



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## THERE'S NEVER BEEN A BETTER TIME TO BUILD A BETTER US

You know the challenges that we face in our community. People of all ages and backgrounds are struggling to reach their full potential. More and more children face seemingly insurmountable learning gaps. Families find it difficult to spend quality time together. People are not connected to their neighbors and face time happens through a phone. And instead of seeing the income gap shrink, it seems all we do is watch it grow.

Every day, our community faces new challenges that create a greater need for the work we do. Working with generous donors and volunteers like you, the Y provides everyone the opportunity to be healthy and thrive, to connect with others, and contribute to a better community. Everything the Y does is in service of making us – as individuals and a community – better.

Because we believe everyone has the power to make their lives and community better, we open our doors to all—no matter who they are or where they come from.

For a better you. For a better community. For a better country.

The Y.™ For a better us.



## **Youth Development**

All kids deserve the opportunity to discover who they are and what they can achieve, under the guidance of adults who care about them and believe in their potential. We see every interaction with children and teens as an opportunity for learning and development—grounded in the Y's core values of caring, honesty, respect, and responsibility.

**Community Need:** 21% of children in our region are living in poverty. Children raised in impoverished environments are at higher risk for a wide variety of health and social problems, including poor performance in school.

**Y Response:** Last year, the Y served over 25,000 kids in our programs. The importance of serving kids in programs like YMCA preschool, summer day camp, and before and after school programs cannot be overstated. Among the many benefits, children who participate are more likely to graduate high school and to continue on to higher education. These programs, provide kids with safe spaces and enrichment opportunities in mentoring, STEM activities and the arts.

**Desired Outcome:** ALL kids are given the opportunity to succeed in Y programs as they grow.

**Community Need:** 28% of area high school students reported feeling sad or hopeless every day for 2 or more weeks in the past year.

**Y Response:** Every day at Y's throughout the region, teens are engaged in a welcoming and positive atmosphere. Through volunteer groups, teen clubs, leadership programming, and working for the Y, teens are empowered, as the Y focuses on their health and well-being. The Y membership provides structured and unstructured programs for teens to have a safe, supportive place to connect with peers face to face.

**Desired Outcome:** Equal access for ALL teens to participate in Y programs feeling included and supported by their peers and adult role models.

**Community Need:** Children on average spend 4.5 hours per day in front of a screen.

**Y Response:** Over 8,000 children participate in Overnight and Summer Day Camp each summer, where kids become a community as they learn both how to be more independent and how to contribute to a group as they engage in physical, social and educational activities. Camping teaches self-reliance, a love for nature and the outdoors and the development of attitudes and practices that build character and leadership.

**Desired Outcome:** ALL kids are more actively engaged in physical and face to face activities, leading them to build friendships and greater health.

**When you donate to the Annual Campaign for Financial Assistance you are expanding successful programs to reach more people who need them, with a focus on the most vulnerable communities and helping children and teens develop self-confidence, character values and leadership skills by providing innovative and nurturing youth programs.**

**Invest in a better us.**

## **Healthy Living**

We help people and families build and maintain healthy habits for spirit, mind and body in their everyday lives.

**Community Need:** Over 60% of adults in our region are considered overweight.

**Y Response:** From health seekers to participants in the Y Diabetes Prevention program, the YMCA is the place for the Rochester community to learn about healthy lifestyles and commit to wellness. On average, over 59,000 members take advantage of visiting one of the 11 YMCA health and wellness facilities in our region every day.

**Desired Outcome:** Increase Y facility access for community members with financial barriers, reducing obesity and chronic disease in adults, in turn building a healthier community.

**Community Need:** 16% of residents in our region are 65 or older.

**Y Response:** The YMCA specializes in programming for seniors. With multiple program offerings specifically for seniors, senior specific fitness classes, social activities and healthy meal offerings, and a partnership with Lifespan and the United Way to run 3 dedicated Senior Centers, the YMCA is committed to helping active older adults stay healthy as they age.

**Desired Outcome:** Maintaining an excellent quality of life for active older adults as they age.

**Community Need:** Over 25% of children in our region are considered obese or overweight.

**Y Response:** The YMCA provides options for families to stay active and healthy. Through membership, swim lessons, youth sports, and open spaces that offer both structured and unstructured activities, the whole family can work together to help children achieve healthy habits for life.

**Desired Outcome:** Reduce obesity rates for kids by supporting families to a live healthful life.

**When you donate to the Annual Campaign for Financial Assistance you are helping create communities that support healthy living by addressing childhood obesity and chronic disease among children and adults of all ages and supporting their physical, intellectual, and spiritual strength.**

**Invest in a better us.**

## **Social Responsibility**

With our doors open to all, the Y brings together people from all backgrounds and supports those who need us most. We take on the most urgent needs in our community and inspire a spirit of service in return.

**Community Need:** 19.4% of children in our region live in food insecure households.

**Y Response:** All children enrolled in YMCA Before and After School, full-time child care and preschool programs receive meals and snacks, as well as economically challenged families receive backpacks of food on weekends. Through a partnership with Foodlink, the YMCA of Greater Rochester provides over 1 million meals per year.

**Desired Outcome:** Increased food stability for children in financially challenged families to create better performance in school and healthier habits for life.

**Community Need:** Drowning is the second leading cause of accidental death for children ages 5-14.

**Y Response:** The YMCA of Greater Rochester provides swim lessons throughout the year to teach kids how to swim. Additional free swim lessons are offered during Splash Week on spring break each year. These lessons are open to all kids, teens and adults of any age to teach them water safety skills in the pool. Throughout the year, thousands of children and their families benefit from swim lessons and aquatics programming.

**Desired Outcome:** All kids are educated on how to be safe around water lessening the chances of drowning.

**Community Need:** Over 14% of residents in our region live below the poverty line.

**Y Response:** Through the Annual Campaign, the Y never turns anyone away from its life-changing programs and services due to their ability to pay. Last year over \$3.2 million dollars in financial assistance was provided to help give 17,409 people in the most economically challenged situations access to the Y's programs and membership.

**Desired Outcome:** *Everyone* is included in the Y's life-changing services and programs.

**When you donate to the Annual Campaign for Financial Assistance, you are providing an opportunity for all, helping to make Rochester a more vibrant and livable community by supporting the people who need us most.**

**Invest in a better us.**