



THEIR POTENTIAL

Because we believe that all kids deserve the opportunity to discover who they are and what they can achieve, the Y is for Youth Development. Through the Y, millions of youth today are cultivating the values, skills and relationships that lead to positive behaviors, better health and educational achievement. Y activities give our children the opportunity to become confident kids today and healthier, happier grown-ups tomorrow.

THEIR HEALTH

Improving the nation's health and well-being is a priority for the Y. At the Y, we help children and adults understand and value their health, and we nurture their well-being. We offer resources and guidance to maintain or improve physical activity, health and wellness. The Y brings families closer together, encourages good health and fosters connections through fitness, sports, fun and shared interests. As a result, youth, adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.



THE Y CAMPAIGN FOR YOUTH AND FAMILIES

CHANGING LIVES FOR GOOD

THEIR FUTURE

At the Y, strengthening community is our cause. The Y has been listening and responding to our communities' most critical needs for 160 years. Whether developing skills or emotional well-being, welcoming and connecting diverse populations or advocating for healthier communities, the Y fosters the care and respect all people need and deserve. Across America, our staff and volunteers are kids, parents, grandparents, neighbors and local leaders who are all personally committed to understanding what our neighborhoods need. Together we can build stronger, more inclusive communities, provide support for families and promote positive change overall.



SUPPORT THE Y STRENGTHEN YOUR COMMUNITY

The Y uses your gift to make a meaningful, enduring impact right here in the Shoals.

- \$100 allows 3 disadvantaged children to take swim lessons for a month.
- \$144 allows an underserved child to join the Y for a year and take karate and kids aerobics to gain new skills and self-esteem.
- \$250 will send 70 bags of kid friendly food home with needy children for the Friday Backpack Project.
- \$850 will send a kid to summer day camp for the whole summer to learn new skills and gain confidence.
- \$1400 provides a year of before and after school care for a child being raised by her single grandmother.

To become a part of something great or to make a gift, visit ymcashaols.org or call 256-246-9622.



I've been a single parent for two years. I work as an accountant. Last year I paid a college student to pick up my four kids in the afternoon, but she was unreliable. I didn't have any assurance that she'd be there for my kids. Then a friend told me about the Y. I was so relieved to learn that the Y could pick up the younger two in the after school program and that our family qualified for financial assistance. Knowing my kids are safe in the afternoons gives me tremendous peace of mind. My family has been so blessed.

Lori S.

If the walls at the Y could talk, they would have an abundance of positive, life-changing stories to tell. We ask you to follow in the footsteps of the visionary leaders who built the Y - we ask you to give generously for our common future.

There may well come a day when Y work will end, a time when community becomes so interconnected and supportive, so functional and nourishing on its own that it will no longer need what the Y offers.

If such a time comes to pass, it ought to be celebrated, for the Y will have completed its purpose. Until that day, the story continues. And the Y sees more work to be done.

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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, connected and secure. When you give to the Y, your gift will have a meaningful, enduring impact right here in the Shoals.

YMCA of the Shoals
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Florence, AL 35630
256-246-9622
www.ymcashoals.org

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Make a gift today!
YMCA OF THE SHOALS
Visit ymcashoals.org



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

TURN
YOUR
GIFT
INTO...

