



CUMBERLAND CAPE ATLANTIC YMCA 2024 ANNUAL GIVING CAMPAIGN "ASK ME WHY"

2024 Annual Giving Case for Support



With a focus on youth development, healthy living and social responsibility, strengthening communities has been and will always be our cause. Our Y continually strives to provide programming for all and makes every effort to never turn anyone away due to the inability to pay. This is all made possible through our Annual Giving Campaign. The gifts received through the campaign make many programs throughout the Y possible. They benefit everyone from young children learning soccer to a senior adult's daily aquatic exercise to a family looking for a healthy lifestyle. When you ask us "why" you should donate, the reason is always the same, to better your community from the inside out!

Our 2024 Annual Giving Campaign focus areas:

1. Y Cares Financial Assistance:

- The Y Cares program provides financial assistance to individuals and families who may need help when signing up for a membership and programs. We do not turn anyone away due to the inability to pay. Financial assistance is received by all ages and backgrounds based on need and circumstances. In 2023, our Y assisted 76 families and 123 individuals through the program. Over the course of the last five years, we have supported over 625 individuals with financial assistance.

2. Chronic Disease Programs:

- Our Y offers three, signature chronic disease programs for little or no cost. Those programs include the YMCA Diabetes Prevention program, focusing on those who are at risk for developing diabetes; the Livestrong at the YMCA program, meeting those cancer survivors wherever they are at, focusing on their overall health and wellness, and providing support; and lastly, the Blood Pressure Self-Monitoring program, empowering individuals to take control of their lifestyle by learning how to monitor their blood pressure from home and take steps to leading a more healthy lifestyle.

3. Water Safety and Mission Worthy Programs:

- Drowning is a leading cause of death amongst our youth, even while under the supervision of an adult. Our Y, along with YMCA's across the Country, are focusing on the efforts of water safety within our communities through low cost swim lessons opportunities, engaging with the community and working with lead community partners. Along with water safety, we also focus on Active Older Adult programming, youth with special needs programs and community impact through initiatives such as "Bless It Forward." The Bless It Forward initiative focuses on the holiday season by supporting those in need from our community with food, household items, toys and clothing. In 2023, we supported over 450 individuals through the initiative. This year, we plan to expand efforts to year-round focuses on food and other needs.