



YMCA

We build strong kids,  
strong families, strong communities.

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## **Strong Kids Campaign is Right On Target**

**(Buffalo, NY)** –YMCA Buffalo Niagara is pleased to announce that we are 64.2% to our target Strong Kids Campaign goal of \$500,000. While we are certainly encouraged by this outpouring of support, we are still in need of additional demonstrations of generosity from those in the community in order to reach this goal by March 3, 2009. Last year the Strong Kids Campaign raised \$485,000 and yet we awarded over \$800,000 in financial assistance, helping over 19,000 people, so the need for financial help is evident.

Supporting the YMCA Strong Kids Campaign helps the YMCA fulfill our charitable mission. Contributions made to the campaign allow the YMCA to give back to those in need in a variety of ways. It means that quality, life-enriching YMCA programs are accessible to all who wish to participate regardless of their ability to pay the full amount.

“The defining moment for the Strong Kids Campaign is not necessarily when you fill out your pledge card, but rather in the moments that follow. It will come when that young boy finds a group of friends who accept him for who he is, not how well he conforms to the norms on the street. It will come from the single mom or dad, who is finally able to devote themselves fully to their job and to their progression knowing that their daughter, their son, is in a child care program whose motivation is love not profit,” said Rev. Charles D. Bang, 2009 Corporate Division Co-Chair of the 2009 YMCA Strong Kids Campaign.

To learn more about the Strong Kids Campaign and how you can make a contribution that will impact our area youth, seniors, adults, and families for years to come, visit us online at [www.ymcabuffaloniagara.org](http://www.ymcabuffaloniagara.org) or contact your local YMCA Buffalo Niagara Branch.

YMCA Buffalo Niagara is an inclusive association of people committed to a common effort to help individuals and families reach their fullest potential in terms of spirit, mind, and body. Founded locally in 1852, the YMCA is committed to significantly expanding a fiscally sound, service delivery organization which delivers high quality, market driven services to a growing Western New York constituency.

As a dynamic, charitable, organization, YMCA Buffalo Niagara has been able to assist countless youth, families, and senior citizens so that they may benefit from YMCA programming. YMCA Buffalo Niagara serves more than 100,000 people annually through its association of seven branches across Western New York, YMCA resident Camp Weona as well as 40 community based program sites. From fitness to school age child care programs, swimming lessons to camp, there is something for everyone at the YMCA. For more information on all of the programs the YMCA has to offer and our financial assistance program, please contact your local YMCA branch or visit us online at [www.ymcabuffaloniagara.org](http://www.ymcabuffaloniagara.org).

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