

HEALTHIER COMMUNITIES CAMPAIGN KICKS OFF

Sets Goal of \$475,000

Last issue, we reintroduced you to the Y, our new look and logo, and our new key areas of focus. We also shared that we're rebranding our annual campaign, the Strong Kids Campaign, to fall in line with these focus areas. So, let us introduce you to the Healthier Communities Campaign.

We're thrilled to welcome Brian Biro back as chair of the 2011 Healthier Communities Campaign. An internationally-known motivational speaker and leadership coach, Brian led our 2009 effort. "I'm leading the campaign again because I love what the Y does for the community. The Healthier Communities Campaign is all-encompassing. It shows that you can't have healthy kids without a healthy, thriving, and vibrant community," he says.

Last year's Strong Kids Campaign and supplementary Summer Kids Campaign served nearly 6,000 children and families. That's over 2,000 more than the previous year and the highest in our organization's history. This year, we're setting a goal of \$475,000, so we can continue to meet the growing needs of our community.

"All fundraising efforts are challenged right now. The need, in our community and in others, is

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PIONEERING HEALTHIER COMMUNITIES TACKLES POLICY AGENDA

Inspired by the principle of values-based leadership, the Pioneering Healthier Communities (PHC) Committee formed the Community Division Team to define its values and principles and build a foundation for the committee's policy work.

"This process allows us to better define the public policy areas where we can truly make a difference," comments Greg Borom, director of Advocacy & Community Engagement for Children First/Communities In Schools of Buncombe County. Greg is facilitating the work of the PHC Community Division Team.

The committee set to work developing its core values – access, opportunity, integration, prevention, uniqueness of individuals' well-being, safety, health equity, and collaboration.

Once the core values were identified, the group expanded the process by defining its principles:

- Effective public and private initiatives/investments to promote healthy lifestyles for all community members;
- A well-educated community embracing a healthy lifestyle and supporting individual and collective efforts to improve well-being;
- A prevention-based health care system accessible by all;

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PARTNER HIGHLIGHTS

Our Partners are businesses and individuals as committed as we are to youth development, healthy living, and social responsibility. Because of their support, a child is receiving tutoring assistance, an overweight teen is learning about the importance of physical activity, and a single mom has childcare she can count on.



Asheville's Lite Rock Mix

Asheville Radio Group's General Manager Bob Bolack says, "The Y's benefit to the community is priceless." Of course, he admits he's a bit biased. Bob learned to swim at a local Y, and fondly remembers spending time with his father at Indian Guide Camp. In college, he volunteered as a T-ball coach, and now that he and his wife are parents, Y afterschool childcare is their lifesaver.

"The Y is so accessible, both for those that 'have,' and more importantly, for those less fortunate. When you look at the volume of service that the Y provides to the community through scholarships and financial aid, the bottom-line impact to the community is immeasurable," Bob comments.

All locally operated, the group's stations have a different format and audience bringing the Y message to thousands and thousands of listeners around the region. It's Asheville Radio Group's mission to give back to the community and leave it a better place. Its support of the YMCA of WNC is helping it to do just that.

THE GLASS FOUNDATION

The Glass Foundation was created as a vehicle for improving the community, so it makes perfect sense for the foundation to support the Y. One of The Glass Foundation's "areas of interest" is youth and child development, a perfect fit to the Y.

The family-run foundation has a long history with the Y. "Learning to swim, attending various camps, working as a camp counselor, and using the fitness facilities has shaped our lives," says Lara Noletti, the Foundation's President. She continues, "We want the same experience for others in our community, and supporting the Y helps this happen."

The Glass Foundation believes that everyone in the community should have access to Y programming whether they can afford it or not. Lara comments, "The Y provides such a variety of programs, everyone in the community can benefit from Y membership. It's not just about fitness and swimming. The Y is there to support the many areas of one's life and offers programs available to everyone, regardless of financial situation."

Thank you Partners! Your support of the Y is changing lives and is more important than ever as needs in our community continue to grow.



A CHANCE TO BE A KID

Roy's Story

Written by Heather Deifell, Youth Development Director, 21st Century Programs

I met Roy and his mother at one of the schools where we run the 21st Century Community Learning Center program. I noticed them because Roy was signing to his mom, who is deaf. I was impressed at Roy's patience as his mom tugged on his sleeve asking questions or requesting interpretation. I noticed immediately how respectful he was to me and his mother, and I knew he would be a great fit in the program. It wasn't until later that I learned that Roy's father is also deaf. At a young age, Roy took on the responsibility of being his family's spokesperson. There are downsides to this great responsibility, but when Roy comes to the 21st Century program, he has a chance to be a kid. Meanwhile, he's also learning to take on personal responsibilities, rather than just those of his family.

Roy has also shown measurable in his first year in the program. His grades improved in social studies from a D to a C, in science from a C to a B, and in math from a D to a B. Roy also scored one level higher on both his Math and Reading End of Grade tests. Roy's teachers have reported significant improvements in completing homework, volunteering for extra credit, academic performance, and coming to school motivated to learn.

There are fewer kids who smile more, joke with staff more, and just plain enjoy what the 21st Century program has to offer. This opportunity is a chance for Roy to let go of weight of being a translator and spokesperson. He is truly excelling, and we are proud of the advancements he has made in the program.

21st Century Community Learning Centers strive to reduce the risk of educational failure by providing tutoring assistance, enrichment opportunities, and character-building activities. To find out more, contact Heather Deifell at hdeifell@ymcawnc.org.



WE'RE PARTNERING WITH LIVESTRONG TO HELP CANCER SURVIVORS

You probably recognize LIVESTRONG as the slogan of Lance Armstrong's rally against cancer. In fact, many of our members wear the yellow LIVESTRONG bracelet to show their support for the cause. Now, we're proud to bring LIVESTRONG at the Y to your local centers.

The positive impact that moderate physical activity, supportive relationships, and stress reduction techniques can have on the quality of life of cancer survivors is widely-supported in the medical community. The LIVESTRONG at the Y program aims to become a place of support for cancer survivors who want to gain or reclaim health and well-being following their cancer diagnosis.

One participant noted, "This class changed my life. When you get the diagnosis, everything is so bleak – and then they tell you that you can't lift more than 5 pounds and it is even more depressing. I felt very alone and then I came to the Y. This class is a community for me."

Are you a cancer survivor ready to get your life back? Information about LIVESTRONG at the Y will be available soon at your center.

HEALTHIER COMMUNITIES... (continued from page 1)

- Economically sustainable systems of prevention and care;
- Creative methods to integrate healthy habits in everyday routine;
- A healthy, caring, and vibrant society where all community members live in safe neighborhoods and can afford basic necessities essential to their well-being.

These values and principles provide a strong base for setting PHC's public policy directions. Again taking its cue from the theory of values-based leadership, the Community Division Team determined three areas of focus:

1. Supporting policy that creates accessible environments built to promote physical activity, community, and well-being for all ages and abilities.
2. Supporting policy that promotes physical activity for all ages and abilities.
3. Supporting policy that provides encouragement and/or incentive for individuals to make healthy choices and support their well-being.

Greg continues, "This process gives us a much more lasting and stable platform for our policy work."

Additionally, the committee recommends that, where possible, emphasis be given to public policy advocacy that can assist under-resourced communities and/or targets children and youth. Some examples of possible opportunities for policy advocacy under these directions include: greenways, complete streets, land use guidelines, emphasis on bike and pedestrian lanes, and the "Safe Routes to School" programs.

Pioneering Healthier Communities is part of Y-USA's Activate America, an initiative to bring healthy living resources to all in response to the nation's growing obesity epidemic. Locally, Activate Asheville Area is funded in part by a grant from the Centers for Disease Control. Find out more at activateashevillearea.com.



IN MEMORIAM

Angie Vest

With saddened hearts, we share the news that Heritage Club member, Angie, lost her brave battle with lymphoma. Angie is our President and CEO Paul Vest's mother. Paul's father, Pat, was also a Y leader, and his work with the organization took the family to California, Washington, New Jersey, Atlanta, and Philadelphia. Inspired by his father's work with the Y, Paul followed in his footsteps and began his own Y career.

Raising three successful children and loving her family were Angie's life's greatest work. She was also a dedicated community volunteer serving the Y as well as her church, Grace Episcopal, and other organizations. The Vest Family is committed to the mission of the Y through its service and also through The Vest Family Fund.

The entire WNC Y family sends its prayers of support to the Vest Family during this time of grief.

ENDOWMENT NEWS

Heritage Club members are committed supporters who have included the Y in their estate planning or made a gift to the endowment fund. With a common belief that Y programs must be available to future generations, this group of friends gathers each year at the Annual Recognition Dinner. We'll recognize new members and named funds at this year's event on May 19.

Interested in finding out more about the Heritage Club? Contact Dana Davis, Financial Development Director, at (828) 210-9656 or ddavis@ymcawnc.org.

ENDOWMENT COMMITTEE HOSTS FREE PLANNED GIVING SEMINARS

Estate planning can be complicated. To help you through the maze of questions and concerns, we're teaming up with The Community Foundation and local financial planners to present free planned giving seminars in both Buncombe and McDowell Counties.

Sheryl Aikman, vice-president of development for The Community Foundation, will facilitate both seminars. She'll be joined by Zachary Lamb and Andrew Atherton of Patla, Straus, Robinson & Moore, P.A. in Asheville on Thursday, March 31 at 5:30pm at the Asheville Y and TBD at the Reuter Y. In McDowell County, Joe Davis and Mike Daye of Joe Davis Financial and Steve Little and Lee Lattimore of Little and Lattimore, P.A. will join Sheryl for the presentation at Corpening Memorial (date TBD).

Attendees will learn comprehensive financial strategies for estate planning including trusts, direct donations, and endowment giving as well as how you can take care of your family as well as make a charitable gift.

Find out more about the workshops by contacting Financial Development Director, Dana Davis, at (828) 210-9656 or ddavis@ymcawnc.org.



The Community Foundation
of Western North Carolina

CAMPAIGN KICK OFF... (continued from page 1)

greater than ever. What I believe in [about the HCC] is that the money you give goes directly to people in need of help. Your donation is helping people live better, healthier lives," Brian adds.

Joining the effort to lead the campaign are: Amy Hanks (vice-chair), Barbra Love (board gifts chair), Betsy Ervin (Asheville Y chair), Mark Burton (Corpening Y chair), Nona Workman (Reuter Y chair), and Steve White (Neighborhood Y at Woodfin chair). And, we have numerous dedicated volunteers hard at work telling the Y story to raise funds.

Brian comments, "I feel humbled to be part of a group of people who give their time and money because they care. There is nothing more inspiring."

The campaign still supports the same programs and services as in the past. Healthier Communities better conveys the broad reach of the campaign into the Y's new areas of focus: Youth Development, Healthy Living, and Social Responsibility.

For Youth Development – Financial aid and scholarships, made possible from campaign donations, fund sports and aquatics programs where kids learn more than athletic skills; they learn sportsmanship and teamwork. Summer camp programs give kids a fun and educational environment, and give parents a safe place for their kids while school is out.

For Healthy Living – Your well-being is at the center of all our programs. Campaign contributions subsidize programs like Youth Fit For Life, a physical activity and nutrition education program for area children. The work of the Pioneering Healthier Communities Committee is bringing healthy living resources to all members of our community.

For Social Responsibility – Programs that mentor teens and youth as well as help them develop leadership skills are financed through the Healthier Communities Campaign. And, did you know, the Y is the leading provider of afterschool childcare in our region serving more than 800 kids? For many parents, afterschool care is beyond important – it's essential.

Of the \$2 million in subsidized services your Y provided last year, nearly one quarter came from generous contributors like you. "When you give, you enrich another person's life experience. You cannot help but enrich your own; it comes right back to you," notes Brian.

He adds, "Intention is the key to a successful campaign. If you plan to give, give now because it energizes the campaign and gives us momentum." Ask at your Center how you can contribute to the Healthier Communities Campaign.

We need you because they need us.

HEALTHIER COMMUNITIES CAMPAIGN

For Them, For You, For All





FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF WESTERN NORTH CAROLINA

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YMCA OF WESTERN NORTH CAROLINA NEWSLETTER

WINTER / SPRING 2011

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For more information on
making a difference in our
community, please contact
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YMCA MISSION
To put Christian principles
into practice through
programs that build healthy
spirit, mind and body for all.



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PUT PLAY IN YOUR DAY AT HEALTHY KIDS DAY APRIL 16

Are you ready to put play in your day? On Saturday, April 16, Y celebrates Healthy Kids Day, the largest health day for children and families with more than 10,000 communities coming together nationally. This year, the Buncombe County Ys are excited to collaborate with Asheville's Earth Day Festival. Kid-focused activities will take place from 11am to 4pm, with Asheville Earth Day Festival events continuing until 10pm.

Virginia Maziarka, healthy living director at the Asheville center, says "The mission of Asheville Earth Day and The Y's Healthy Kids Day is to provide a free activity day for people of all ages and backgrounds, and to educate and celebrate that every person can make a difference for environmental change and personal well-being."

This is a one-stop shop for everything parents need to get their kids on the path to healthy living. They'll learn about everything from nutrition to the importance of physical activity through lots of fun activities, games and exercises. With inflatables, obstacle courses, and arts and crafts, the fun and learning will be contagious.

Corpening Memorial is joining the fun, too, with its celebration beginning at 8:30am. As part of the event, Corpening will host the 3rd Annual Iron Kid and Baby Triathlons. "Iron Baby is a fun way to get the little ones moving. They race tricycles through a chalked-off course, run to and crawl through a tunnel, tiptoe across the balance beam, and then, as the big finish, run through the sprinklers," Will Ross, Corpening's Healthy Living Director explains.

He adds, "We want to celebrate and promote living healthy for the children and families of McDowell County, all while having fun and being active."

Be sure to mark your calendars for April 16 because the healthier our kids, the healthier our community. For more about Asheville's celebration, contact Virginia at vmaziarka@ymcawnc.org, and for Corpening's, contact Will at wross@ymcawnc.org.

