

4 MORE REASONS WHY...

Camps: 141 youth enjoyed the great outdoors at Camp McCumber, while another 337 youth attended day and specialty camps over the summer.

Child Care: As one of the largest providers of child care, the Y is located at five schools within three school districts & provides an asset-rich environment for 837 youth.

Aquatic Safety: 895 children participated in Y swim programs, including 232 RSD first graders who received free swim lessons.

Literacy: 2436 children under 5 years developed a joy for reading in the Y's "Raising A Reader" early literacy program located throughout Shasta, Siskiyou, Tehama, and Trinity Counties.

A SNAPSHOT

During 2011 our community provided more than \$200,000 in direct financial assistance to nearly 2,500 individuals.

More than 20,800 families and individuals participated in asset-rich Y programs.

Give today! Call 246-9622 or visit www.sfymca.org.



2012 STRONG KIDS CAMPAIGN

OUR CAUSE

Financial assistance keeps the Y available for kids and families who need us most. We count on the generosity of our members and community to help people of all ages and from all walks of life be more healthy, confident, and secure. When you give to the Y, your gift will have meaningful, enduring impact right here in the North State. There are thousands of reasons why you should give. We hope you choose at least one!

OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind & body for all.

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SHASTA FAMILY YMCA
1155 N. Court St. Redding, CA 96001
530-246-9622 www.sfymca.org



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THOUSANDS OF REASONS Y...





REASON #1 YOUTH DEVELOPMENT

LEARN, GROW AND THRIVE

Families and kids in crisis need support to help them through the tough times. Even daily tasks like homework become difficult when your life is in transition. Eagles Soar Youth Activity Center (ESYAC) volunteers mentor and tutor kids whose families are homeless or living in area motels. The Y does its part by providing memberships to these kids with funds raised by our Strong Kids Campaign.

The reason why...to give kids access to the Y, a place they can grow, learn and thrive, and learn that there is a community that cares.



REASON #2 SOCIAL RESPONSIBILITY

KIDS ARE OUR FUTURE

Dee Domke believes in the Y and has invested in the Strong Kids Campaign for several years. She feels that in a time when she wants to make investments with the highest returns -- she's putting her money on kids and families! **Her reason why...**building strong kids builds strong families and that builds a community we all want to live in.

2012 STRONG KIDS CAMPAIGN

REASON # 3 HEALTHY LIVING

HAPPIER, HEALTHIER LIVES

Mr. Reynolds has a new lease on life thanks to his membership at the Y. A year ago doctors told Mr. Reynolds that if he wanted to improve his health, he needed to lose weight. After having a close friend pass away due to congestive heart failure, Mr. Reynolds knew getting healthy needed to be a priority.

Thanks to financial assistance, Mr. Reynolds began working out at the Y. In just one year, he lost over 50 lbs! And his doctors gave him a glowing check-up. Mr. Reynolds knows he couldn't have reached this benchmark without the Y. **His reason why...**he can look forward to a longer, healthier life.

GIVE TODAY!
Help us raise
**\$150,000 by
March 20.**



SUPPORT THE Y FIND YOUR REASON WHY

There are thousands of reasons. We hope you find at least one!

\$35 A grandmother raising her grandchild receives one week of subsidized after school care

\$150 A child can gain new skills & confidence at one week of day camp

\$250 Ten children have the opportunity to take life-saving swim lessons

\$500 A single dad joins the Y and visits weekly with his children

\$1000 Two youth can explore nature, gain independence, and make lasting friendships at one week of Camp McCumber



The Chair's Round Table is comprised of individuals, families, businesses and organizations that contribute \$1,000 or more a year to the Strong Kids Campaign to support the Y's mission. Our 2012 goal is to have 75 Round Table members.

Platinum	\$10,000 & above
Golden	\$5,000 - \$9,999
Silver	\$2,000 - \$4,999
Bronze	\$1,500 - \$1,999
Benefactor	\$1,000 - \$1,499

Strong Kids Campaign Co-Chairs:
Karen Hoyt and Art Morgan

**To make a gift call 246-9622
or visit www.sfymca.org.**