

FORWARD TOGETHER



Community Support Campaign
YMCA CAMP OCOEE
YMCA OF METROPOLITAN CHATTANOOGA

ENSURING ACCESS FOR ALL: \$100,000

STRENGTHENING MENTAL & PHYSICAL HEALTH



SUPPORTING YOUTH DEVELOPMENT



CREATING OPPORTUNITIES FOR ALL



The Challenge:

Nearly half of Americans report that the pandemic has harmed their mental health (according to a Kaiser Family Foundation poll). Public health officials say that exercise - while undoubtedly crucial under normal circumstances - is essential to physical health & mental well-being during the pandemic.

The Y's Response:

Camp is a place where overcoming the fear of the rock wall, learning how to canoe, or biking through the forest connects a child's body & mind to the world in front of them.

THE NEED: \$20,000

The Challenge:

Since the onset of the pandemic, children have faced adaption after adaption. Limiting a child's screen time/electronic use was a concern before the pandemic, but even more so now with children utilizing media for virtual education more than ever.

According to the CDC, children ages 8-10 spend an average of 6 hours/day in front of a screen, and kids ages 11-14 spend an average of 9 hours/day. Research indicates that a child's mental, physical, & social health can be negatively impacted by excessive screen time.

The Y's Response:

YMCA Camp Ocoee intentionally creates an unplugged environment of support, exploration & relationship building, with the backdrop of the beautiful Cherokee National Forest. Ranger camps offer structure & safety and Family Camp experiences offer an escape for the entire family to reconnect away from distractions and spend quality time together.

THE NEED: \$60,000

The Challenge:

The poverty rate in Chattanooga is 20.7% & 19% in Cleveland. These numbers don't include the countless people who live paycheck to paycheck. A large percentage of our young people do not have the opportunity to experience learning, personal growth, or the fun that camp has to offer. That's why the YMCA offers financial assistance so that no one is turned away from any program or service for inability to pay.

The Y's Response:

More than 20% of campers attend camp by way of financial assistance each year.

**GIVE
TODAY!**

ymcachattanooga.org/donate

THE NEED: \$20,000

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

HERE FOR OUR COMMUNITY

YMCA CAMP OCOEE

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

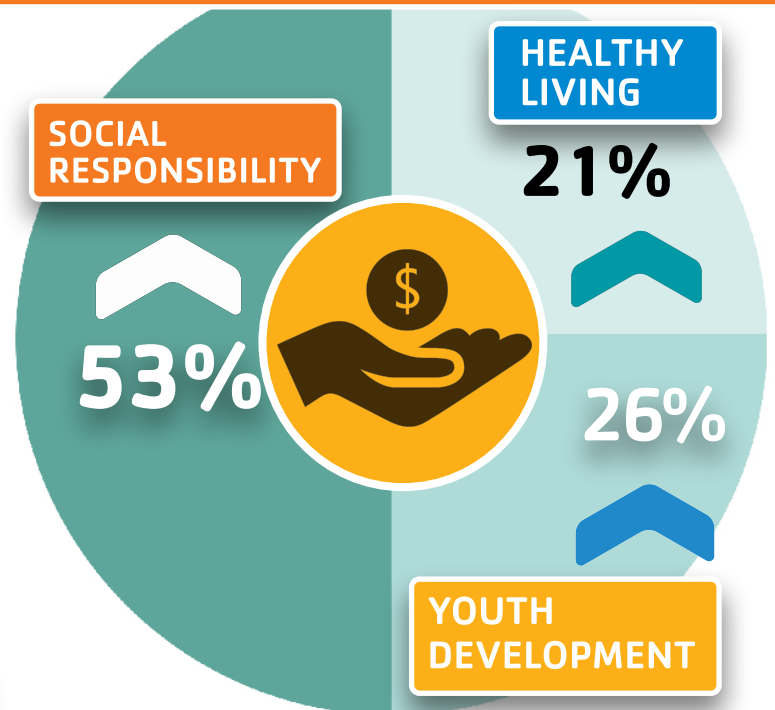
Last year, the YMCA of Metropolitan Chattanooga distributed over **\$1.2 Million** in financial assistance & subsidy.



"I feel a lot better about myself and more comfortable in my body. We talked about body image and learning to love ourselves the way God made us. I feel like I learned to love myself more at camp."

- Apache Camper (Teen Camp)

IMPACT & STORIES



"Without the generosity of donors, my daughter would not have been able to experience camp this summer. With all the stress & changes both in our personal lives & the world, this trip meant the world to her."

- Scholarship Parent

Approximately **25% of the YMCA's overall budget consists of Contributed Dollars**. That is \$3.8 million in grants, sponsorships, & community donations that are given back to our community.