



FIND JOY IN GIVING. FIND YOUR Y.

2024 ANNUAL
GIVING CAMPAIGN
YMCA OF VIRGINIA'S
BLUE RIDGE

Accessibility to a place to strengthen your mind and body. Safe spaces for kids to learn and grow. Outreach to seniors who are feeling isolated. These are just a few of the many reasons to give to the YMCA of Virginia's Blue Ridge.

Whenever we see a neighbor who needs support, the Y stands ready to help with open arms and caring hearts.



1 out of every 5 members are part of our Y family through our Financial Assistance Program



23,823 people are members of our YMCA of Virginia's Blue Ridge family



2,097 people on average visit the branches across our association every day



20 Y After School sites, providing a safe place for youth to go after school



2,211 kids served through our Y After School and Summer Camp programs



We provide over 4,011 seniors in our community with programs to become more active and engaged



3,940 children and adults learned life-saving swimming skills through our Aquatics' Programs



\$399,082 is the amount of financial assistance the YMCA provided to local families in 2023

JOIN US AND DISCOVER WHAT A GIFT IT IS TO GIVE.

FIND JOY IN GIVING.

WAYS TO GIVE.

- **One-time donation of any amount with cash, card or check. Complete and return the donation form provided to make your pledge or donate through our website at www.ymcavbr.org/give.**
- **Join our Monthly Giving program with a recommended monthly donation of \$19 a month.**

- \$1,000 - Name recognition without logo at the Kirk, Salem, Botetourt Family YMCA and Y Express at Gainsboro
- \$1,500 - Logo banner in the Kirk, Salem or Botetourt Family YMCA gym
- \$2,000 - Name recognition at two branches- Kirk Family YMCA, Salem Family YMCA, Botetourt Family YMCA or Y Express at Gainsboro
- \$2,500 - One logo banner at Kirk Family YMCA and name recognition at your choice of Salem Family YMCA, Botetourt Family YMCA or Y Express at Gainsboro
- \$3,000 - Sponsor a Y Splash school
Logo lawn sign at school during the program and logo banner at the Kirk, Salem or Botetourt Family YMCA.
- \$5,000 - Changemaker Sponsorship
Logo banner at Kirk Family YMCA, logo sign at Rockbridge Area YMCA, Salem and Botetourt Family YMCA, name recognition at Y Express at Gainsboro, logo or name recognition on our website for one year

GIVING FAQS

Why does the Y have an Annual Giving Campaign?

The Y's financial assistance program is 100% funded by donations. Membership fees cover our facilities, salaries, etc. but do not fund our financial assistance programs.

In order to make our programs and services available to all, we need the support of our members, staff and the community in raising funds so that no one is turned away.

Why do we provide financial assistance and scholarships to those with demonstrated need?

We believe that people prefer to accept responsibility and pay full registration fees when they are able to afford them. But when financial difficulties stretch individual and family budgets too thin, the need for YMCA programs remain, and in some instances may be even more crucial.

The Y Annual Campaign helps ensure everyone has an opportunity to be a part of our programs. Here's what some of our members have to say about being a part of the YMCA!



Everyone is welcome at the Y. No matter what level of ability, the Y has something to help you get stronger. I have many friends there that are like family. There are lots of ways to volunteer- I love reading to the children in programs!

I've been a Y member for almost 53 years. I owe my good cardiovascular, physical, and even mental health in large part to the Y.



A lot of community fellowship transpires at the YMCA- they everyone who comes through the doors!