



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

OPEN HEARTS.
OPEN OUTDOORS.



2022 Annual Campaign • YMCA OVERNIGHT CAMP

WHO WE ARE:



We Have a Mission: The YMCA of San Diego County is dedicated to improving the quality of human life and to helping all people realize their fullest potential as children of God through the development of the spirit, mind and body.

We Made a Commitment: Last year, the YMCA of San Diego County raised \$3.8 Million to provide scholarships and subsidies to fulfill our mission to serve all people regardless of their ability to pay. The need is urgent and growing...and it can't be met without you!

We Can Make a Difference: Our campaign focuses on supporting our highest need communities throughout San Diego County, while applying a racial equity lens to serve all. When you invest in the Y, your dollars directly benefit kids and families in underserved communities.

WHAT WE DO: ENSURE ACCESS FOR ALL



**CULTIVATE
EQUITY & OPPORTUNITY**

Our YMCA is committed to ensuring every child has the opportunity to thrive by attending camp. Your dollars will...

- Subsidize camp programs. Camp operations are being burdened by rising labor costs, fire insurance and high inflation. Every dollar of contributed income means less cost we pass on to families.
- Collaborate with targeted community organizations in awarding camp scholarships (Barrio Logan College Institute, Voices for Children, YMCA Childcare Resource, Armed Services YMCA and more).



**SUPPORT
YOUTH DEVELOPMENT**

YMCA Camps are committed to nurturing the potential of every child by offering an independent living experience where children can forge their own identity while playing, living, and learning in the outdoors. Your dollars will...

- Subsidize a child to a week of Summer Camp or Outdoor Education School Camp
- Build independence, self-acceptance, and confidence in children and teens.
- Provide an electronics-free experience with no screen time, no social media.
- Prepare children for life with Mission-driven values education.



**STRENGTHEN MENTAL
AND PHYSICAL HEALTH**

YMCA Camp programs have a proven record of building social, emotional, cognitive, and physical development. Your dollars will...

- Provide a positive life-changing outdoor experience for kids and teens where they hike mountain trails, surf ocean waves or care for horses. Camp life is highly active and hands-on.
- Immerse campers in a group living situation, learning social skills and how to cooperate as a team.
- Send children to a world without cell phones, tablets, or any electronic media. At camp, life is about face-to-face interactions and experiential learning. Overnight Camp is a perfect place where children can make friends and be themselves.

WE NEED YOU: \$150,000 GOAL

GIVE.



VOLUNTEER.



SHARE.





INVESTING IN OUR COMMUNITY

YMCA OVERNIGHT CAMPS

Through generous donations to our Annual Campaign, we are able to give every individual the opportunity of a Y experience, regardless of their ability to pay.

When you give to the Y, you are making an investment in our community and giving those in need the opportunity to thrive.

YOUTH DEVELOPMENT

1,400

students participated in the Outdoor Education program at a subsidized rate, the first OE season back since COVID started.

HEALTHY LIVING

3,300

campers attended the Overnight and Day Camp programs this summer where they were able to fully unplug and enjoy activities in nature.

SOCIAL RESPONSIBILITY

500

scholarships were provided last year to kids and families of our most vulnerable communities.

"Prior to the pandemic, my son had pretty much burned every bridge with every camp, including a variety of YMCA locations. Despite concerns, I decided to give YMCA Surf camp a try and felt instantly better speaking to the very first person I met. The counselor did an absolutely fantastic job of building up his confidence and making him feel a part of the community.

When I asked what the secret of this camp was to a staff member I saw on the final day, she stressed that they all committed to kindness. Wow!

It is rare to find so many people—most quite young—who are so confident and knowledgeable in regards to kids. Thank you, thank you for ALL you do."



YOUR DOLLARS AT WORK

Community support allowed us to provide program subsidies, direct financial assistance and outreach programs to children, families and seniors in San Diego County.

At YMCA Overnight Camps, we believe that:

- Kids should get dusty, muddy, sandy and sweaty.
- Children grow best when they overcome challenges.
- It is healthy for kids to spend time away from their parents, forging their own identity.
- The power of living by example, provided by our Y staff, is our greatest Mission tool.
- That outdoor experiences provide an ideal setting for personal growth.
- That singed, brown marshmallows are better than burnt ones.
- And lastly, that kids need the camp experience more than ever before!

GIVE TODAY!



ymcasd.org/campgive

