



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Annual Campaign FAQ

What is the Annual Campaign?

The YMCA Annual Campaign exists to fund programs that nurture youth development, energize healthy living and inspire social responsibility. It gives the YMCA Park Cities the ability to enrich lives because, through the monies raised, the Park Cities YMCA can offer exceptional experiences regardless of an individual's ability to pay. The programs we offer are as diverse as the people participating in them.

We firmly stand behind our mission: To put Christian values in to practice through programs that build healthy spirit, mind and body for all.

If you have questions about the Annual Campaign, please call or email Roger Moon at [\(214\) 526-7293](tel:2145267293) or rmoon@YMCADALLAS.org.

What is the Park Cities YMCA Annual Campaign 2016 goal?

\$435,000

Who benefits from the Annual Campaign?

The ENTIRE community, in and around Park Cities, who participates in the Y's programs.

More specifically, anyone in need of financial assistance can apply for a scholarship from money raised via the Annual Campaign.

How do I apply for a scholarship?

Our Financial Assistance "Y for All" program is a sliding fee scale that is designed to provide services for any family, adult or senior who desires to participate and understands the benefits of the YMCA, regardless of their ability to pay. Because of the funds raised through YMCA Annual Campaign, we are able to reduce fees for those in need.

To apply for assistance, applicants complete in person a one-page form, providing additional documents as needed (check stub, tax form).

What programs receive funds from the Annual Campaign?

FACT: Almost \$500,000 of community programs and scholarship benefits were given last year alone via numerous community programs, some of which are detailed below.

Make a Splash

Safety in and around water is an important issue for all of our children, but a disproportionate number of minority children drown each year. At the Y, we believe that safe swimming saves lives and that all children should be equipped with the skills to help them safely enjoy the water. The Make a Splash program is one of the many ways we help to make time in and around the water both fun and safe. Make A Splash mobile lifeguard and swim instructors provide no cost swim lessons in apartment community pools across North, South and West Dallas, Irving, Vickery Meadows, White Rock/East Dallas, Richardson and Plano. This past summer 150, 8 lesson sessions were provided to 4,000 children in more than 100 apartment communities

FACT: Locally 250 children learned life-saving skills through the Make A Splash lessons in 2015

Camp on the Lake

Camp on the Lake is a premier waterfront day camp environment created just for kids. What makes Camp on the Lake especially unique is its location and ability to provide your child with a slew of summer camp activities that are usually exclusive to sleep away camps. Campers enjoy activities such as Archery, Horseback Riding, Water Activities, Crafts and many more...all close to home!

FACT: 350 Park Cities children experienced Camp on the Lake this past summer

Youth and Government

Democracy must be learned by each generation. YMCA Youth & Government is a nation-wide civic education and leadership program in which schools, civic organizations and Ys involve kids in hands-on learning experiences. Students participate on both a district and state level. Each year the State conference is held in the Capital Building in Austin with nearly than 1000 students in attendance.

FACT: In 2015, more than 125 students participated at the Park Cities YMCA. This year HP students, Bennett Robinson and Sam Royall placed second in Appellate Moot Court at the National Competition.

The Rise School

Beginning in the fall of 2016, the Rise School of Dallas will become part of the YMCA. The school serves children with developmental delays from ages 18 months to 6 years, as well as integrating children without delays. Occupational, physical, speech and music therapy is provided within the context of the educational environment using an integrative approach with therapy goals implemented collaboratively by the therapists.

FACT: More than 40% of Rise students receive financial assistance.

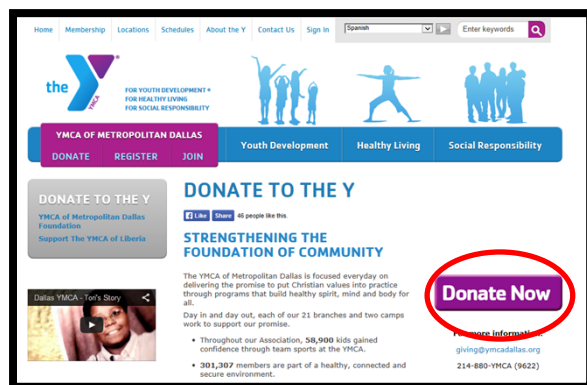
When is the Annual Campaign?

It begins now, and runs through February 24, 2016.

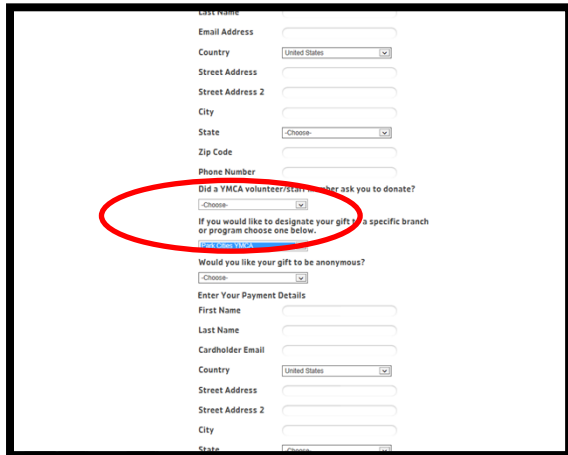
How can I donate online?

Go to www.donatetothey.org to donate to the Park Cities YMCA Annual Campaign.

1. Click Donate Now.



2. Complete form and **BE SURE** to choose **Park Cities YMCA** as the Branch to receive your donation!



The image shows a donation form with the following fields: Last Name, Email Address, Country (dropdown menu showing 'United States'), Street Address, Street Address 2, City, State (dropdown menu showing 'Choose'), Zip Code, and Phone Number. Below these fields is a section titled 'Did a YMCA volunteer/start a program ask you to donate?' with a dropdown menu showing 'Choose'. This section is circled in red. Below the red circle is a text prompt: 'If you would like to designate your gift to a specific branch or program choose one below.' followed by a dropdown menu showing 'Park Cities YMCA'. Below this is another section titled 'Would you like your gift to be anonymous?' with a dropdown menu showing 'Choose'. The bottom section is titled 'Enter Your Payment Details' and includes fields for First Name, Last Name, Cardholder Email, Country (dropdown menu showing 'United States'), Street Address, Street Address 2, City, and State (dropdown menu showing 'Choose').

Registering my child for activities is so difficult online. Will the donations from the Annual Campaign underwrite a technology upgrade?

Annual Campaign donations are used strictly to fund community programs and scholarships.

- The YMCA Dallas websites and registration portal are managed by the YMCA of Metropolitan Dallas, of which Park Cities is one of 20 Branches.
- We agree that the technology needs to be more intuitive and user-friendly.
- The YMCA of Metropolitan Dallas plans for a technology upgrade is on the horizon in the next couple of years.
- We thank everyone for their continued patience with the current online registration format and for physically coming into the Park Cities YMCA to register for activities when needed.

What is the Annual Campaign verses the Capital Campaign?

The Annual Campaign donations are used to fund community programs and scholarships.

The Capital Campaign is for capital improvements like the \$28 million campaign that is currently funding the construction of the new Moody Family YMCA in the Park Cities on Preston Road.

How do I contribute to the Capital Campaign to help build the new Moody Family YMCA in the Park Cities?

If you would like to donate to the Capital Campaign, please contact Steve Nuehoff at 972-979-2554.