

# Strong Kids, Strong Communities Campaign

## CAMPAIGN QUICK FACTS

### What does the Y do?

The Jackson YMCA is a **nonprofit organization** dedicated to promoting youth development, healthy living, and social responsibility. In 2015, people checked in at the Jackson YMCA more than 200,000 times. In fact, nothing brings more people into downtown Jackson on a daily basis!

### What is the Y mission statement?

The Jackson YMCA mission is: "To put Christian principles into practice through programs that build a healthy spirit, mind, and body FOR ALL."

### What is the Strong Kids, Strong Communities Campaign?

The Strong Kids, Strong Communities Campaign takes place annually. The campaign makes it possible for the YMCA to provide **financial assistance** for membership and program participation. In 2015, the Jackson YMCA awarded more than \$150,000 in assistance.

### How is financial assistance awarded?

All financial assistance recipients must **apply** to receive assistance. The amount of assistance awarded is determined using a sliding scale based on household income and number of dependents. Everyone pays something so that everyone can truly be part of the YMCA.

### How did the Y use campaign funds in 2015?

- 215 children participated in free lifesaving water safety training and swim lessons during our annual Splash program, 12 adults participated in the Pedaling for Parkinson's® program, 56 breast cancer survivors participated in the Turning Point program.
- \$14,259.00 awarded to children to participate in the Bus-in program, providing a safe and nurturing environment after school.
- \$25,000.00 awarded to children to participate in day camps where kids are physically active and engaged in activities that close the summer achievement gap and teach life long skills.
- Funds were also awarded to those who could not afford to pay full YMCA membership dues. In 2015 more than \$98,500.00 was awarded to children, teens, families and seniors. An additional \$42,100 was awarded to military personnel and their families.

### Why should I give to the Strong Kids, Strong Communities Campaign?

Every dollar raised directly benefits people right here in **Jackson, Michigan**.