



# ANNUAL GIVING CAMPAIGN 2019



## YMCA OF GREATER DES MOINES

The YMCA of Greater Des Moines is a powerful association of men, women, and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. In our 10 Y branch association, over 100,000 individuals are served annually through membership and programs. The Y's promise is to strengthen the foundation of community by supporting all individuals in our neighborhoods regardless of their socio-economic status. By providing programs that impact a community need, the Y gives people a place to belong, support to achieve healthier lifestyles, and encouragement in developing life-long relationships.

**Corporate Board Goal**  
**\$310,000**

Part of the \$1,625,000  
Association Campaign Goal

Y Annual Giving Coordinator:  
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## CASE FOR SUPPORT

The YMCA of Greater Des Moines's Board of Directors Annual Campaign seeks funding from individuals, corporations, and foundations to provide impactful membership and programming activities that are accessible to all, regardless of socio-economic background.

- **Out of school time** programs like GRIT, Saturday Night Live, Camp and Girls on the Run provide students with a safe place to, learn, grow and belong.
- Swim lessons and swim team programs deliver **water safety instruction** and develop essential skills, for a lifetime of physical activity around water.
- **Summer learning loss** programs engage elementary age youth in programs that help them read at grade level, and gain exposure to STEM activities.

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**Your support of the Y's Annual Campaign makes it possible for everyone in our community to become healthier in spirit, mind and body.**  
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We believe that the Y should be a place FOR ALL. Cost should never be a barrier that keeps someone away from learning to swim, joining a team, or taking control of their wellness.

