

## SOMETHING GREATER

Your Strong Kids Campaign contribution is more than a donation. You will have a meaningful and lasting impact on one of your neighbors: an adult, a child, or a family right here in our community.

The Westfield Area Y counts on our members and community to join us in helping people of all ages, and from all walks of life, be healthy, confident, connected and secure in an environment of caring, nurturing, honesty and respect.

We believe that lasting individual and social change can only come about when we all work together. Your Strong Kids Campaign annual support contribution is an investment in our community.

"My husband was laid off and has to take ANY part-time job to help cover our bills. I work, but we're struggling to make ends meet and child care is a big expense for our family.

We were so relieved to learn that the Y has financial assistance. I really don't know what my family would do without the Y. Not only are the teachers the best, but I really feel that they care about my little girls and our situation. They LISTEN!" —Olivia B.



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## WHAT YOUR GIFT CAN DO

Below are just a few examples of how you can make a difference in the lives of community members in need:

### **GOLD LEVEL: \$10,000+**

Nurture a child with a year of safe and developmental full day child care.

### **SILVER LEVEL: \$7,500-\$9,999**

Send four kids to day camp for a positive all-summer experience in which they can connect, discover and have fun.

### **BRONZE LEVEL: \$2,500-\$7,499**

Allow a kindergartner to learn and thrive by attending a full school year of before and afterschool care.

### **GRAND CLUB: \$1,000-\$2499**

Help a child develop and grow in preschool for a full school year.

### **BENEFACTOR: \$500-\$999**

Improve a single parent family's health and sense of community with an annual Y membership.

### **PATRON: \$250-\$499**

Build skills and confidence in a child with swim lessons for a year.

### **LEADER: \$100-\$249**

Inspire and guide a teen with a full year of programs that improve health and well-being.

### **FRIEND: up to \$99**

Give a child the physical and interpersonal growth experience offered by two months of sports league participation.

All contributions are listed in the Westfield Area Y Annual Report. \$1,000+ contributions are recognized in an annual lobby display. \$2,500+ contributions are also recognized on a gym banner.



"I am fearful that because of my limitations, I might be the next to go.

I just want to keep working and providing for my kids.

The Y helps us grow together as a family."

— 2009 Strong Kids Campaign recipient

## WELCOME TO THE Y

The Y isn't just the name on a building. We're a spirit, a movement and a cause with three areas of focus:

**YOUTH DEVELOPMENT:** We believe that all kids deserve the opportunity to discover who they are and what they can achieve. Our programs and services nurture the potential of every child and teen.

**HEALTHY LIVING:** We offer the guidance, facilities and programs to improve health and well-being.

**SOCIAL RESPONSIBILITY:** We believe in giving back to, and supporting, our community while instilling the core values of caring, honesty, respect and responsibility in all that we do.

## OUR MISSION

The Westfield Area Y is a nonprofit human service organization dedicated to developing the full potential of every individual and family in the communities it serves through programs that build healthy spirit, body, and mind for all.

The Westfield Area Y is a 501 (c) 3 charitable nonprofit organization. Gifts to the Strong Kids Campaign are tax deductible to the extent allowed by law.



The Westfield Area Y is a member agency of the Westfield United Fund and United Way of Greater Union County.

# STRONG KIDS PLEDGE FORM WESTFIELD AREA Y

Name: \_\_\_\_\_

Company (if applicable): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Phone (home): ( ) \_\_\_\_\_

Phone (work): ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Formal name(s) for recognition (if "anonymous" is requested, please let us know): \_\_\_\_\_

\$50  \$100  \$250  \$500  \$1000  Other \$ \_\_\_\_\_

I will pay my pledge now  
OR

Please bill in the month of \_\_\_\_\_, 2011

Check payable to Westfield Area Y Strong Kids Campaign  
OR

Credit Card:  Visa  Mastercard  AmEx  Discover

Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Please check here if your company participates in matching gift programs.

Donate online at [www.westfieldynj.org](http://www.westfieldynj.org) or please return this form to:

Bonnie Cohen  
Director, Development & Communications  
Westfield Area Y  
220 Clark Street, Westfield, NJ 07090  
Phone: 908-233-2700 x240 Fax: 908-232-3306



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## WE'RE HERE FOR OUR COMMUNITY

The Westfield Area Y has been responding to the needs of individuals and families in Westfield, Cranford, Garwood and Mountainside since 1923.

Thanks to the Strong Kids Campaign, no one experiencing a bona fide financial hardship is turned away for inability to pay, whether due to unemployment, poor health, financial issues or other circumstances.

In 2010 the Westfield Area Y Strong Kids Campaign provided \$274,712 in direct financial assistance to 265 individuals in need.

Approximately 86% of recipients were children who participated in child care and camp.

Your generosity offers opportunity. Thank you for supporting the 2011 Strong Kids Campaign.



**WESTFIELD AREA Y**  
visit us at [www.westfieldynj.org](http://www.westfieldynj.org)



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FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

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## Strong Kids Campaign WESTFIELD AREA Y

