



# Invest In Youth

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## A Summer Day at the Y

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This issue will explain the purpose of the Invest in Youth fund and highlight fundraising efforts, YMCA programs, and the impact that Invest in Youth has on the community.

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Ever wonder what is happening at the Martinsville-Henry County Family YMCA? Here is a snap shot of an average summer day at the Y.

Doors open at 6a.m., then...

200 youth come in to spend the day at the Y for day camp.

30 youth come in to spend the day at the Y for the "MHC after 3" program.

10 patients get physical therapy in the therapy pool from Therapy Direct, Inc.

36 preschool children learn their ABC's in the Early Learning Center Day Care.

Seven group exercise classes are offered including yoga, deep water aerobics and Zumba.

35 youth have swim team practice for the Martinsville YMCA Marlins.

20 youth learn to swim in swim lessons.

12 adults use the track for Activate's walking program.

Over 200 people will use the outdoor pool at the Collinsville YMCA.

150 members will come in to walk on the track, work out in the weight room or play racquetball.

50 teen YMCA members will play basketball.

70 YMCA staff come to work to better serve the community.

The Martinsville-Henry County Family YMCA is proud to serve everyone in the community and never have to turn anyone away because of the Invest in Youth Fund.



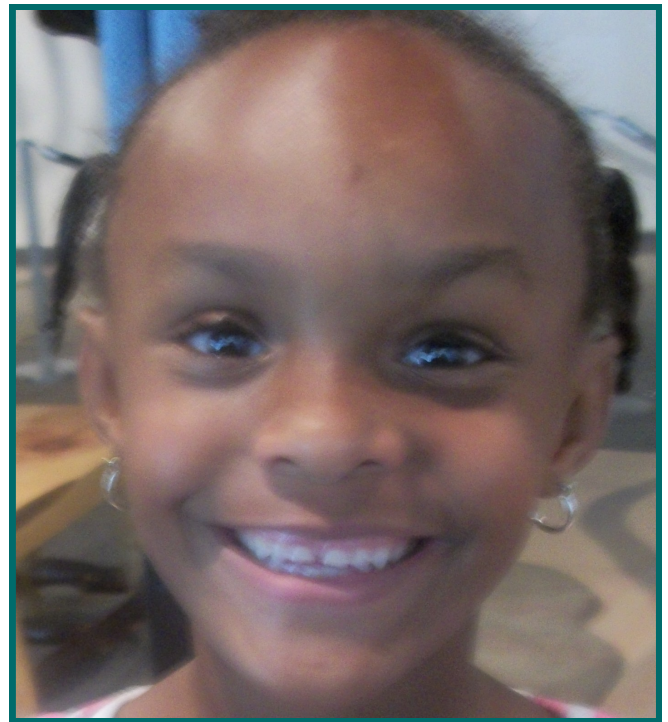
## Y Invest In Youth?

In the spirit of the YMCA's mission "to put Christian principles into practice through programs that build a healthy spirit, mind and body for all," the Martinsville and Henry County YMCA started the Invest In Youth Fund. The fund addresses the portion of the mission that inspires them to make sure that their programs are available to "all."

This means that the Invest In Youth Fund isn't only used to fund the Y's youngest members. It is also used to help fund scholarship for all members, including families, seniors, and all others in need of a helping hand in order to take advantage of the Y's programs.

In 2009, Invest in Youth gave out over \$150,000 in financial assistance to 496 children and young adults, who could not afford to attend the YMCA's programs otherwise. No one is turned away due to inability to pay.

We have raised  
**\$51,195** of our 2010  
goal of **\$105,050!**



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

## FUNdraising!

The Y is able to promise that no one will be turned away due to inability to pay, because of generous donations from the public and often as a result of unique fundraising events. One such event was a Murder Mystery!

On May 15, 2010, at 6:30 p.m., tucked away in the Fieldcrest Lodge at The Clubhouse Resort in Fieldale, Virginia, the murder mystery unfolded. There were 120 guests gathered in the Fieldcrest Lodge, built in 1917 and exemplifying the era, from the ornate furniture to the rich, dark wood and extravagant fabrics. There wasn't a seat to spare; the Martinsville-Henry County Family YMCA sold every ticket.

There were eight volunteer actors and actresses who performed several vignettes throughout the evening. Each vignette,



lasting between 45 seconds and 15 minutes, gave clues to who murdered the senator. During the cocktail hour and dinner, guests could track their clues, while discussing the YMCA's programs and charity. Additionally, guests participated in silent auctions for some impressive items, such as tickets to the Martinsville Speedway. After dinner, the murderer was revealed during a dramatic final act.

Brad Kinkema, CEO/

Executive Director of the Martinsville-Henry County Family YMCA, said that the event was a unique opportunity to educate the public on how the YMCA provides financial assistance to the community's youth. He suggested the murder mystery idea to the board in November 2009 and the plan matured from there, with the help of Sherri Hayley-Bell and Mary Nester, who co-chaired the fundraiser.

"It was an opportunity for people in our small community to go out and get dressed up," said Nester.

The event cultivated a lot of excitement and interest. Hayley-Bell and Nester both noted that they could have sold many more tickets, if there would have been space to house the extra people. The fundraiser was promoted by

flyers posted at the YMCA, newspaper ads, and mail to those on the YMCA's donor list.

"We heard over and over, 'Please call us next year,' from the guests. They were just so excited," Nester said.

And there will definitely be another murder mystery next year. The organizers are eager to secure a larger venue for next year's event, to match the interest they discovered this year.

"It's a great way to help the charity," Hayley-Bell said.

## Supporting the Sullivans

Mrs. Sullivan is at the Y by 6:30 a.m. every morning to drop off her three kids at the summer day camp. She will return sometime after 5 p.m., having worked a long day. When Mrs. Sullivan returns to pick them up, they have had breakfast, lunch and a snack. They've also participated in programs that teach caring, respect, responsibility and honesty; everything Mrs. Sullivan would have taught them that day. She also goes to work feeling secure that her child with a disability is receiving the special attention required. The Y provides an essential function for this single parent and her family.

The children have been attending the Y's after-school programs and summer camp programs for six years.

Unfortunately, because Mrs. Sullivan receives no child support and takes no government support, it is difficult for her to make ends meet. In fact, until about two years ago, Mrs. Sullivan never received

Without the Invest in Youth fund, the Sullivan's would have very few financially-sensible options for child care.

financial assistance from the Y. When Y staff became aware of her financial situation, they offered her information about the Invest in Youth program. Mrs. Sullivan was hesitant to take any financial support, but, with the encouragement of Y staff, she ultimately chose to take advantage of the program. Without the Invest in Youth fund, the Sullivan's would have very few financially-sensible options for child care. You can be sure that the Y's Invest in Youth Fund has made an impact on the Sullivan family.





## Martinsville and Henry County Family YMCA

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**Mission: to put Christian principles into practice through programs that build a healthy spirit, mind and body for all.**

WE'RE ON THE WEB!

WWW.MARTINSVILLEYMCA.COM

## YMCA Organization

### Community Based and Driven

Because Ys are driven by the communities they serve, each YMCA is different. Child care, teen leadership, and sports clubs for older adults may be offered in your community, while another town's YMCA provides swim lessons, Adventure Guides, and afterschool programming in local schools. Every Y makes its own decisions on what programs to offer and how to operate.

### A Variety of Programming for Every Age

From child care to older adult fitness, Youth in Government to camp and aquatics, Ys offer opportunities for individuals and families to grow in spirit, mind and body at every life stage.

### Helping Raise America's Children

YMCAs are the largest providers of child care in the United States, operating nearly 10,000 child care sites across the country, providing high-quality, and affordable care to more than 500,000 children. Ys also serve nearly 10 million children under the age of 18 through activities such as camping, sports and afterschool programs. YMCAs are the largest employers of teenagers in the country.

### Worldwide Reach

The YMCA movement stretches far beyond the United States. YMCAs are at work in more than 120 countries around the world, serving more than 45 million people. About 230 U.S. YMCAs maintain relationships with Ys in other countries. Building strong kids, strong families and strong communities is what the YMCA stands for -- worldwide.

### Beyond Health and Fitness

Since their founding, YMCAs have provided health and fitness programs as an integral part of their mission. Just as integral to that mission is providing human services such as job training, new immigrant education, teen leadership opportunities, parenting classes, social opportunities for seniors and housing.

### More than a Gym -- a Community

People are a part of their Y for any number of reasons. You may come for the workout, play in a basketball league, or bring your children to arts and music classes, but you're part of something much larger. We're glad you joined us.

*Information on this article was acquired from [www.ymca.net](http://www.ymca.net).*

## A Message from the CEO/Executive Director

I have had the pleasure of being around Y's my entire life. As a boy, I remember going to work at the Y with my father on Saturday mornings. What I did not realize until I got older was that the Y was much more than a building, it was a community center.

The Martinsville-Henry County Family YMCA is very much a community center. Every day people from all walks of life, all income levels, all races and religions enter the doors to the Y.

Some of the individuals who come into the Y can not afford the regular rates for a membership or for one of the programs. For these individuals in need of the Y but without the financial resources, we are

proud to offer financial assistance.

My hope for our Y is that it improves the lives of those in the community that use its programs and services, regardless of their financial status. For this reason the Martinsville-Henry County Family YMCA has the Invest in Youth Fund. This fund helps ensure that no child, family or senior is turned away from the Y due to their inability to pay. Businesses and individuals give to the Invest in Youth Fund each year; please consider a donation to this worthy cause.



Brad Kinkema

