



## **YMCA BUFFALO NIAGARA**

*Contact: Kathy Vallone, Communications Director, YMCA Buffalo Niagara*

**For immediate release – 3/4/10**

*(716) 565-6000 ext. 112*

# **YMCA CELEBRATES EXCEEDING STRONG KIDS CAMPAIGN GOAL- RAISING \$538,448**

**(Buffalo, NY)** – Tonight YMCA Buffalo Niagara celebrated **EXCEEDING** its 2010 Strong Kids Campaign goal of \$530,000 **by raising \$538,448!!!!** 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 Northeast Family Branch for being 104.6% to goal.**

**Alfred F. Whitford Award** – Presented to the branch with the greatest growth in pledged dollars. **Awarded to the Southtowns Family Branch, achieving \$4,643 growth over 2009.**

**President's Cup Award** – Presented to the branch who secures the highest percentage of renewal value based on 2009 victory report. **Awarded to the Northeast Family Branch who had 74% of renewed 2009 pledges.**

**Champions for Strong Kids Award** – Presented to the branch with the highest growth in volunteer participation over the previous year. **Awarded to the Northeast Family Branch for a 30% increase over 2009.**

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

Rev. Dr. Charles D. Bang of Holy Trinity Lutheran Church was this year's 2010 general campaign chair 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.

-more-

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.

Locally founded in 1852, 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. The YMCAs focus on health and wellness is reflected in the variety of programs that we offer for all ages and abilities. Additionally collaborations with insurance carriers such as Univera, Independent Health, and BlueCross BlueShield provide the opportunity for those wanting to take the first step toward a healthier lifestyle to do so at the YMCA.

A not for profit organization, YMCA Buffalo Niagara serves over 100,000 people annually through the seven branches located throughout Western New York, YMCA Camp Weona, as well as at over 40 community based program sites. This tremendous outreach would not be possible without the support of our volunteers. From summer camp, preschool and school age child care to SilverSneakers®, youth sports programs and swimming lessons-there is something for everyone at the YMCA. For more information visit us online at [www.ymcabuffaloniagara.org](http://www.ymcabuffaloniagara.org)

###

*2010  
YMCA Strong Kids Campaign  
Goals and Actual Totals*

|                        | <b>2010<br/>Goal</b> | Pledge Totals<br>as of 3/4/10 | Current %<br>to Goal |
|------------------------|----------------------|-------------------------------|----------------------|
| <b>Delaware</b>        | \$43,000             | \$43,010                      | 100.0%               |
| <b>Ellicott-Masten</b> | \$43,500             | \$43,815                      | 100.7%               |
| <b>KenTon</b>          | \$40,000             | \$38,256                      | 95.6%                |
| <b>Northeast</b>       | \$62,500             | \$65,352                      | 104.6%               |
| <b>Southtowns</b>      | \$100,000            | \$100,960                     | 101.0%               |
| <b>Camp Weona</b>      | \$59,500             | \$59,757                      | 100.4%               |
| <b>Lancaster</b>       | \$37,500             | \$37,627                      | 100.3%               |
| <b>Niagara Falls</b>   | \$43,000             | \$43,112                      | 100.3%               |
| <b>Corporate</b>       | \$101,000            | \$106,559                     | 105.5%               |
|                        | <b>\$530,000</b>     | <b>\$538,448</b>              | <b>101.6%</b>        |