



ANNUAL GIVING CAMPAIGN 2019



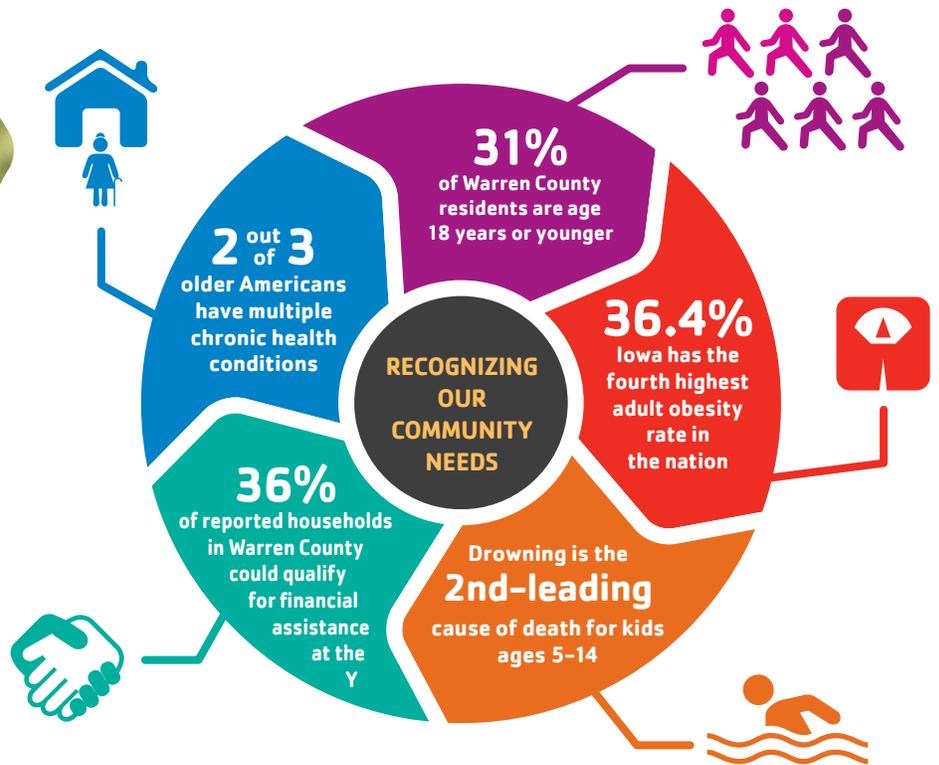
Indianola YMCA

Indianola is a community that takes pride in stepping up to the plate when it matters. Whether it is rallying to meet community needs, supporting struggling neighbors, or honoring loved ones... this community has a true sense of the important things in life.

In 2013, the Indianola Y opened as a result of community leaders and volunteers responding to what they saw as a community need. Today the Indianola Y serves more than 9,100 individuals annually through membership and programs and provides over \$196,000 in financial assistance to those in need. We are a place "for all" focused on moving forward the Y's cause of strengthening community through our three areas of focus: youth development, healthy living, and social responsibility.

BRANCH GOAL
\$75,000

YMCA Membership Engagement Director
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CASE FOR SUPPORT

The Indianola YMCA's Annual Campaign seeks funding from individuals, corporations, and foundations to provide impactful membership and program activities that are accessible to all, regardless of economic status.

- Youth surrounded by positive development opportunities and resources are more likely to engage in thriving behaviors and less likely to engage in risky behaviors. **Programs like Saturday Night Live and Girls on the Run provide students with a safe place to learn, belong, and begin to establish healthy habits.**
- Maintaining and increasing mobility is fundamental to improving the health and well-being of older Americans. Group exercise **helps our senior members to build strength and mobility while establishing social connections.**
- Swim Lessons and Swim Team allow youth to **develop essential skills for a lifetime of safety, confidence, and physical activity around water.**
- The Weight Maintenance small group for individuals has experienced life-changing weight loss. The Foster Parent Support Group meets regularly at the Y to share their unique experiences and **find support in togetherness.** Chronic disease prevention programs, like Move Well Today, engage individuals in **taking ownership in their health and lowering their risk** for diabetes and heart disease.

Your support of the Y's Annual Campaign makes it possible for everyone in our community to become healthier in spirit, mind and body.

We believe that the Y should be a place **FOR ALL** and that cost should never be a barrier that keeps someone away from the benefits that participating in Y membership and programs has to offer. Your support of our Annual Campaign allows that opportunity to be a reality in our community.