



YMCA BUFFALO NIAGARA

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YMCA CELEBRATES EXCEEDING STRONG KIDS CAMPAIGN GOAL- RAISING \$513,003

(Buffalo, NY) – Last night YMCA Buffalo Niagara celebrated **EXCEEDING** its 2009 Strong Kids Campaign goal of \$500,000 **by raising \$513,003!!!!** In this tough economy we are delighted and encouraged by the community's generous support and belief in the YMCA's mission. Supporters of the YMCA gathered at Salvatore's Italian Gardens for their Victory Dinner and award ceremony which began at 6:00 p.m. with a cocktail reception with dinner following. Awards presented included:

George M. Standish Award – Presented to the branch that exceeds its goal by the highest percentage. **Awarded to the Lancaster Family Branch for being 115.5% to goal.**

Alfred F. Whitford Award – Presented to the branch with the greatest growth in pledged dollars. **Awarded to the Southtowns Family Branch, achieving \$14,786 growth over 2008.**

President's Cup Award – Presented to the branch who secures the highest percentage of renewal value based on 2008 victory report. **Awarded to the Ellicott-Masten Family Branch who had 79% of renewed 2008 pledges.**

Champions for Strong Kids Award – Presented to the branch with the highest growth in volunteer participation over the previous year. **Awarded to the Delaware Family Branch for a 41% increase over 2008.**

Campaign goals, the amount of pledges, and the total amount raised per branch is also attached.

Sally Pyne (Pine) of Lake Shore Savings Bank was once again the general campaign chair for the campaign and with the help of over 250 volunteers who worked on this nine-week campaign was able to raise funds to help the YMCA build strong kids, strong families, and strong communities. All seven area YMCA branches (Delaware, Ken-Ton, Ellicott-Masten, Lancaster, Niagara Falls, Northeast, and Southtowns) along with YMCA Camp Weona, and YMCA Buffalo Niagara's Corporate Office participated in the campaign. The dollars raised and corresponding branch division leaders are attached.

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Funds raised through the annual Strong Kids Campaign provide financial assistance to allow all people, regardless of their ability to pay, the opportunity to benefit from YMCA services such as before and after school child care, summer day and resident camps, youth, teen and family programs and health / wellness programs. Last year, over individuals 19,000 benefited from the dollars raised in the Strong Kids Campaign.

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.

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