

imagine the possibilities.

The \$39.4 million campaign for the YMCA of South Hampton Roads

Coca-Cola joins YMCA in fight against youth obesity



It's no secret—America has a serious weight problem. Even more troubling, youth obesity is on the rise making this generation the first whose life expectancy will be lower than their parents'. The costs associated with obesity—both in human lives and to our overburdened healthcare system—are off the scales. But thanks to several promising initiatives and the financial support of local, regional and even national partners, the YMCA of South Hampton Roads is fighting obesity on the front lines of the battle.

Last year, a grant from Obici Health System kicked off a highly successful youth obesity initiative in Suffolk. This year, Coca-Cola is the latest partner to join in the fight. A recent \$20,000 grant from the company will be used to help sponsor youth sports at the YMCA and continue making Coke's Vitamin Water, Coke Zero and Dasani bottled water products available to kids who are participating in YMCA events and programs. "Coke has been a great sponsor and a great friend over the years," says Lynn

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Profile: A Conversation with Dave and Becky Sterling

When speaking with Dave and Becky Sterling, it quickly became clear that they are uniquely inspired to give generously to their community, and to inspire others to do the same by their example. Their straightforward discussion of giving was enlightening, and even contagious. The Sterlings are on a mission of no less importance than increasing charitable giving, even in these uncertain economic times. They see tremendous opportunities to give youth and families a chance to better themselves and to help those in need feel the dignity of self reliance.

Growing up in Philadelphia, Dave learned at an early age the value of the YMCA as a safe haven, a

place to play as a team and succeed, and where one could interact with positive role models. It was the values learned then that continue to guide him today as Vice President of VIRTEXCO, a Norfolk-based General Contractor. As an almost daily YMCA visitor, Becky has found the YMCA equally rewarding. She finds a great deal of joy from the cardio and group exercise classes. But it is the friendships forged, and the ability to have a positive impact on others, that drives her. Interesting enough, Dave and Becky found more than good values and health at the YMCA: They found each other and were married in February 2007.

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Imagine the Possibilities

Campaign Goal of

\$39.4 million includes:

Capital Projects: \$21.9 million

Endowment: \$10 million

We Build People Annual Giving Campaign: \$7.5 million

Summary of Gifts as of 9/30/08:

Total: \$19,967,452

50.7% of goal

Capital: \$10,092,408

46.1% of goal

Endowment: \$4,180,881

41.8% of goal

Annual Gifts: \$5,694,163

75.9% of goal

Accomplishments to Date:

Taylor Bend Family YMCA

Camp Silver Beach

Enhancements

Renovations to Blocker Norfolk

Family YMCA, including

expanded ChildWatch, health

& wellness areas, a new café,

and spaces for conversation

and reflection

Increased endowment

distributions and annual gifts

for outreach and financial

assistance programs

Coming in February 2009:

Completion and Celebration of

Phase II Renovations to Blocker

Norfolk Family YMCA

For more information, including

ways you or your company or

organization can participate,

contact Mita Vail, Vice

President of Development,

at (757) 962-5509 or

mvail@ymcashr.org.

Top five ways to invest in the YMCA

The YMCA welcomes gifts of all types and will work with you and your financial and legal advisors to maximize the tax benefits for you and the value of your gift to the YMCA.

- 1. NEW! Online Giving.** You may now make your gift to the YMCA online at ymcashr.org. Gifts can be made to the YMCA *We Build People* campaign or in memory of friends and loved ones. Click on "Ways to Give" and then "Annual Gifts" for the online donation form.
- 2. NEW! IRA's.** The recent economic bailout law provides that, in each of the years 2008 and 2009, an owner of a traditional or Roth IRA may instruct the trustee to distribute *directly* to a public charity up to \$100,000 without the distribution being included in taxable income, and that distribution will count toward the IRA owner's mandatory withdrawal amount. A withdrawal followed by a contribution will still have to be reported as income. The donor must be age 70½ to qualify.
- 3. Gifts of Stock or Bonds.** For full tax benefits, securities can be electronically transferred by your broker to a YMCA broker, or you can send unsigned stock certificates by certified mail to the development department.

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Dave and Becky Sterling, *continued*



The YMCA recently recognized the Sterling's generosity by naming the third floor cardio room at the Blocker Norfolk Family YMCA in their honor.

Q: What was it that attracted you to the YMCA?

A: It is convenient. Robert Read is an excellent staffer. He shows that he isn't just there for himself but to help people and fulfill the Y's mission. The YMCA always has good facilities and programs. On a larger level, the YMCA brand name has been around a long time and the Y accomplishes what it says it is going to do.

Q: What motivated you to make such a generous gift to the YMCA?

A: It wasn't just one thing. We have ethical and moral obligations as Americans to support one another in the community. The YMCA is 100% community-based and nobody can find fault with the YMCA. The YMCA provides a positive environment of hope. There is an underlying support mechanism, education and teamwork; for those less fortunate, they see opportunity. Randy Lyall, the Chair of the Blocker Norfolk Board, is a friend and through his positive example, he encouraged us to give too. We were also convinced through Robert's actions that the YMCA is well run, and his attitude is infectious.

Q: What are your dreams and wishes for the Blocker Norfolk Family YMCA?

A: Sustainability is the most important thing. We'd like to have a strong endowment well beyond our generation to sustain in the long term and keep programs running.

Q: How do you decide what charitable groups to support?

A: We tend to support organizations with which we have a personal connection, either because they play an important role in our immediate community, we frequently attend events or programs made available by the organization, a friend is on the board, a family member has benefited from the organization, or we can see the ongoing benefits of the organization. We believe people are initially drawn to the Y by the machines and health and fitness needs but then they find out the Y is so much more and they can really see the impact their gift has.

Q: Do you believe the economy will affect giving to the YMCA?

A: An awful lot of people with a great deal of wealth are not contributing what they can. There is no contest to die with the most money in the bank. The level of giving should be much higher than it is. There should be no problem meeting the needs of the struggling charities in South Hampton Roads. Whether the cause is the Y, the arts, the Symphony, or the Cancer Society, we all have to live up to our responsibility as citizens, and as Americans. Giving is a big part of who we are. Sure, we have hit tough times, but children still need positive role models, swim lessons and safe places. You can't stop when people need it most. People like us should be in middle of the pack when it comes to giving, not be the people who are singled out.

Q: What advice would you give to others who are considering a gift to the *Imagine the Possibilities* campaign?

A: You can be confident that the dollars will be put to good use. It won't be spent frivolously and it will have long-lasting positive results. What we like most about the campaigns called *Imagine the Possibilities* and *We Build People* are that they create an environment for youth that gives them a chance to better themselves. Putting money up front when kids are young, or when adults are struggling a bit, is better than putting it in after the fact. The Y is proactive.

Coca-Cola partners with the YMCA, *continued*

Skeele-Flynn, Senior Vice President for Program and Leadership Development at the YMCA. "We're excited to see this partnership continue to unfold."

In their role as a YMCA sponsor, Coke is helping to fund a new kid-friendly recipe book. Written and produced by the YMCA of South Hampton Roads, the soon-to-be-released book will be given to all children and families in Y Preschool and After-School programs. It will feature healthy menus, valuable nutrition information and other food-related activities to help build health awareness among young people. "Coke has always worked with us in the vending arena," says Skeele-Flynn. "This partnership takes

it to the next level." As the YMCA's exclusive beverage supplier, Coca-Cola stocks the vending machines with mostly low-sugar juices, waters and other healthier beverages. Sugared drinks are available as well but they cost a little more and are placed above kids-eye-level in the machines.

"Youth obesity is a major challenge and it's going to take all of us to meet it," says Matthew D. Sanderson III, District Sales Manager for The Mid-Atlantic Coca-Cola Bottling Company, Inc. "We support the work and the mission of the YMCA and are pleased to join them as partners in keeping young people healthy, active and fit."

Lights! Camera! Action!

Escape To The Arts Summer Day Camp Stages First Musical.



It was a hot summer evening in late July, but as the curtain came up at Norfolk's Campostella Elementary School Auditorium, there was nothing but goose bumps as dozens of young stars took to the stage for a magnificently staged musical production called *An African Story*. The 64 young actors, singers, dancers and backstage production helpers were all campers at the Y's popular Escape To The Arts Summer Day Camp, sponsored by the YMCA's Community Services branch. Each year, the six-week camp culminates in a production or event that characterizes the camp's theme. This is the first time the group has attempted a musical.

"These kids really rose to the challenge. I am just so proud," said a visibly moved Angela Walsh-Bernard, Senior Director of the YMCA Community Service branch, as she addressed the nearly 200

parents and friends who attended. The story itself, about a young zebra in search of her stripes, featured group and individual songs, choreographed dance numbers, costuming, props and a creative stage set—all performed, created and designed by the student campers themselves.

For many of the kids who attend every year, most of them from low income and at-risk Norfolk neighborhoods, Escape To The Arts is their first exposure to the arts. Very often, it becomes a family tradition. One young man in the audience was silently mouthing the lyrics along with one of the singing zebras—his sister. "I know all the words," he said with a little brother's roll of the eyes and quick grin. "All she does is walk around the house and sing, sing, sing."

Top five ways, *continued*

4. **Real Property.** Can't sell it? Donate it! You can deduct the full fair-market value of gifts of real estate. These gifts are subject to acceptance by the YMCA Board of Directors.
5. **Bequests.** You can leave a legacy, and possibly reduce inheritance taxes, by designating in your will or trust a specific gift of cash, property, or a percentage of the remainder of your estate.

Learn more about planned giving at www.ymcashr.org/give/legacy. The YMCA has experienced people to help you plan a legacy gift. For more information, contact Tom Marshall at (757) 962-5519 or tmarshall@ymcashr.org.

YMCA wins national award

The Community Services branch of the YMCA of South Hampton Roads has been named a recipient of the 2008 YMCA of the USA/Annie E. Casey Foundation Families Count: Family Strengthening Award in recognition of exemplary work strengthening families and children in low-income and at-risk neighborhoods in South Hampton Roads. The honor carries with it a \$15,000 cash award. The YMCA's Community Services branch was one of only five YMCAs across the United States to receive this prestigious national award.

"Effective family strengthening programs are relationship-based, family-focused and neighborhood-driven—and these YMCAs show the rest of us how this is done," said Miriam Shark of the Annie E. Casey Foundation.

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Partnering to combat youth obesity
Coca-cola and the YMCA of South Hampton Roads

