

Give Today, Grow Tomorrow

Annual Giving Campaign 2027

More Than a Gym. A Nonprofit With a Mission.







Our Mission

To put Christian principles into practice through programs that build a healthy spirit, mind and body for all.

The YMCA of Virginia's Blue Ridge is much more than a fitness center. We are a 501(c)(3) nonprofit organization committed to making our communities stronger and ensuring everyone has an opportunity to belong.

Membership dues help us operate our facilities and provide the everyday Y experience. They do not fund our Financial Assistance Program. That support is made possible through charitable gifts. Your gift to the Annual Giving Campaign helps remove financial barriers so children, families, seniors and neighbors can participate in the programs and services, even when they cannot afford the full cost.

Give Today, *Grow Tomorrow*



YMCA OF VIRGINIA'S BLUE RIDGE

Your gift helps provide a place to strengthen mind and body, safe spaces for kids to learn and grow, and outreach for seniors who may feel isolated. As a leading nonprofit, the Y is here with open arms and caring hearts whenever our neighbors need support.

32,578

members of the YMCA of Virginia's Blue Ridge, with an average of 485.5 daily visits per branch.

1 in every 5

members are part of our Y family through our Financial Assistance Program

3,335

children and adults learned life-saving swim skills, including through Y Splash

30

Y After School sites, including 3 added Beacons sites, provide safe spaces for youth

5,229

seniors ages 62+ enjoy programs to become more active and engaged

$387,327

distributed to Y families for financial assistance and programming

1,982

kids served through our Y After School and Summer Camp programs

For more information, please contact Amy Foster, Director of Development at afoster@ymcavbr.org

The YMCA of Virginia's Blue Ridge is a 501(c)(3) charity. The YMCA is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility. Our tax ID is 54-0515736.



Water Safety Is a Life Skill Every Child Deserves

Drowning happens in seconds. Y Splash gives local second graders the knowledge, skills and confidence to stay safer around water—at no cost to students or their families.

Through Y Splash, students receive classroom water-safety education and in-water instruction from YMCA Aquatics professionals. Children identified as non-swimmers are then offered free follow-up swim lessons to continue building skills and confidence. On average, 53% of participating children are identified as non-swimmers and at higher risk of drowning.

$3,000 CAN SPONSOR AN ENTIRE SCHOOL.

A gift of $3,000 can provide Y Splash to an entire school of second graders for one year. Donor support helps make instruction, pool time, transportation and continued swim education possible.

88%

Children enrolled in water-safety education are 88% less likely to experience drowning.

43
schools served throught Y Splash

2,238
children served

A Safe Place to Learn. Grow. Thrive.

For working families, dependable childcare is essential. For children, those hours are an opportunity to discover new interests, build relationships and develop lifelong skills.

The YMCA provides Y After School care across Botetourt, Lexington, Roanoke City, Roanoke County, Rockbridge County and Salem, offering a supportive environment to explore their talents, stay active and grow. Over 1,500 families were served through childcare last year.

Our YMCA Early Learning Centers provide full-day preschool care in safe, welcoming environments focused on the physical, cognitive, social and emotional development of every child through creative play and hands-on learning.

YOUR GIFT HELPS FAMILIES MOVE FORWARD.

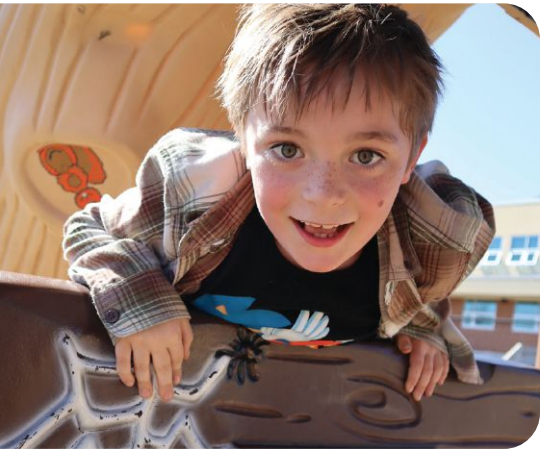
When parents know their children are safe, supported and learning, they can go to work, continue their education and build greater stability for their families.

You're not simply helping pay for childcare. You're helping create opportunity for an entire family to thrive.









Helping Young People Discover What's Possible.

Across the YMCA of Virginia's Blue Ridge, Youth & Family programs help children and teens build confidence, develop new skills, make friends and connect with caring adults.

Y PASS

Y Pass supports middle school students with a safe, welcoming place to spend time after school, stay active, connect with friends and build positive relationships with Y staff.

BEACONS

The Beacons Program gives middle school students real-world experiences supporting success in school, future careers and communities. Activities include STEM, the arts, fitness, college visits and service learning. Beacons programming and summer camp opportunities are offered free to participating youth.

MODEL GENERAL ASSEMBLY

Model General Assembly gives high school students hands-on experience with Virginia's legislative process. Students develop, debate and enact legislation while building leadership skills, civic knowledge and confidence. This year, 11 Botetourt Family YMCA students participated in the program.

When you give to the Y, you help create safe spaces, meaningful experiences and brighter futures for young people across our community.

Give Today, Grow Tomorrow



$1,000
COMMUNITY SUPPORTER

Name recognition sign (no logo) at one YMCA branch: Botetourt, Kirk, Rockbridge, Salem, Tanglewood, or Gainsboro.

$1,500
BRANCH PARTNER

Logo sign at one YMCA branch: Botetourt, Kirk, Rockbridge, Salem, or Tanglewood.

$2,000
DUAL BRANCH FRIEND

Name recognition signs at two YMCA branches of your choice.

$2,500
BRANCH LEADER

One logo sign and one name recognition sign at locations of your choice.

$3,000
Y SPLASH SPONSOR

Sponsor a Y Splash school program. Logo signs displayed in the pool area of two YMCA locations: Botetourt, Kirk, or Salem

$5,000
CHANGEMAKER

Name recognition sign at Gainsboro. Logo signs at all other YMCA of Virginia's Blue Ridge branches. Recognition on the YMCA of Virginia's Blue Ridge website.

the YMCA
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF VIRGINIA'S BLUE RIDGE 2027 ANNUAL GIVING CAMPAIGN

GIVE TODAY. GROW TOMORROW

MY GIFT

Yes! I want to make a gift/pledge of $_____ to the 2027 Annual Campaign.

Recognition Name: _____ or ☐ I wish to remain anonymous

This gift is: ☐ in memory of or ☐ in honor of

My check made payable to the YMCA of Virginia's Blue Ridge, Inc. is enclosed

Please charge my credit card or bank account ending in _____ for my full pledge amount

☐ Today or ☐ on _____ (date)

Per the schedule below, please charge

☐ credit card number:_____ or ☐ bank account ending in _____

☐ send me reminders via email or paper statement

☐ Monthly: per month until my pledge is fulfilled, starting _____ (date)

☐ Quarterly (every 3 months) until my pledge is fulfilled, starting _____ (date)

☐ Other: _____ (list dates and amount)

My workplace, _____, will match my donation.

All donations are tax deductible to the extent allowable by law. If your credit card or bank account is not on file, we will contact you to collect your full payment information.

Signature: _____ Date: _____

MY INFORMATION

Name/Organization: _____

Address: _____

City: _____ State: _____ Zip code: _____

Email: _____

Phone:_____

STAFF INFO

Campaign Branch: _____

Campaigner:_____

MAIL THIS FORM TO:
YMCA of Virginia's Blue Ridge, Inc.
PO Box 2130
Roanoke, VA 24009

ONLINE PLEDGE
Scan to make your pledge online