



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## Why is the YMCA's Annual Community Support Campaign necessary?

The Whatcom Family YMCA is a nonprofit organization that has strengthened our community for over 130 years—empowering youth, encouraging healthy living, and supporting each other and our neighbors.

Our Annual Campaign makes it possible for us to continue to be a vital support system for children, families and adults by raising the necessary funds to provide scholarships and keep our vital programs and services running. At the Y, we're creating a future that everyone deserves. And your help makes it possible!

## Making an Impact

What if we can improve the lives of thousands more people in Whatcom County? The Whatcom Family YMCA's vision is for every family and individual to flourish:

**All kids enter kindergarten ready to learn, children continue to develop and grow in each grade, high school students graduate on time with a clear path to higher education or a career, and people of all ages and backgrounds thrive socially, physically, and spiritually. Income and/or background must not be a barrier to participate in our healthy living, child care, camp, and other programs.**

To continue toward a brighter tomorrow, the Whatcom Family Y is partnering with local leaders, donors, schools, and nonprofits to take bold action on these 3 goals:

**Success in School.** There is a critical shortage of early learning and childcare in Whatcom County, and the options that are available cost more than many families can afford. The Y's affordable early learning centers provide a strong educational foundation for young children and keep parents and caregivers in the workforce. And our afterschool and teen programs ensure kids continue to have the mentorship and skill training they need to be successful as they grow.

**Improving Health and Well-Being.** We aim to reduce chronic disease and increase positive health outcomes while addressing health inequity county-wide (through Diabetes Prevention, ACT!, Pedaling for Parkinson's, LIVESTRONG, Blood Pressure Monitoring, Urban Poling, and more). Food insecurity also continues to be a pressing issue for Whatcom, which is why we will continue to deliver food weekly to those in need. Given the past two years of pandemic life, many teens are facing elevated levels of anxiety and depression—our Youth Institute and soon-to-launch middle school programs will address this growing need to support young people with their mental health.

**Bringing People Together.** We need investors who believe in our mission and are committed to providing equitable access for all. Systemic barriers that diverse communities face are unacceptable. We have pledged to become an antiracist and more welcoming and accepting organization by providing learning initiatives, partnerships, and resources to infuse this commitment throughout our work to create health equity and access for all.

## The Value of the YMCA

The YMCA offers a variety of programs to a wide range of people and continues to welcome participation by people of all faiths, races, genders, ages, incomes, and abilities:

- For **children**: the YMCA is a place to make friends, learn important life skills and strengthen positive values.
- For **teens**: Youth & Government and Youth Institute help teens develop leadership skills.
- For **busy parents**: the YMCA is a safe place where trained adults care for their children providing them peace of mind while they are at work or school.
- For **adults of all ages**: the YMCA is a welcoming place to adopt a healthier lifestyle.
- For **everyone**: the YMCA renews energy and strengthens character and values while providing a pathway to a healthier, more confident future.

## YOUR role in the campaign

Every YMCA volunteer is an integral part of the team. Together, we hope to raise more than \$260,000 during the 2022 Annual Community Support Campaign.

**Campaigner** - Tell the YMCA story to friends and neighbors and ask them to join you in making a financial gift to the campaign.

It's now easier than ever, since we have a new peer-to-peer platform this year-- you can spread the Y story in just minutes by sharing a webpage with your email contacts and social media pages. Go to [www.whatcomymca.org/campaign](http://www.whatcomymca.org/campaign) to learn more.

Prospect sheets/names should be submitted via email to **Krissy Norton**, [knorton@whatcomymca.org](mailto:knorton@whatcomymca.org). If you have any questions regarding prospects please contact Krissy, 360-255-0599.

All other questions regarding campaign can be answered by **Allison Hegan**, [ahegan@whatcomymca.org](mailto:ahegan@whatcomymca.org), 360-255-0445.

**Your Annual Community Support Campaign contribution is tax-deductible as a charitable donation.**

**360-733-8630**



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## Important Dates

<u>Dates</u>	<u>Event</u>	<u>Time</u>
Thurs, April 28	Campaign Kickoff	5:30pm
Thurs, May 5	Report #1	6:00pm
Thurs, May 12	Report #2	6:00pm
Thurs, May 19	Report #3	6:00pm
Thurs, May 26	Report #4	6:00pm

Y Staff will be on hand every weekday to collect pledges/donations in the Bellingham YMCA 4<sup>th</sup> Floor Administrative Offices.

## Steps to success

1. Make your own pledge first.
2. Brainstorm a list of personal contacts.
3. Submit this list.
4. Ask our best prospects first.
5. Share your story about the YMCA.
6. Use the peer-to-peer webpage to engage more people.

## How to ask for and record pledges

- **Solicit only if you have the pledge card** - We are grateful for our volunteers working this year's Annual Community Support Campaign. We issue pledge cards to organize the campaign so that no single volunteer campaigner is overwhelmed and to prevent asking a donor twice, which lowers the Y's credibility as organized and professional. Please talk with everyone about the good things the YMCA is doing. All campaign information can be found on our website at [whatcomymca.org](http://whatcomymca.org).
- **Aim high and ask for a specific amount** - When the time is right, ask for a specific dollar amount and talk about the good things those dollars will do. By asking for a specific amount, you offer a service to the prospective donor.
- **Be specific** - When you ask someone to contribute a specific amount, that person can then choose whether that amount is right for them.
- **Make friends for the YMCA** - Of course, not everyone will choose to donate to the campaign. However, try and make a friend for the YMCA even if they decide not to make a contribution now.
- **Encourage pledging** - Most of us can give more when we make small payments over time as opposed to giving one larger gift. Consider asking potential donors to contribute \$10, \$25, or \$50 a month instead of asking for one lump sum.
- **Report results regularly** - Reports are published once a week during the campaign. Please turn in your pledge cards by Thursday of each week. You can email or drop off your pledges on Thursday evenings or call your total in, 360-733-8630, ask for Krissy Norton or Allison Hegan, or email [knorton@whatcomymca.org](mailto:knorton@whatcomymca.org).

Given our reach and partnerships, the Y can address **Success in School, Improving Health and Well-Being, and Bringing People Together** like no one else can.

**If not the Y, then who? Join us today in our mission.**

**Prospect sheets to: Krissy Norton, [knorton@whatcomymca.org](mailto:knorton@whatcomymca.org)**



2021 Community Impact

WHATCOM  
FAMILY YMCA



# FOREVER IN SERVICE

In 2021, the Whatcom Family YMCA continued to serve the needs of our community in new and important ways--providing childcare for working families, delivering food for those in need, connecting with seniors to maintain physical and mental health, reducing health inequities by providing chronic disease prevention programs to the marginalized, and bringing people together by working to reduce barriers and committing to providing equitable access. These are just a few ways our Y has continued to serve like never before.

845

youth, teens and adults improved their swimming skills to help reduce the risk of drowning.



969

children were in a safe, nurturing and educational environment while parents worked or attended school.



Over 2,400 adults and families learned ways to improve their health and well-being.



40,000+ pounds of food were delivered to families in need.



127 teens

developed leadership abilities, received mentorship, and gained skills to help them graduate and pursue higher education or a career.

1,500 kids gained confidence through accomplishment in our youth running programs.



In 2021, the YMCA served over **17,000** people in Whatcom County.

Donor Information:

Home Phone: \_\_\_\_\_  
 Bus. Phone \_\_\_\_\_  
 Cell Phone: \_\_\_\_\_  
 E-Mail: \_\_\_\_\_  
 Member ID: \_\_\_\_\_

New Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

New E-Mail: \_\_\_\_\_  
 New Phone: \_\_\_\_\_

Giving History:

Campaign	Pledged	Paid

Campaigner: \_\_\_\_\_  
 Pledge Amount: \_\_\_\_\_

Matching Gift:       Yes       No  
 Company: \_\_\_\_\_  
 Amount: \_\_\_\_\_

Will give       Send information  
 Undecided       Change e-mail  
 Declined to give       Remove e-mail  
 Remove from mailing list

Profile:

Suggested Follow-up and Comments:

Suggested Giving Amount: \_\_\_\_\_



Make checks payable to:

Whatcom Family YMCA  
 1256 N. State St.  
 Bellingham, WA 98225 USA  
 (360) 733-8630

Member ID: \_\_\_\_\_  
 Home Phone: \_\_\_\_\_  
 Business Phone: \_\_\_\_\_

Campaigner: \_\_\_\_\_  
 Total Pledge Amount: \_\_\_\_\_

Payment Options:  
 I wish to pay in full.  
 I wish to set up an auto. draft for my payments.  
 Don't draft me; please send a reminder for my pledge payments.

Payment Method:  
 Credit Card:      \_\_ Visa \_\_ MC \_\_ AMEX \_\_ Discover \_\_ Diners \_\_ JCB  
 Acct #: \_\_\_\_\_ Exp Date: \_\_\_\_\_  
 Bank Draft (Attach voided check)  
 Full Payment Enclosed

Payment Schedule:  
 Weekly       Monthly       Quarterly  
 Semi-Annually       Annually  
 Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_  
 Donor Signature: \_\_\_\_\_