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YMCA of Southern Arizona Launches Strong Kids Annual Community Support Campaign

Funds raised will help residents of Southern Arizona kids learn, grown and thrive

Southern Arizona, February 8, 2012– Every day, the YMCA of Southern Arizona serves as a gathering place for the community. Kids pour in after school to play and do homework. Preschoolers receive the tools to become successful kindergarteners. Families use the Y to stay connected with each other. Seniors meet at the Y to participate in health and wellness classes designed specifically for active older adults. People with pre-diabetes participate in the YMCA's Diabetes Prevention Program to learn to reduce their diabetes risk and gain tools for healthy living. To ensure the Y can continue to provide Southern Arizona residents with life enhancing services, the YMCA of Southern Arizona is launching its annual Strong Kids community support campaign.

As a leading nonprofit for strengthening community, financial gifts to the Y will help Southern Arizona advance programming and services that support youth development, healthy living, and social responsibility. More importantly, gifts to the YMCA of Southern Arizona make a direct impact on residents right here in our community.

Last year, the Y touched 1 in 5 Pima County residents. \$622,000 in campaign proceeds provided direct financial support to more than 8,000 kids and families.

- 6400 kids have a safe place to learn and build confidence in child care and summer day camps.
- 11,000 children learn valuable life saving skills in swimming classes.
- 8,800 teens develop leadership skills, and learn about responsibility and service to others through Y programs.
- 100% of Strong Kids Campaign donations are used for financial assistance and program underwriting.

"We all need the Y because our organization works every day to nurture the potential of kids, improve health and well-being and help neighbors support one another," said Kerry Dufour, Chief Development Officer, YMCA of Southern Arizona. "With our Strong Kids community support campaign, we want more people to understand that we are more than a place to go to exercise or swim – and that we rely on their financial support to do our vital work."

This year, the YMCA of Southern Arizona hopes to raise Over \$1 Million. Funds raised will support much needed financial assistance and valuable program support, ensuring the Y is

available to those who need us the most. **At the Y we strive not to turn a child away based on their inability to pay.**

The Strong Kids Campaign Kickoff, a celebratory event for nearly 200 volunteers who work the campaign, will be February 8 at 5:30 at the Manning House.

- More -

To learn more about how you can support the Y's cause, please contact Kerry Dufour, Chief Development Officer at 520.623.5511 x256 OR kerryd@tucsonymca.org or visit www.tucsonymca.org/giving for more information.

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About the Y

The YMCA of Southern Arizona is dedicated to improving the quality of human life and to helping all people realize their fullest potential through the development of Spirit, Mind and Body. www.tucsonymca.org