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A Gift to the Y Helps Strengthen Community

Lincoln YMCA launches Strong Kids Community Support Campaign

[LINCOLN, NE, SEPTEMBER 13, 2011] – The Lincoln YMCA announced the launch of its annual Strong Kids Community Support Campaign to help individuals and families in need participate in YMCA programs. Funds are raised to directly support the Y's cause of strengthening communities by nurturing the potential of every youth and teen, improving the nation's health and well-being and providing opportunities to give back and support neighbors.

Financial assistance is critical to the Y's goal that everyone has an opportunity to receive the support, guidance and resources to learn, grow and thrive.

"At the Lincoln YMCA, we count on the generosity of our donors and volunteers to make a meaningful impact on our community," said Barb Bettin, CEO, Lincoln YMCA. "We believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors."

Gifts to the Lincoln YMCA make a direct impact to the community. Last year, the Lincoln Y served over 46,500 in safe character building programs after school. In addition, provided over 1,600 families financial assistance to help reconnect, grow together and reach their full potential.

A Strong Kids Campaign kick-off event took place on Thursday, September 8, 2011 at Noon at the Cooper YMCA and with featured speaker, Dr. Marilyn Moore, LPS Associate Superintendent.

"We cannot do this alone," Bettin said. "Whether as a donor or volunteer, we encourage everyone to join our campaign to help our kids realize who they are and what they can achieve, and help our neighbors to do more for themselves and their families."

The Lincoln Y has long been the leader in health and wellness. Many health issues can be alleviated by daily exercise. Healthy living, along with youth development and social responsibility are the major areas of focus of the Y.

In 2010, through its annual Strong Kids Community Support Campaign, the Lincoln YMCA provided over \$1,221,742 in financial assistance and services to children, families and individuals in our community. The Y is also a leader in three important community initiatives including Character Development, which is integrated into all programs, Developmental Assets, which are building blocks for a strong community and Activate America, which focuses on youth obesity, healthy and active living. To learn more about the campaign or how to support the Strong Kids Campaign, please contact any Lincoln YMCA facility or visit www.ymcalincoln.org.

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