



## **2021 SANTA MONICA FAMILY YMCA ANNUAL FUNDRAISING CASE FOR SUPPORT**

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A strong case for support is critical to our success. We have gathered information to help portray our vision for addressing urgent community needs. This case for support contains answers to the questions that donors often ask prior to deciding to give time and resources to the Y. This information can be used for the purposes of drafting case statements (brochures, press releases, proposals) for various audiences and donor prospects.

We will utilize our case for support to:

- Promote that the YMCA is a nonprofit cause-driven organization
- Validate the reason for fundraising (educate staff, volunteers, members, community)
- Unite fundraising leadership, staff and board around a common need
- Articulate how contributions will be invested to build the foundation of the community
- Identify an urgency of need - why we must act now

### **WHO WE ARE:**

Driven by its founding mission, the Y has served as a leading nonprofit committed to strengthening community for more than 175 years. Our goal is to help all of us be our best selves. We do this by providing a place to play, to learn, to be healthy, and to give back. We give parents childcare, teens leadership skills, seniors a way to connect and children a safe place to go. We believe that everyone – **no matter who they are or where they're from** – deserves the opportunity to reach their full potential. Everything the Y does is in service of making sure the people in our community thrive.



We believe that when people achieve their potential, they make a brighter future possible for their communities:

**When a child finds a sport that he loves more than a video game...**

When a teen learns to actively participate in civic life...

When a senior connects with others and combats social isolation...

...we create a stronger community we all want to live in.

## **WHO WE SERVE:**

We create welcoming, inclusive spaces where people of all ages and abilities can fully participate in our programs and services, receive the support they need and connect with one another. We understand that every person who comes to the Y carries aspirations as unique as **their stories**. Whether they're looking to achieve personal wellness goals, set out on a day of adventure at camp or stay connected with friends and neighbors, each of them finds an open door, a smiling face and a nurturing community.

## **WHY WE EXIST:**

Strengthening community is **the Y's purpose, and through times of crisis, we've always found a way to help people not only survive but thrive**. Today is no exception. As a leading nonprofit charity committed to youth development, healthy living and social responsibility, we work hard locally, to ensure our community becomes safer, healthier and stronger.

### **Yet we're called to do so much more.**

Communities across America face new challenges that create a greater need than ever before for the work we do every day. And the COVID-19 pandemic brought forth unimaginable challenges, requiring the Y to adapt and evolve in response to meet the urgent needs for



childcare for essential workers, blood drives to replenish critical shortages and supporting student academics with our distance learning program. Fortunately, where some see obstacles, we see opportunities for our members, volunteers and staff to make a difference. No other organization can impact as many people as powerfully as we do every day.

**That's why we're** launching an ambitious effort to take on many of the greatest challenges facing our youth, our health, and our pandemic recovery back to a living a better quality of life. But we need your philanthropic support to make it happen. The Y has always brought people together to achieve the extraordinary. **Together, we can achieve *so much more*.**

## **Y's VISION FOR RESPONDING TO CURRENT COMMUNITY ISSUES**

### **OUR CAUSE: STRONGER COMMUNITIES**

Every day, we take on the challenges that will shape our communities' futures—challenges like the academic achievement gap, erosion in social-emotional development in youth, health inequities and chronic diseases such as the diabetes epidemic.

We deepen our impact by focusing on three priorities:

### **YOUTH DEVELOPMENT**

We believe that 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. Whether **it's** helping toddlers learn their first words or preparing students for academic success; getting kids excited about sports or engaged in local government; making memories at camp or afterschool—we help young people form healthy habits, develop valuable life skills and build positive relationships.



### *Closing the Academic Achievement Gap*

Education should be a pathway to opportunity, but not all children have access to the same high-quality learning environments. The Santa Monica Family YMCA is part of a nationwide Y effort to close academic disparities and give every young person opportunities to learn, grow and thrive. With your support, our Y will grow and sustain our work with young people at three critical times—in the early years, in the summer and after school. Together, we will foster a generation of young leaders and citizens to build a brighter future for our community and nation.

Our Y involves hundreds of youth annually in evidence-based programs that teach and reinforce academic skills and provide inspiration so they can do better in school. During the COVID-19 pandemic, this effort was more critical than ever, as we provided distance learning support to ensure academic success with their virtual school classes. But our youth programs do so much more: we work to ensure youth realize their potential to become active, engaged, and thriving members of the community. We do this by nurturing their social-emotional, cognitive, and physical development through holistic youth programming, experiences, and support systems. Our expected outcomes are that youth in Y programs demonstrate improvement in skills needed for successful living and improvement in academic proficiency as they journey from birth to career.

### **HEALTHY LIVING**

At the Y, we make sure everyone has the opportunity to live their healthiest life. We help people overcome barriers to healthy living by improving access to health-promoting resources. We give people the knowledge, inspiration and support to stay active, eat healthy and prevent or manage chronic diseases, and we provide them with opportunities to connect with others and get involved with their communities. It all adds up to greater health and well-being in spirit, mind and body. When the Y leads the transformation of health, the outcomes lead to: people achieve personal health and well-being goals, people reduce risk factors associated with



chronic disease, and living a healthy lifestyle is easy, accessible, and affordable, especially for the aging population and those experiencing health inequities.

Your donation will help the Y reduce disparities in the rate of chronic disease across marginalized populations. Help us overcome barriers to health by increasing access to services that can lead to a better quality of life:

**The YMCA Diabetes Prevention Program**

Fueled by our mission, Ys take on the greatest challenges to healthy living in their communities—and across America today, few challenges loom larger than diabetes. The YMCA Diabetes Prevention Program (YDPP) is a CDC evidence-based program that encourages and empowers individuals with a prediabetes to make simple but important lifestyle changes that can reduce their chances of developing the disease.

**Blood Pressure Self-Monitoring Program**

According to the American Heart Association, more than 80 million Americans have high blood pressure, but less than half have it under control. The **YMCA's Blood Pressure Self-Monitoring Program**, is designed to help participants with hypertension lower their blood pressure by following an evidence-based program that combines blood pressure self-monitoring, nutrition education seminars and personalized support.

**LIVESTRONG at the YMCA**

Cancer is a life-changing disease that takes a tremendous physical and emotional toll on those affected. LIVESTRONG at the YMCA, is a research-based physical activity and well-being program designed to help adult cancer survivors reclaim their total health. By focusing on the whole person and not the disease, LIVESTRONG at the YMCA is helping people move beyond cancer in spirit, mind and body.



## **SOCIAL RESPONSIBILITY**

Behind everything we do is a profound commitment to bridging the gaps that divide people in our communities. With our doors open to all, we bring together people of all ages and backgrounds. We also work to inspire a spirit of service in everyone we touch. From children to seniors, we help people embrace their responsibility to their communities—and demonstrate the power of what we can achieve by giving back together.

### ***Building a National Movement for Social Responsibility***

In 10,000 communities across America, the Y is building a movement of volunteers, leaders and givers working toward a shared vision of a brighter future. Hundreds of thousands of people—of all ages, from all walks of life—are taking part in this historic effort. What they accomplish together will not only benefit their communities today, but also renew the spirit of civic leadership and selfless giving that have sustained **America's communities for generations.**

Annually in our community the Y involves volunteer leaders in raising funds to advance equity by ensuring no one is turned away from an ability to pay and can fully participate in Y programs and services, receiving the support they need and connect with one another. We work hard to create welcoming, inclusive spaces and eliminate barriers due to lack of childcare, financial constraints and other barriers that prevent certain groups from thriving.

## **WHAT WE NEED TO FULFILL OUR VISION**

### **We need your help.**

Our mission vital work compels us to take on challenges that are larger than any single organization or community. We CAN create a brighter future for Santa Monica—but we must take action today, and only your support will make it possible.

When you give to the Y, your generosity reaches children, families and seniors living in your community.



Your gift to the Y will help young people achieve their potential, empower people of all ages to lead healthier lives, and help our community recover from the pandemic to once again feel safe, hopeful and engaged with others.

Our goal is to raise \$150,000 this year. Here are some examples of how your donations make an impact:

- (\$5,000) gives 5 local high school students a life-changing experience to develop leadership skills and become an advocate for change in Youth & Government.
- (\$2,500) provides one elementary school student with 10 weeks of the **Y's** distance learning program designed to provide academic support to their virtual studies in a supportive and fun environment.
- (\$2,000) sends 4 children to Y summer Camp Big Bear where they engage in exciting, safe and healthy activities, as well as build lifelong friendships.
- (\$1,000) provides one child with six weeks of after-school care in a nurturing environment, enabling working parents to be assured that their children are safe, happy and healthy.
- (\$500) provides one senior with a one-year Y membership so they can meet new friends and gain the support they need to live a more active and healthy lifestyle.
- (\$200) teaches two children to swim, helping them to gain confidence and water safety skills that will last a lifetime.
- (\$95) provides a family one month of membership to support their wellbeing while connecting with others and forming social networks in their community.

Together, we will take on many of the greatest challenges facing our young people, our health and our communities. We will:

- Make sure that everyone can benefit from the Y, regardless of their age, income, or background
- Bring Chronic Disease Prevention Programs to many more people
- Expand our Academic Achievement Gap programs to make sure that the next generation of young people have the opportunity to thrive



- Engage local neighbors in volunteering, giving and serving our community for a Better Us.

Every gift makes a difference. Everyone has a role to play. Give today to be a leader in shaping the future of the Santa Monica community.

## HOW WE KNOW WE CAN MAKE A DIFFERENCE

### STORIES AND QUOTES OF IMPACT:

#### Distance Learning Program

This pandemic has impacted our youth in ways that many of us are not aware of: In October the Spanish radio station, K-Love 107.5FM, reached out to us in hopes of receiving assistance for one of their listeners. The Santa Monica resident called in to the radio show and shared her urgent situation as a single mother who works during the day cleaning houses. She was desperately seeking care for her 11 year old daughter who is doing online learning while her school is closed. Her mother needed to find a way to get out of a dangerous situation of leaving her daughter alone all day. Our Y immediately responded to provide relief for this struggling mother and her daughter.

#### Summer Camp

**"I want to thank all of the staff for being kind and friendly to Sebastian. He had such a fun summer and comes home and speaks highly of all the staff."** – Esmeralda

#### Red Cross Blood Drives

**"Thank you for your support in our Blood Services Partnership together. Providing critical service like blood drives allows us to mobilize instantly after emergencies. The units we collected are paramount with the shortage we're experiencing. Your Y is truly setting an example for other partners across the nation."** – Sean, Red Cross Donor Manager

#### Virtual and Outdoor Fitness with Volunteer Instructors

**"I've been an active member at the Santa Monica Y since I retired in 2005 and made many friends through many exercise classes. That was a big loss when COVID-19 came. But the Y came to our rescue by offering classes through Zoom. I was so happy to be back exercising with familiar teachers and new ones too. They offer so many choices from cardio with Carrie and Lidia, chair classes with Albert and Bea. Each week ends up for me with Allison's mediation class and a reminder to be thankful for all we have and I look forward to the next week. I'm so grateful for all I've received and still am enjoying"** – Carol

**"I am so grateful that the Y exists – in general – but specifically during such a restrictive and isolating time. Early on in the pandemic, I followed my own fitness regimen but realized I**





needed the connection and grounding of good instruction. I found this with both Scott and **Marion's Iyengar yoga classes – and in the comfort of my own home! Also, Johanna's Boot Camp and Bodyweight Strength** have been instrumental in sustaining my wellbeing, stimulating my mind as well as my body and keep me turning towards group participation, which is fundamental to maintaining my physical and mental health. To everyone at the Y, thank you so much!" – Jae, member

I cannot express my gratitude enough to the group fitness instructors for being such great citizens for community service. To name a few, Nichole, our very special enthusiastic instructor who is teaching outdoor Zumba; Robin teaching Yoga Barre with unspeakable teaching talent, **Bea with her unique therapeutic voice and her relaxing music teaching online chair yoga!"** Irina, member

#### Senior Connections

**"Thank you for everything you have been doing to help seniors in this difficult time of isolation. I am so grateful to you for all the care, love and attention you put into creating these programs. I think they are better than any of the other videos available online."** – Senior member

**"Thank you Santa Monica Family YMCA for providing Live Stream Exercise Classes during this stressful time. I am 73 years old and had a total knee replacement and I have arthritis. My participation in the myriad of exercise classes has been very beneficial to my wellbeing. I have more energy and I am much more flexible and limber."** – Senior member

**"Thank you for creating the online Zoom classes for seniors. It is vital for us to be able to participate in daily exercise for our health and wellbeing. I have been able to maintain my flexibility and strength from my home during the challenging times of 2020. The vital sense of community shared with the zoom classes has been a true blessing to us all. The volunteer instructors for these classes are well qualified and real heroes to us. The senior community is truly thankful for this vital service to us."** – Barbara

**"One of the greatest highlights of my COVID isolation year has been the Active Older Adults exercise classes on Zoom. My only regret is that I did not immediately join the classes. My thought was that it would not be possible to gain any social or isolation-relieving benefit from an electronic forum. I was very wrong. Even though I was not acquainted with many of the teachers or other class participants before, I have grown to feel that I now know them. More importantly, there is an obvious feeling of caring and support between teachers and students for each other. These classes provide a sorely needed opportunity to experience gratitude, which vastly improves our lives and our health, especially during this past year."** - Vicki