

2020 NAYDO COMMUNICATIONS AWARDS



2020 CONTEST JUDGES:

Angela de Burger – YMCA Canada

Greg Lee – YMCA of the Triangle Area

Tracy Spalsbury – Sarasota YMCA

Rob Totoro – NY Alliance of YMCAs

Julie Lima – YMCA of Greater Boston

Adam Smith – YMCA of Greater Rochester

Christina Harley, CFRE – YMCA of Southwestern Ontario

John Guastaferro – Anaheim Community Foundation

Gloria Price & Bonnie MacFayden

AWARDS CATEGORIES:

- **FOR ALL CHAMPION**
- **SMALL BUDGET STAR**
- **BEST OVERALL CAMPAIGN**
- **PHILANTHROPHIC COMMUNACTIONS CHAMPION**
- **CAUSE COMMUNICATOR OF THE YEAR**

5 STANDARDS:

- 1. STRATEGY**
- 2. CREATIVITY**
- 3. BRAND ALIGNMENT**
- 4. EXECUTION**
- 5. RESULTS**

2020 FOR ALL CHAMPION:

**YMCA OF SOUTH HAMPTON ROADS
CHESAPEAKE, VIRGINIA**



FOR YOUTH DEVELOPMENT™
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

AN ADAPTIVE ADVENTURE

YMCA JT's Camp Grom

The only one of its kind on the east coast, YMCA JT's Camp Grom is a 70-acre adventure that provides a day of adaptive and integrated activities for individuals of all abilities, allowing family and friends to experience adventure together.

Who does YMCA JT's Camp Grom serve?



WOUNDED
VETERANS



GOLD STAR
FAMILIES



CHILDREN & ADULTS
WITH DIFFERING
ABILITIES

For Giving Tuesday, we must
raise \$45,000 to help make camp
experiences accessible to all.

\$20 provides adaptive fishing lures.

\$40 sends a wounded veteran, Gold Star family member or a child/adult with differing abilities to YMCA JT's Camp Grom for a day.

\$50 provides an adaptive fishing pole.

\$250 provides an adaptive tube or Delgar sling.

\$1,500 provides a water wheel chair.

EVERY GIFT HELPS.

Fill out the attached pledge or text **GIVE2GROM** to **33733**.

PLEDGE FORM

**YES! I will help make camp accessible to all
with my #GivingTuesday gift of:**

- ☐ \$_____ to support the area of greatest need
- ☐ **\$1,500** to provide a water wheel chair
- ☐ **\$250** to provide an adaptive tube
- ☐ **\$50** to provide an adaptive fishing pole
- ☐ **\$40** to send a wounded veteran, Gold Star family member or a child/adult with differing abilities to YMCA JT's Camp Grom
- ☐ **\$20** to provide adaptive fishing lures

DONOR INFORMATION

Donor Name _____

Company/Organization _____

Address _____

City, State & Zip _____

Cell _____ Home _____

Email _____

Please recognize my gift as _____

☐ I prefer to remain anonymous.

Signature & Date _____

This gift is given ☐ in honor of ☐ in memory of _____

Please notify: _____

Address: _____

PAYMENT METHOD (This portion will be destroyed for your security)

☐ Cash/check enclosed

☐ Draft my account on file

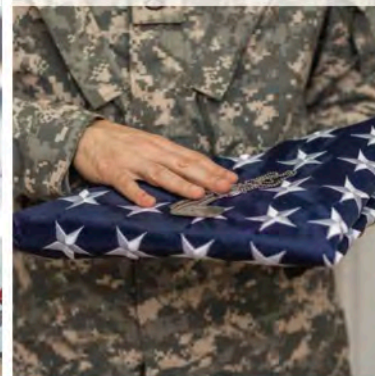
☐ Credit Card

Account # _____ Exp _____

Wounded Veterans



Gold Star Families



Children & Adults with Differing Abilities



#Give2Grom and help make camp experiences accessible to all.



**#GIVING
TUESDAY**

When you give to YMCA JT's Camp Grom, you provide adaptive and integrated activities for wounded veterans, Gold Star families and individuals of all abilities, allowing family and friends to experience adventure together.

Text **GIVE2GROM** to **33733**.



Your gift of \$25

helps provide the thrill of a first catch with adaptive fishing poles and lures.

Text **GIVE2GROM** to **33733**.

#GIVINGTUESDAY

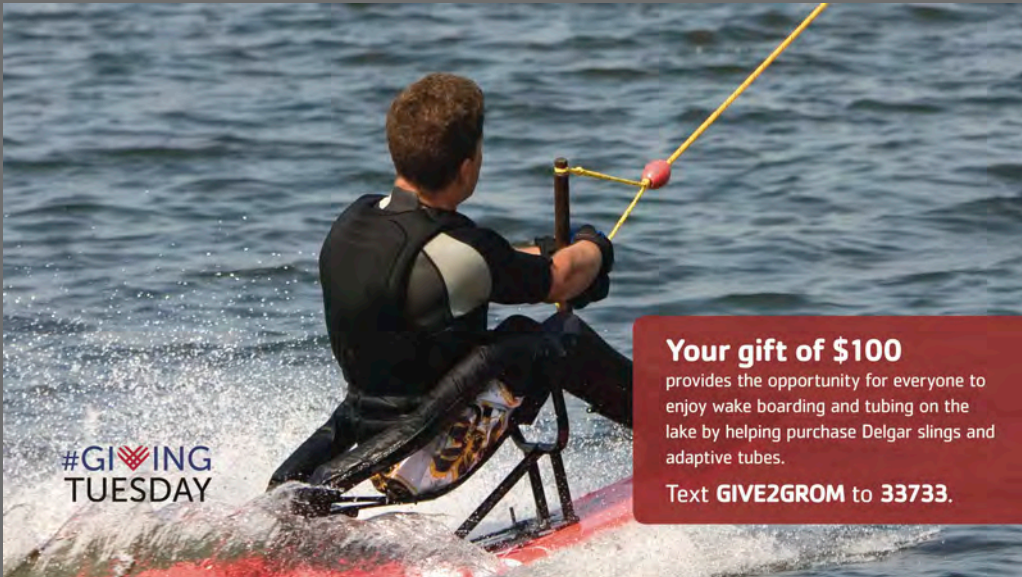


Your gift of \$50

provides a day of adventure, lunch included, for a wounded veteran, Gold Star family member or adult or child with differing abilities.

Text **GIVE2GROM** to **33733**.

#GIVINGTUESDAY



Your gift of \$100

provides the opportunity for everyone to enjoy wake boarding and tubing on the lake by helping purchase Delgar slings and adaptive tubes.

Text **GIVE2GROM** to **33733**.

#GIVING
TUESDAY



Your gift of \$500

gives everyone the opportunity to join the fun in the water when you help provide two more water wheelchairs.

Text **GIVE2GROM** to **33733**.

#GIVINGTUESDAY

Congratulations, YMCA of South Hampton Roads!

HELLO. The Y is made up of people from all walks of life joined together by a shared commitment to nurture the potential of kids, promote healthy living and foster a sense of responsibility. Every day, we work side by side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

WELCOME TO THE



2020 SMALL BUDGET STAR:

**TWIN RIVERS YMCA
NEW BERN, NORTH CAROLINA**

\$117,791
in Financial Assistance awarded,
making membership attainable for all

Members participated in
over 70
Group Exercise & Aqua
Aerobics classes per week

Overcame
financial
barriers for
816
individuals from
309
families

the **Y**
YMCA

LOOKING BACK
MOVING FORWARD

The Y.™ For a better us.™

484
children gained confidence,
developed healthy habits, and
built positive relationships
through Youth Sports

Provided a safe space to
families for their children
during recovery by offering
five weeks
of Full-Day Care following
Hurricane Florence
at no additional cost to their
After School fees

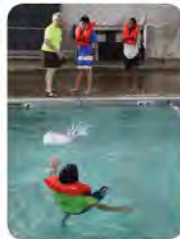
Awarded Financial Assistance to
44% of the 352
children participating in Summer Day Camp



TWIN RIVERS YMCA ANNUAL CAMPAIGN

YOUR DUES SUPPORT OPERATIONS
EQUIPMENT • UTILITIES • MAINTENANCE • SALARIES

YOUR GIFT CHANGES LIVES



► DROWNING PREVENTION

An average of 2,500 children come to the Y every year & learn how to be safe in and around water through the Water Safety Program, and free swim lessons are provided through the New Bern Housing Authority over spring break.

► COMMUNITY OUTREACH

Free community programs, such as Special Needs Zumba, are enriching the lives of local families.



Organizations including the New Bern Fire Department, the United States Coast Guard, and the New Bern High School JROTC use the Y to train and develop crucial skills.

► DISASTER RESPONSE

Following Hurricane Florence, the Y gave parents the opportunity to have a safe space for their children by providing 5 weeks of full day care for our After School kids following the storm. Additionally, the Twin Rivers YMCA served as a community comfort station with hot showers for community members, as well as relief workers, provided a place to sleep for All Hands and Hearts volunteers, staging space for Duke Energy, and activity space for kids from Easter Seals.

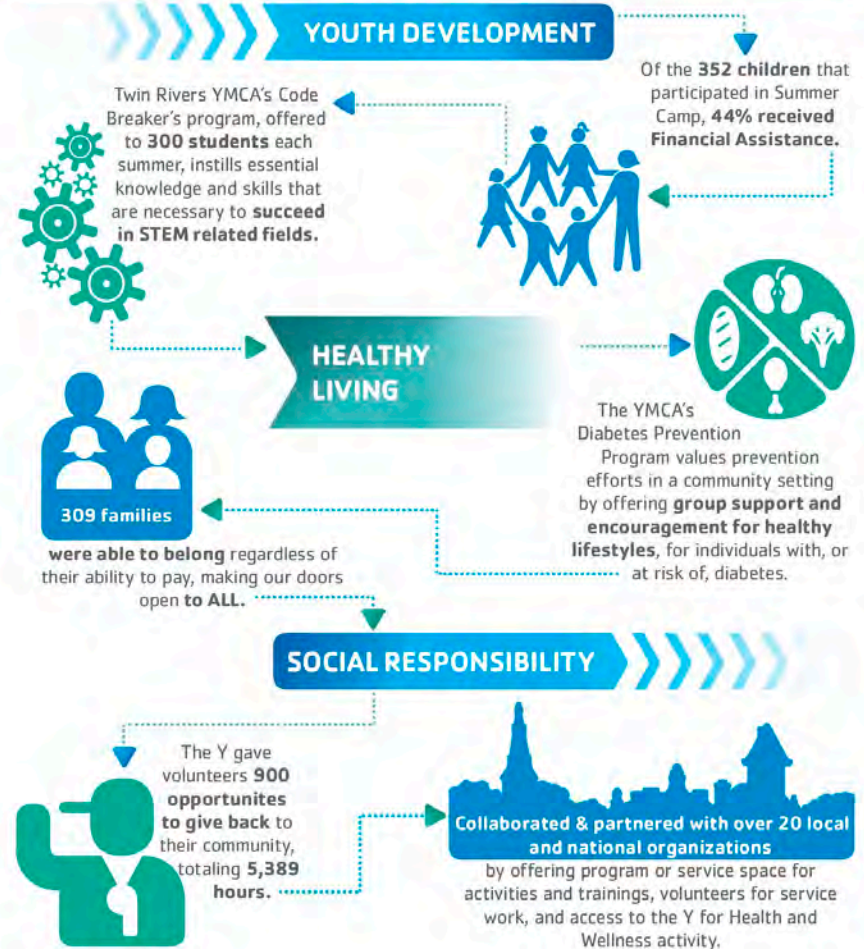


Donate to the Twin Rivers YMCA and help us continue to support the people of Eastern North Carolina. Through your gift, the Y provides Financial Aid through membership and program assistance, as well as subsidized community programs. We teach kids to swim, teach adults how to live healthier lifestyles, and provide families with a place to play and spend valuable time together. A gift to the Y benefits the people of Craven County and beyond.

2018 ASSISTANCE AWARDED: \$364,950



The Y is for...



Congratulations, Twin Rivers YMCA!



2020 SMALL BUDGET STAR:

**YMCA OF NORTHERN COLORADO
BOULDER, COLORADO**

Congratulations, YMCA of Northern Colorado!



BEST OVERALL CAMPAIGN EXCELLENCE:

**YMCA OF GREATER SEATTLE
SEATTLE, WASHINGTON**

HEAR THEIR
STORIES,
GIVE THEM
HOPE



A VOICE TO END YOUTH HOMELESSNESS

LEARN HOW CAN YOU CAN HELP AT
UNHEARDSEATTLE.ORG

UNHEARD Seattle YMCA & Hubbard Radio Partnership



A VOICE TO END YOUTH HOMELESSNESS

Prepared for:
Alonda Williams and Amber Martin
YMCA of Greater Seattle

October 19, 2018



AM 880
K-I-X-I

ALTERNATIVE TALK
1150 AM KKNW

Dan Lang | 425.653.1159
dlang@hbi.com

UNHEARD Seattle YMCA & Hubbard Radio Partnership



YMCA of Greater Seattle will team up with Hubbard Radio Seattle to create a voice to end youth homelessness in the Puget Sound area. We know that Seattle youth are experiencing homelessness at staggering rates. Let's use the power of our two organizations to promote a powerful campaign throughout November. Let's make sure their voices are heard by banding together to amplify their stories.

The program will deliver:

- Program awareness
- Month long PSA schedule across KQMV MOVIN 92.5, KNUC 98.9 The Bull, KRWM Warm 106.9, AM 880 KIXI, and AM 1150 KKNW
- Public Service Interview across our stations for our community matters programming Sunday mornings on the stations. Interview will be conducted by our two public affairs directors.
- Exposure on all station websites for four weeks promoting UNHEARD Seattle
- Social Media Exposure across all four stations promoting UNHEARD Seattle

Dan Lang | Hubbard Radio Seattle



UNHEARD Seattle YMCA & Hubbard Radio Partnership



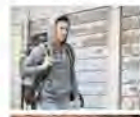
UNHEARD Seattle Will Receive:

- Fifteen (15) :60 PSA commercials per week on KQMV, KRWM, KNUC, KIXI for four weeks – Total 240 commercials over 4 weeks Monday-Sunday 5a-12m. PSA's best time available based on inventory availability
- Fifteen (15) :60 PSA streaming commercials per week on KQMV, KRWM, KNUC, KIXI for four weeks – Total 240 commercials over 4 weeks Monday-Sunday 6a-12m. PSA's best time available based on inventory
- PSA Show on Community Matters programming running on Sunday mornings across all the stations to promote UNHEARD Seattle (Scheduling with PSA Directors TBD)
- 500,000 total impressions to run across all stations' websites for four weeks – Promotional creative pieces will be run of site based on available ad space – Leaderboard, Medium Rectangle, Full Banner, Mobile Ad, Eblast Graphic
- Thirty minute interview on KKNW with Erik Krema – Show will air 2-3 times a week during open half hour blocks each week for four weeks – The show can also be posted on the Y's website as well
- Assistance with local artist coordination if needed
- Social media exposure across all stations throughout the 4 week campaign



Dan Lang | Hubbard Radio Seattle

UNHEARD Seattle YMCA & Hubbard Radio Partnership



Hubbard Radio Seattle looks forward to teaming up with the YMCA of Greater Seattle to promote UNHEARD Seattle. We will work together on the start date of the 4 week promotion to tell the community about this great program. Thank you for the opportunity to partner.

Total Promotional Support Provided: \$31,500



Dan Lang | Hubbard Radio Seattle

**CONGRATULATIONS,
YMCA OF GREATER SEATTLE!**



**2020 PHILANTHROPIC
COMMUNICATION CHAMPION:**

**YMCA OF GREATER VANCOUVER
CHILLIWACK CAPITAL CAMPAIGN
VANCOUVER, BRITISH COLUMBIA**

We see a better future

Chilliwack adults, teens, families and seniors are experiencing profound change and increasing social problems. These problems are not getting smaller or any easier to solve. For some people and families, their needs are critical. Every day is a struggle, and facing the day feels impossible, never mind the challenge of having enough food to eat or safe places to go. For others, they lack the resources to make healthy choices. They feel disconnected from others and their community. The Y is the one organization that is there to meet those needs. We're there for people in times of crisis and we're also in the business of prevention. Prevention isn't glamorous work, but for more than 150 years the Y has been playing the long game—helping people reach their potential before issues become problems.



We envision stronger, more hopeful and caring communities with:

Strong and connected families
The high cost of living and housing, long work hours and absence of affordable child care pose significant challenges.

Resilient and healthy children who thrive and lead healthy, long lives
39% of Chilliwack children exceeding Kindergarten are developmentally vulnerable compared to the Provincial average of 32.3%.

Confident and skilled young leaders
The after-school hours are a critical time and many teens spend this time alone rather than in life-enhancing programs.

Motivated adults that take charge of their health, get active and become role models and mentors
Type 2 diabetes, heart disease, asthma and mental health conditions are on the rise, even becoming more common in people under 20 years of age.

Healthy seniors with strong social circles that volunteer and stay involved
When asked what seniors fear about the future, 62% said "Growing old alone".

Immigrants who participate and engage in their communities
23% have been living in Chilliwack for 6 years or less.

Teens who feel confident and a strong sense of belonging
27% of females and 13% of males rate their mental health as poor or fair, and 33% of teens report feeling socially excluded.

Happy people, excited about life
The strong sense of community in Chilliwack is declining.

Will you stand with us?



Let the Y help you fulfill your goals.

The Y is looking for a strong group of visionary leaders who believe we can make a difference if we work together. You have dreams for Chilliwack—a vision of healthy and happy families, children, seniors and youth. And the Y has the infrastructure, people, resources, programs and care for this community you call home. When you invest in the Y, you invest in what really matters.

The Y is dedicated to strengthening Chilliwack for the whole community: kids, parents, the elderly, the young at heart, newcomers, long-timers, CEOs, artists, bus drivers and bankers. We envision a Chilliwack where all people reach their full potential.



To learn more, contact:
Karen Price 604 376-2808
karen.price@ymca.ca
Visit gvmc.ca/Chilliwack

What really matters

A New Y for Chilliwack

Funding Sources & Applications

The YMCA has served Chilliwack for 40+ years. We have a proven track record of partnering with government and community organizations to deliver quality programs and services in a cost-effective and sustainable manner.

Sources of Capital	Total	Applications of Capital	Total
City of Chilliwack	\$3 million	Construction, Design, Equipment and all Related Costs	\$16.4 million
Province of BC	\$2 million		
YMCA Sources	\$8.7 million	Campaign Costs	\$0.3 million
YMCA Community Capital Campaign	\$3 million		
Total Capital Inflow	\$16.7 Million	Total Development Outflow	\$16.7 Million

A Sustainable Y for the Future

Operation Contribution for the Chilliwack YMCA Centre of Community										
2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	Total
\$400,000	\$650,000	\$668,000	\$676,260	\$689,785	\$703,581	\$717,653	\$732,006	\$746,646	\$761,579	\$6,740,510

Your contribution allows the Y to keep buildings in "as-new" condition, so that your donation looks as good 10 years from now as it does today. Additionally, your gift allows us to do research and development, fund urgently-needed human service programs, ensure no one is turned away because they cannot pay, and hire and train staff and volunteers so we continue to have excellent programming.



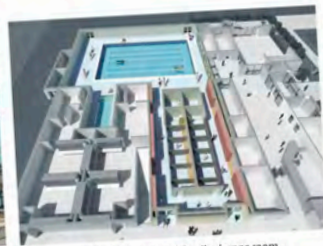
To learn more about the WHAT REALLY MATTERS CAMPAIGN contact campaign@gvmc.ca or visit gvmc.ca



Strength and Conditioning Centre



Welcome and Access Centre, Entry and Lobby Area



Aerial view to highlight universal family change room

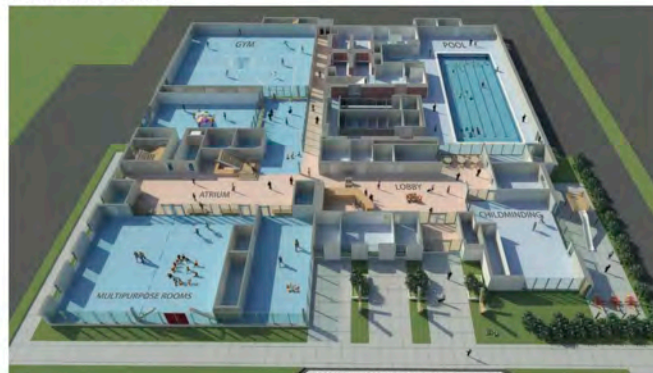


To learn more about the **WHAT REALLY MATTERS CAMPAIGN** contact campaign@gvymca.ca or visit gvymca.ca

Second level of new Chilliwack YMCA



Main level of new Chilliwack YMCA



YMCA WHAT REALLY MATTERS CAPITAL CAMPAIGN



Exterior of new Chilliwack YMCA

A New YMCA for Chilliwack

The expanded Chilliwack YMCA will enable us to help 50% more people reach their potential, with the aim of growing to 8,000 members.

Here's what will be new:

- Gymnasium (4,250 sq. ft.)
- Five multipurpose rooms (totalling 4,650 sq. ft.)
- Conditioning floor (5,700 sq. ft.)
- Social area to connect with your family and community (600 sq. ft.)
- CycleFit studio (950 sq. ft.)
- Family/universal change room (1,800 sq. ft.)
- Outdoor playground (1,000 sq. ft.)

Here's what will be dramatically renewed:

- Expanded lobby and welcome area (1,500 sq. ft.)
- Group fitness studio (1,950 sq. ft.)
- Stretching and adaptive space (1,250 sq. ft.)
- Childminding area (900 sq. ft.)
- Pool (4,600 sq. ft.)
- Expanded parking

Congratulations, YMCA of Greater Vancouver!



**2020 CAUSE COMMUNICATOR
OF THE YEAR:**

**BRIAN STEFFEN
CEO, EUGENE FAMILY YMCA
EUGENE, OREGON**



CITY®ION

The Register-Guard Sunday, July 7, 2019 \$1

YMCA expansion plans move forward



The Eugene Family YMCA will be building a new facility, a rendering of it shown here, on the land formerly occupied by Roosevelt Middle School. (EUGENE FAMILY YMCA)

A new facility will replace Patterson Street location with approved \$15 million

By Jordan Brown
The Register-Guard

The Eugene Family YMCA announced it will move forward with building a new 70,000-square-foot facility after state legislators approved \$15 million in lottery-backed bonds for the project.

It was the largest municipal bond given by the Legislature this year from lottery revenues, and it helped the YMCA in meeting its \$14 million capital campaign

goal for the new building, according to a news release last week.

The new facility will be at the corner of 24th Avenue and Hilgard Street. The YMCA is in the process of purchasing the land, the former location of Roosevelt Middle School, from Eugene School District for \$1.45 million. It will replace the current YMCA facility at 2055 Patterson St., which was built in 1955. The tennis center on Patterson Street will remain.

While the Patterson facility has been a staple in the community, the YMCA says it is not equipped for today's

See YMCA, B4



The early years of the Eugene YMCA built in 1955 at its current location at 2055 Patterson St. (COURTESY OF YMCA)

"This winter, I was in the gym and there were buckets around (catching water)," YMCA spokeswoman Beth Casper said. People often are wait-listed or turned away for as PlayCare, a service for parents who need child care while they get a quick workout in.

"It's very common to walk down the hall during the day and see a sign that says 'Sorry we're full for the day,'" CEO Brian Steffen said. "So that's a pretty significant health barrier for those who are having trouble finding somewhere for their kids to go."

YMCA officials say they are feeling stretched to the limit in the current aging, maze-like facility. The new facility promises more open space, sleek design and expanded programming.

"Building the new Y is so much more than just having a bigger space or a newer roof or newer locker room," Steffen said. "It's really expanding our ability to have impact in the community, recognizing the health challenges of today and tomorrow are so much broader than what this Y was built to serve in 1955."

There are a handful of notable changes coming. Instead of two fitness studios, there will be three, with the smallest of the new studios still having more space than the current largest studio. The large indoor aquatic center will include a lap pool and a rehabilitation pool for activities such as water aerobics and swim lessons. The new building

YMCA

From Page B1

needs. Fitness rooms are cramped with equipment, and yoga studios have barely enough room for each person in the packed class to do a proper sun salutation.

The floor plan is more open than the current facility, with natural views and many multipurpose rooms.

"We don't know where fitness will go in the coming years," Steffen said. "Having large fitness studios that are pretty much a blank canvas will allow the Y to adapt to whatever the fitness and health needs are for the next 50 to 60 years."

And searching 20 minutes for street parking will hopefully be a thing of the past. The new facility will have more than 250 parking spots available and a bike cage to ward off theft, according to Lisa MacMaster, chief operating officer.

"The whole Y is built with flexibility in mind," said Chip Radebaugh, YMCA board president.

"We know buildings change, and they evolve and adapt over the years," Radebaugh said. "Physical fitness isn't the building's design. Steffen and MacMaster said it's about providing a 'healthy space' for anyone to be in. Many times, the YMCA place for people to work out: It's also a place where people can go to just be in a healthy environment. It could be where someone goes to escape constant drug use in their home or to find a quiet and safe place to do homework."

The new facility will allow the YMCA to do more for the community, officials say, such as expand its Livestrong



The Eugene Family YMCA will be building a new facility, a rendering of the indoor pool area shown here, on the land formerly occupied by Roosevelt Middle School. (EUGENE FAMILY YMCA)

program for cancer survivors and possibly add like a homework club. It also includes the addition of a multi-generational room: "For the school day and after school time it's for teenagers to come and hang out," Radebaugh said. Steffen said this room and additional public space at the front of the building is meant to help provide that healthy environment.

"The YMCA is the hub of the community and it has been for 130 years. This is a space that represents the diversity of ages, socioeconomic backgrounds," he said. "I think that's what makes the Y different — we're not just trying to be a fitness center."

Even with the new facility, Steffen said there is no plan at this time to increase prices for membership. "We will always be examining our pricing of our operations based on where the market is at or where the market is not, so we don't have that automatically tied to opening the doors."

Members also won't have to press pause on their workouts while the new building construction is underway — the current facility will stay open until the new one is ready, with no break in service in between.

After the new facility opens, the current building will be demolished, and then the plan is to sell that nearly one acre of land.

Follow Jordan Brown on Twitter @jordanbrown or email at jbrown@registerguard.com.



**CONGRATULATIONS,
BRIAN STEFFEN!**

