHOLARS' PARENTS WOULD RECOMMEND OUR POWER SCHOLARS ACADEMY TO ANOTHER PARENT



1 MONTH GAIN IN READING AND 2 MONTH GAIN IN MATH OVER THE 6 WEEK POWER SCHOLARS ACADEMY PROGRAM



SCHOLARS THAT RECEIVE FREE/REDUCED LUNCH AT THEIR TITLE 1 SCHOOL

YOUTH DEVELOPMENT

THE NEED



2ND

RANKED CAUSE OF DEATH IN CHILDREN AGED 0-15 YEARS (DROWNING)



80%

PARENTS THAT SAY AFTERSCHOOL CARE HELPS THEM KEEP THEIR JOBS



275K

KIDS IN ALABAMA WAITING FOR AN AFTERSCHOOL PROGRAM TO BECOME AVAILABLE



2X

AFRICAN-AMERICAN CHILDREN DROWN AT ALMOST 2X THE RATE OF CAUCASIAN CHILDREN



50%

CHILDREN FROM LOW-INCOME HOUSEHOLDS ARE LESS LIKELY TO PLAY YOUTH SPORTS



7%

ONLY 7% OF LOW-INCOME CHILDREN ATTEND A SUMMER CAMP EXPERIENCE

THE IMPACT



675

3RD GRADERS IN MADISON CITY PROVIDED FREE SAFETY AROUND WATER CLASSES AT HOGAN YMCA



400

CHILDREN FROM LOW-INCOME FAMILIES PROVIDED SCHOLARSHIPS BY OUR YMCAS THROUGH PARTNERSHIPS



\$69K

AMOUNT PROVIDED IN SCHOLARSHIPS TO FAMILIES FOR AFTERSCHOOL CARE IN 2018



IN 2018, WE BEGAN OUR CHARACTER DEVELOPMENT LEARNING INSTITUTE, TEACHING VALUES TO OUR YOUTH SPORTS TEAMS



\$30K

CAMP CHA-LA-KEE PROVIDED OVER \$30,000 IN SCHOLARSHIPS FOR OUTDOOR EDUCATION, DAY AND OVERNIGHT CAMP.



\$14K

SWIM LESSON SCHOLARSHIPS PROVIDED TO YMCA KIDS WHO WOULD NOT OTHERWISE HAVE ACCESS.

MILITARY

THE NEED



REDSTONE ARSENAL EMPLOYEES AND THEIR FAMILIES IN OUR COMMUNITY



ALABAMA IS HOME TO OVER 400,000 VETERANS OF OUR UNITED STATES MILITARY



HOW OFTEN MILITARY FAMILIES TRANSITION DUTY STATIONS DURING THEIR CHILD'S SCHOOL CAREER

THE IMPACT



MILITARY FEE ASSISTANCE THROUGH OUR MILITARY OUTREACH PROGRAM



FEE ASSISTANCE BY CAMP CHA-LA-KEE FOR CAMPER'S FROM MILITARY FAMILIES



VETERANS AND MILITARY SERVED AT OUR ANNUAL VETERAN'S PRAYER BREAKFAST EACH YEAR



CHRONIC DISEASE PREVENTION

THE NEED



WHAT CANCER PATIENTS EXPERIENCE DURING TREATMENT:

- A LOSS OF MOBILITY
- A LOSS OF STRENGTH
- A LOSS OF BALANCE
- A LOSS OF CIRCULATION
- A LOSS OF EMOTIONAL WELL-BEING



25K

ALABAMIANS DIAGNOSED WITH CANCER EACH YEAR



1 MIL

ALABAMIANS SUFFERING FROM ARTHRITIS



RANK FOR DEATHS RELATED TO STROKE



RANK FOR DEATHS RELATED TO HEART DISEASE



RANK FOR DEATHS RELATED TO CANCER

THE IMPACT



FIT TO FIGHT INCREASES MOBILITY AND STRENGTH WHILE PROVIDING EMOTIONAL SUPPORT SYSTEMS FOR PARTICIPANTS



300+

CANCER PATIENTS & SURVIVORS SERVED BY OUR FIT TO FIGHT CANCER EXERCISE PROGRAM

60^{MIN}
3X^{WEEK}

ENHANCE FITNESS SERVES THOSE SUFFERING FROM ARTHRITIS AND LIMITED MOBILITY.

ENHANCE FITNESS PARTICIPANTS REPORTED

50% BETTER AGILITY AND BALANCE

74% MORE UPPER BODY STRENGTH

53% IMPROVEMENT IN SYMPTOMS OF DEPRESSION





BE A PART OF THE IMPACT.

CHOOSE A LOCATION AND
BECOME A SPONSOR TODAY!

SOUTHEAST YMCA | CHAIRMAN'S ROUND TABLE

ANNUAL SPONSORSHIPS

\$ 500 YMCA FRIEND

Inclusion in donor events and recognized in monthly newsletter.

\$ 1,500 MEMBER

Includes the following:

Includes Chairman's Round Table banner at Southeast Family YMCA.

\$3,000 BENEFACTOR

Includes the following:

Banner at Southeast Family YMCA, inclusion in program materials and monthly newsletter, and Heart of the Valley YMCA Featured Partner Facebook Post.

Sponsors the following:

Youth Sports Partner
2019 Sponsor of one season of one Youth Sports Program

STEM Education Partner
2019 Sponsor of Afterschool and Day Camp STEM activities and learning opportunities

Character Development Learning Institute Partner
2019 Sponsor of Youth Development scholarships for programs that develop character

\$5,000 FELLOW

Includes the following:

Large banner at Southeast YMCA, premium placement on all related program materials and signage, Heart of the Valley YMCA Featured Partner Facebook Post, and media recognition where applicable.

Sponsors the following:

Healthy Communities Partner
2019 Sponsor of Health & Wellness events at the Southeast YMCA

Safety Around Water Partner
2019 Sponsor of Swim Lessons scholarships for at-risk youth

HOGAN YMCA | CHAIRMAN'S ROUND TABLE

ANNUAL SPONSORSHIPS

\$ 500 YMCA FRIEND

Inclusion in donor events and recognized in monthly newsletter.

\$ 1,500 MEMBER

Includes the following:

Includes Chairman's Round Table banner at Hogan Family YMCA.

\$3,000 BENEFACTOR

Includes the following:

Banner at Hogan Family YMCA, inclusion in program materials and monthly newsletter, and Heart of the Valley YMCA Featured Partner Facebook Post.

Sponsors the following:

Youth Sports Partner
2019 Sponsor of one season of one Youth Sports Program

STEM Education Partner
2019 Sponsor of Afterschool and Day Camp STEM activities and learning opportunities

Character Development Learning Institute Partner
2019 Sponsor of Youth Development scholarships for programs that develop character

\$5,000 FELLOW

Includes the following:

Large banner at Hogan YMCA, premium placement on all related program materials and signage, Heart of the Valley YMCA Featured Partner Facebook Post, and media recognition where applicable.

Sponsors the following:

Diverse Communities Partner
2019 Sponsor of Community events at the Hogan YMCA

Safety Around Water Partner
2019 Sponsor of Swim Lessons scholarships for at-risk youth

DOWNTOWN YMCA | CHAIRMAN'S ROUND TABLE

ANNUAL SPONSORSHIPS

\$500 SPONSOR

Includes the following:

Half Locker reserved for one year in men's/women's locker room. Limit 1 per locker room.

\$1,000 SPONSOR

Includes the following:

Large Locker reserved for one year in men's/women's locker room. Limit 1 per locker room.

\$1,500 MEMBER

Includes the following:

Signage

Logo displayed on banner displayed inside Downtown Express YMCA

\$2,000 BENEFACTOR

Includes the following:

Signage

Logo displayed on banner displayed prominently outside the Downtown Express YMCA (Based on Availability)

OR

Displayed prominently inside Fitness Area.

\$2,500 BENEFACTOR

Includes the following:

Recognition for one year on Downtown YMCA Program Area of Choice (Based on Availability)

Social Media

Featured Partner Facebook Post

Signage

Logo displayed prominently on signage in select area for one year

Sponsors the following:

- Child Watch Program
- Indoor Cycling Program
- Group Exercise Program
- Community & Fellowship

CORPORATE SPONSORSHIP | CHAIRMAN'S ROUND TABLE

ANNUAL SPONSORSHIPS

\$10,000 INVESTOR

Includes the following:

Includes large banners at all three YMCA branches for one year, Heart of the Valley YMCA Featured Partner Facebook Post, inclusion in all media and recognition for the program, inclusion in Heart of the Valley YMCA newsletter sent to 28,000 recipients, and logo on program materials as applicable.

Sponsors the following:

Fit to Fight Partner

2019 Sponsor of Fit to Fight, a 12-week exercise and support program for cancer survivors that focuses on physical and emotional recovery

Enhance Fitness Partner

2019 Sponsor of Enhance Fitness, a 16-week exercise program that provides evidence-based practices to relieve arthritis pain, reduce falls, and increase mobility

Military Outreach Partner

2019 Sponsor of our Military Family Scholarships at all branches of our YMCA, including Deployed Military Family Scholarships

\$15,000 FOUNDER

Includes the following:

Includes logo placement on our billboard, large banners at all three YMCA branches for one year, Heart of the Valley YMCA Featured Partner Facebook Post, inclusion in all media and recognition for the program, inclusion in Heart of the Valley YMCA newsletter sent to 28,000 recipients, invitation to attend press conferences and media days, and program tours and logo on program materials as applicable.

Sponsors the following:

Closing the Achievement Gap

2019 Sponsor for BELL University Power Scholar's Academy at one site

Faith & Leadership Partner

2019 Sponsor of Christian Values Conference for teens at YMCA Blue Ridge Assembly in Black Hills, NC

Community Health Partner

2019 Sponsor of the Diabetes Prevention Program, committed to reducing the risk of diabetes in our community

YOUTH DEVELOPMENT | CHAIRMAN'S ROUND TABLE

ANNUAL SPONSORSHIPS

\$500 FRIEND

2019 Sponsor of a teen to attend the Christian Values Conference or Youth in Government Programs

\$1,500 MEMBER

Includes the following:

Inclusion in monthly newsletter and media days for program

Sponsors the following:

Youth Sponsor

2019 Sponsor of a child in Early Childhood Education or a scholar in Power Scholars Academy

\$3,000 BENEFACTOR

Includes the following:

Includes banner at YMCA branch of your choice, inclusion in media days, press conferences and monthly newsletters, and Heart of the Valley YMCA Featured Partner Facebook Post

Sponsors the following:

Classroom Partner

2019 Sponsor of scholarships to help Close the Achievement Gap in our Power Scholars Academy or Early Childhood Education Programs

\$5,000 FELLOW

Includes the following:

A large banner at YMCA branch of choice, premium placement on all related program materials and signage, Heart of the Valley YMCA Featured Partner Facebook Post, and invitation to press conferences program tours, and media recognition where applicable

Sponsors the following:

Early Childhood Education

Center Sponsor (Downtown, Northwest, Southeast)
2019 Sponsor for scholarships at one of our Early Childhood Education Centers

Youth in Government
(Legislative or Judicial)

2019 Sponsor for one of our Youth in Government leadership programs for teens

CAMP CHA-LA-KEE | CHAIRMAN'S ROUND TABLE

ANNUAL SPONSORSHIPS

\$500 FRIEND

Sponsors the following:

2019 Sponsor of one camper's Overnight Camp experience

\$1,500 MEMBER

Includes the following:

Includes Core Values banner hung at Camp Cha-La-Kee and recognition where applicable

Sponsors the following:

Outdoor Education Sponsor

2019 Sponsor providing access to Camp Cha-La-Kee's Outdoor Education Program for students from Title 1 schools in the north Alabama community

\$3,000 BENEFACTOR

Includes the following:

Includes Core Values banner hung at Camp Cha-La-Kee, Heart of the Valley YMCA Featured Partner Post on Facebook, and recognition where applicable

Sponsors the following:

Military Camper Sponsor

2019 Sponsor providing children of military families with scholarships to Camp Cha-La-Kee

Leadership Development Sponsor

2019 Sponsor of our Leadership Training for Camp Cha-La-Kee counselors and staff

\$5,000 FELLOW

Includes the following:

Includes Core Values banner hung at Camp Cha-La-Kee, logo or name on program t-shirt for participants in featured program, Heart of the Valley Featured Partner Facebook Post, and inclusion in media and materials where applicable

Sponsors the following:

Inclusivity Sponsor

2019 Sponsor of the United Special Sportsmen Alliance, Inc. at Camp Cha-La-Kee, providing an outdoor adventure to critically ill and disabled youth and veterans

Community Partner Sponsor

2019 Sponsor of scholarships for our youth-serving partner agencies to send campers from their organizations to Camp Cha-La-Kee free of charge

DON'T WAIT.

**YOU COULD MAKE A DIFFERENCE.
BECOME A SPONSOR TODAY!**

Make a Difference Now and Contact
jessica.luther@ymcahuntsville.org

Heart of the Valley YMCA
ymcahuntsville.org



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY