



## **YMCA CAMP WEONA Strong Kids Campaign**

Every year, YMCA volunteers in the Buffalo Niagara area and throughout Western New York solicit funds to help children, teens and families participate in YMCA Camping programs. However, our Strong Kids Campaign is more than money. The purpose of our campaign is to:

Build a broad base of community support amongst businesses, organizations and individuals

Enlist a significant number of YMCA members and friends who will support our work in the community

Interpret YMCA values of Honesty, Caring, Respect and Responsibility to the community

Improve and broaden our programs and services for the children, teens and families who live in our community and are served by the YMCA Camp Weona

Facts about the YMCA:

With your help, our YMCA will continue to keep both its promises and be able to offer EVERYONE the opportunity to take part in:

- At YMCA Camp Weona, children have the chance to develop physically, mentally and socially while learning the values of personal responsibility and self-esteem.
- All the money raised in this Campaign will support the Y's programs for children, teens, and families. Last year we raised \$61,629 and awarded camperships (financial assistance) to over 212 families.
- The YMCA uses contributed funds to ensure that those who are unable to pay the stated fees are able to participate
- Learn skills on making and keeping new friends and making good decisions when family members are not around – skills and knowledge needed in a complicated world that enable them to enjoy a better quality of life;
- Quality outdoor family programming that helps open the lines of communication, build trust and strengthen the bond between parents and children.
- Provides unique opportunities for children and teens to learn about the outdoors and appreciate the environment through YMCA Summer Camp and throughout the year.
- Teens have the opportunity to maximize their potential through leadership development and life-skills programs in our Leader-In-Training program. Last year 68 teens participated in our LIT programs.
- Camper activities promote healthy lifestyles through outdoor experiences that may lead to a lifetime of fitness-related opportunities.

Our Mission: 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.

Our Values: Honesty, Caring Respect and Responsibility

The Y: We are for youth development, healthy living and social responsibility.