



In our Community...

A baby needs to be **safe and nurtured** while her parents work.

A toddler needs to **learn to swim.**

A kid needs to know they are a valuable **member of a team.**

A teen needs a place to **learn to lead** and be an adult.

A family needs a place to **play and relax** together.

YMCA programs such as camp, swim lessons, youth sports and teen leadership do more than teach skills. They teach confidence and responsibility. They teach young people to be strong in spirit, mind, and body. These experiences stick with kids helping them to grow into healthy, contributing adults.

Your contribution to the YMCA Strong Kids Campaign goes directly to making YMCA programs and membership available to those in need. Your tax-deductible donation stays in your community. Thank you for helping kids grow strong in spirit, mind and body!



Metropolitan Offices
12735 Gran Bay Parkway West, Suite 250
Jacksonville, FL 32258
904.296.3200
www.FirstCoastYMCA.org

To donate online:
www.ymcastrongkids.org/FL



YMCA Mission

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



In our Community, a child is in need.

You can help.



Help Us Create Change

Our vision plan is our long-term commitment to improve kids, families and communities. This vision includes what our organization will become, what we will achieve, and how we will improve lives in Florida's First Coast. The vision guides all other planning, and is based on three key areas of focus - Accessible to All, Strong Families, and Balanced Health.

Through serving under-resourced communities, working through partnerships, developing and aligning our staff, volunteers and resources, the Y of the future will be a catalyst for change, and an agent for strengthening the heart of our community by providing support to every child and family.

We believe the YMCA is an integral part of our community. Your support provides scholarships for children and families in Baker, Clay, Duval, Nassau and St. Johns Counties, providing the recreational, learning and life-enhancing experiences that build strong kids, strong families, and strong communities.

Through your donation to the YMCA Strong Kids Campaign, you can:

Strengthen a family by helping to provide safe, fun and supervised before- and after-school care.

Teach a child a new **skill** such as swimming, sports, or arts.

Develop a love of the **outdoors** in a youth at a YMCA Camp.

Surround a senior citizen with a caring community that offers fun and **fellowship**.

Provide a **safe**, values-rich environment for families to grow together as they play and relax at the YMCA.

Your support of the YMCA Strong Kids Campaign provides the funds that allow us to offer membership and program assistance each year. All contributions remain in our local community, giving children and families a chance to grow stronger in spirit, mind and body at the YMCA. While the need is great, the generosity of people just like you can make a difference. Please give today!

Vision in Action

Accessible for All

Our services are accessible to everyone in our community regardless of economic status, geography or any other barrier that exists. Last year we provided \$3,356,623 in scholarships across the First Coast which helped 19,369 families and 35,825 individuals.

Strong Families

YMCA READS! improves reading skills of kids in kindergarten through third grade while developing greater self-esteem and social skills. Students at three area elementary schools receive a minimum of two, one-hour individualized sessions per week with a trained mentor using research-based curriculum. 81% of school staff report an improvement in the students' reading abilities.

Balanced Health

Drowning is the second leading cause of accidental death in kids, but learning to swim can help prevent this sad reality. Last summer, several YMCA summer camps participated in a Camp Swim Initiative, which gave non-swimmers lessons from a trained instructor. Of the 1,042 campers who participated, 45% progressed at least one swimming level by the following month.

