



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

2021 ANNUAL CAMPAIGN FAST FACTS

Why should I give?

The Y is vital to the health of our Treasure Valley community. All contributions received will be directed toward the Treasure Valley Family YMCA's Annual Fundraising Campaign goal of raising \$1.4 million, which allows the Y to keep our promise to our community, to not turn anyone away due to inability to pay.

2020 SUSTAINING AND ANNUAL CAMPAIGN (AMOUNT RAISED)

ANNUAL CAMPAIGN - \$1.2M

**Amount raised for Financial Assistance*

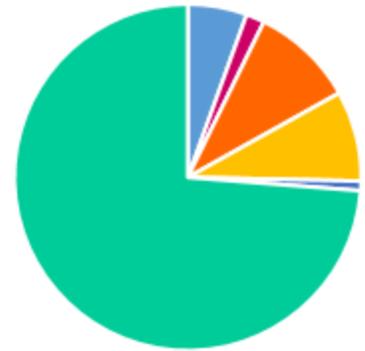
SUSTAINING - \$1.4M

**These gifts were specified for COVID relief and 75% of the \$1.4MM came from 18 donors with gift sizes over \$15K*

MACKENZIE SCOTT - \$10M

\$1.8 in FINANCIAL ASSISTANCE GIVEN

- Youth Sports and Day Camps
- Y Camp at Horsetheif
- Early Childhood
- After School and School Day Plus
- Aquatics
- Membership



What is the Y currently doing to address community needs?

Unprecedented times call for new strategies to assure the Y can continue to meet community needs. Here is what we are currently doing:

- Providing critical childcare and safe spaces for remote learning so that guardians can continue to work and provide for their families.
- Our doors are open and the Y is safely connecting members (including our active older adults) by keeping them active and healthy through a selection of virtual and in-person group exercise classes. ****In our first week of reopening (May of 2020) we had 8400 check in's, compared to now (Jan. of 2021) with a weekly check in rate of 21,000, an increase of nearly 150%. As members return to our facilities, the Y will be offering additional programs and services to our community.**
- Working with community partners to meet the most urgent needs of our community, like combating food insecurity.

I am still paying for my membership but not currently using the Y. Isn't that a donation?

Thank you for staying with us! Our goal of \$1.4 million is needed **in addition** to your membership dues to meet the need in the community. By continuing to pay your membership, you are playing an important role in sustaining YMCA operations, facilities, and services. We want to keep our promise to our community by ensuring all youth, adults, and families can participate in Y membership and programs, regardless of their ability to pay. Your gift will help us do that.