


# At the YMCA, every kid counts.

Life has so much to offer, but there are many twists and turns that can come along. And especially as a child, sometimes help is needed to make the right move.

The YMCA is that support to so many because every kid deserves the opportunities provided by the YMCA. Opportunities to grow physically, mentally and spiritually. Opportunities to build character as well as strength. Opportunities to learn the values that will guide a person throughout his or her lifetime.

The services the YMCA delivers are so vital and so crucial that no child is left behind due to an inability to pay. Ever.



 YMCA of Greater Des Moines  
101 Locust Street  
Des Moines, Iowa 50309  
[www.dmyymca.org](http://www.dmyymca.org)

## YMCA Of Greater Des Moines Helping kids to play LIFE *well*....

Because Every Kid Counts  
2010 Partner With  
Youth Campaign



We build strong kids,  
strong families,  
strong communities.

## Helping Kids Make The Right Moves



According to research by groups like The Carnegie Corporation, the Search Institute, universities and child development experts, there is a growing youth population who show internalized problem behaviors such as low achievement, lack of direction and hopelessness. These youth come from all income levels and are in small towns and suburbs as well as big cities.

The discovery has been made that may seem simple and obvious. Children have basic needs beyond food and shelter that need to be met for them to grow up in a positive way. Human development research has found that there are three basic categories of developmental needs for young people:

- relationships with caring adults;
- safe places to be; and
- opportunities to grow as individuals and community members

The Search Institute in Minneapolis broke down the above three identified categories into 40 developmental assets that enable youth to develop to their full potential. This is exactly how YMCA programs are designed, implemented and evaluated.

## You Can Play A Role

The YMCA strives to never turn anyone away due to an inability to pay. Through Partner With Youth, individuals and businesses in the community partner with the YMCA to make sure every child can be a part of the YMCA. Last year the YMCA of Greater Des Moines processed 34,489 scholarship transactions valued at \$1,625,914 in financial assistance, and in these hard economic times, the need continues to increase.



### YMCA MISSION:

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Partner With Youth underwrites many youth developmental programs such as after-school child care, teen clubs and camp. It also provides program and membership scholarships to children and families who would otherwise be unable to afford to participate. The 2010 Partner With Youth Campaign goal is \$1,180,000. Each YMCA Branch has an individual goal:

Ankeny Family YMCA	\$89,000
Boone County Family YMCA	\$93,000
John R. Grubb Community YMCA	\$50,000
Riverfront YMCA	\$170,000
South Suburban YMCA	\$95,000
Walnut Creek Family YMCA	\$98,000
Waukee Family YMCA	\$114,000
Y Camp	\$210,000
YMCA Healthy Living Center	\$5,000
Metro YMCA	\$256,000
<b>Total</b>	<b>\$1,180,000</b>

## Every Gift Counts

For over 140 years, the YMCA has been instrumental in addressing community needs, and is the Charity of Choice to so many because every dollar, every penny of your donation goes directly towards continuing the programs that have been proven to make a difference in our community. Your donation helps immerse a child in the YMCA's world of positive values and guidance.

[www.dmymca.org](http://www.dmymca.org)



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strong families, strong communities.

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**RIVERFRONT YMCA**  
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**SOUTH SUBURBAN YMCA**  
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**WALNUT CREEK FAMILY YMCA**  
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Des Moines, IA 50312  
515-224-1888

**WAUKEE FAMILY YMCA**  
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Waukee, IA 50263  
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**YMCA HEALTHY LIVING CENTER**  
12493 University Avenue  
Clive, IA 50325  
515-226-9622

**Y CAMP**  
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