

imagine the possibilities.

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

The Norfolk Foundation: Building a strong foundation for families through the YMCA



From the left: Bill Storum, son Keil, Jaryd Waegerle, Swim Lesson instructor. Photo by Glen McClure

For Bill Storum, a Chesapeake stay-at-home dad, the Taylor Bend YMCA “is a lifesaver.” His wife is a Navy officer stationed in Rhode Island, so Storum is the day-to-day caregiver for 5-year-old Keil and 8-year-old Hannah.

The Storum’s haven is the YMCA four miles from their home. The family heads there at least five times a week after school for exercise and fun. One favorite stop is the exercise room designed for children. The Storum’s also enjoy swimming and shooting hoops in the gym. Storum credits weekly YMCA swimming lessons with making a positive difference for Keil, who is autistic.

Until last year, the YMCA was an adult gym owned by Chesapeake General Hospital. When the YMCA of South Hampton Roads purchased the fitness facility in 2006, it immediately transformed it into a center for families. In the first six months as a Y, the center’s membership grew from 3,000 to 11,500 residents of Chesapeake, Portsmouth and Suffolk.

A \$1 million grant from The Norfolk Foundation helped the YMCA buy the Taylor Bend property and make it more family friendly. The grant was awarded as part of a \$39.4 million YMCA capital campaign to improve many of its 14 family centers. This is the

largest grant The Norfolk Foundation has ever given a single nonprofit.

“We awarded the grant for several reasons,” says Christine Morris, director of initiatives for The Norfolk Foundation. By serving 30,000 children under age 18 each year, “the YMCA is our region’s largest provider of children’s programs and also offers subsidies so people from all income levels can use its facilities.”

The Foundation’s grant “is the leadership gift to help with our capital projects,” says Mita Vail, the YMCA’s vice president of development. “The grant was one of the very first ones we received. Having the commitment of The Norfolk Foundation helped other potential donors stand up and take notice.”

In addition to helping the YMCA purchase the Taylor Bend property, the Foundation grant is helping the YMCA with other projects. It is adding Family Fun Zones to centers in Virginia Beach, Suffolk and Chesapeake, expanding the children and teen areas of the Norfolk YMCA and improving Camp Silver Beach on the Eastern Shore.

Reprinted with permission from The Norfolk Foundation 2007 Yearbook



The NFL goes deep.

Elizabeth City Councilman and former Philadelphia Eagles football great, Johnnie Walton, helped score one for the home team last year. Thanks in large part to his commitment and support, the Albemarle Family YMCA made a powerful case to the NFL for a \$5,000 grant to help start a flag football program for area youth. “You should see them out there,” says Walton, who serves as one of the coaches. “They love it.” The 5-week program is open to boys and girls ages 4 to 11 with a focus on skill development for the younger kids and live play for the older ones. A partnership with another youth flag football group, the Shiloh Sharks from Camden, added to the fun and allowed the youngsters to practice and play on a real football field. For the fourteen children who participated in the first session last spring, it was an unforgettable experience. “Anything that gets kids outside and moving is healthy and positive,” says Shawn Edwards, Family Programs Coordinator for the Albemarle Family YMCA. “It’s a great game.” Councilman Walton agrees. “Football has meant so much to me,” he says. “It teaches discipline, skill, teamwork and character. Plus, it’s just a whole lot of fun.”

Thank you to our donors

Total to Date: \$10,492,898

Board, Former Board and Staff: \$4,070,270

Jane and Frank Batten
David and Helen Bernd
Lilly and Bruce Bradley
Dee and Ginger Carpenter
Jim and Frances Dille
Stephen and Nancy Fuschetti
Charles E. and Lucinda Wills Harris
Mr. and Mrs. Warren D. Harris
Patricia and Tom Hostutler
Joseph A. and Nancy C. Kennedy
Ed and Rose Lee
Randy and Maria Lyall
Jean Owens
John and Lee Ann Padgett
Walter R. and Kimberly Potter
William and Iva Robinett
Jimmy and Gale Strickland
Marilyn and Bill Stulb

Campaign Lead and Advance Gifts: \$3,772,801

\$1,000,000+

GEM Centerville L.L.C.
The Norfolk Foundation

\$500,000–\$999,999

The Virginian-Pilot

\$100,000–\$499,999

Bank of America
Charitable Foundation, Inc.
BB&T Charitable Foundation
Ms. Jean Old

\$50,000–\$99,999

Sussex Development Corporation
TowneBank Foundation

\$25,000–\$49,999

Birdsong Peanuts - A Division of
Birdsong Corporation
Dominion Resources/Virginia Power
Mr. William Jay Fields
Mr. Horace P. McNeal (deceased)
The Overton/Benson Family
Daniel D. and Lecia L. Smith
Smithfield Gardens, Inc.
Sysco Food Services of
Hampton Roads, Inc.
Anonymous(1)

Volunteer profile: a conversation with Joe & Nancy Kennedy



Joe Kennedy knows firsthand the impact the YMCA can have in someone's life. His love of basketball began at a YMCA where he learned to play the game as a boy. Joe's athletic talent eventually earned him a basketball scholarship to Duke University and later, an NBA career with the Seattle SuperSonics. Joe, a successful area business owner and wife Nancy, a respected nursing professional, have been longtime supporters of the YMCA of South Hampton Roads. The couple has served the YMCA in many capacities over the years, most recently as chairs of the *We Build People* Annual Giving Campaign.

We Build People: The great outdoors helps a teen reach deep inside

Though his name has been changed, the following is a real story about a real boy in this community who found health, healing and hope thanks to your We Build People gifts.

Bobby's serious social awkwardness meant he had no friends and no idea how to be one, either. His mother was struggling too—especially financially. A Camp Silver Beach experience, made possible through a scholarship, introduced the teen to a world he'd never imagined. Sensitive adult counselors who love kids and believe that caring, honesty, respect, responsibility and faith can transform young lives, took the boy under their wing. Bobby loved it all – the water sports, the skateboarding, the camaraderie of camp. It was the best summer of his life.

Joe: When I first became involved with the YMCA in this community, it was for fitness purposes. I didn't really know at the time about what I call the "hidden Y." As I got involved on committees and came on the board, I was exposed to the child care, the teen groups, the camping—all the things this Y does for so many people in our community.

Nancy: The YMCA is an organization for everyone but not everyone can afford to pay. You know, 13% of the people who walk through our doors need some type of financial assistance.

Joe: If we're going to be the premier organization for building strong kids, strong families and strong communities, we have to have a vehicle that makes it possible for everyone to take advantage of the Y's services and programs.

Nancy: That's what makes the *We Build People* campaign so important. For us, the YMCA is a family focus. We've been involved over the years as supporters and volunteers and our children are now doing the same.

Joe: To whom much is given, much is expected. It's an honor to be part of this effort. If you really want to make a difference in the community you live in, supporting the YMCA is a great place to start.

For more information on the *We Build People* Annual Giving Campaign, contact Kathryn Dobbs, Director of Annual Giving, at 757-962-5539 or kdobbs@ymcashr.org.

Each year, the *We Build People* Annual Giving Campaign ensures that the YMCA's programs and services are available to children and families who need them the most.

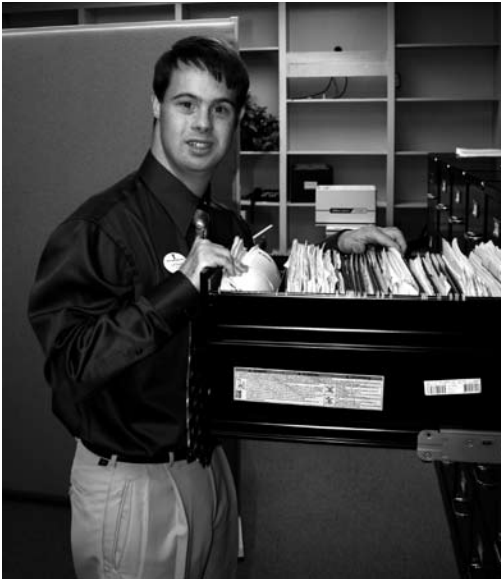
\$120 Swim Lessons for a family

\$240 After-school programs for a child

\$600 Programs for youth and teens

\$1,000 Annual membership for a family

Donor spotlight: An opportunity given, an opportunity to give back



When you enter the Norfolk Family YMCA, the smiling face of Jeffrey Regan warmly greets you as he scans your membership card. If it is a Monday during football season, Jeffrey is always glad to give you the weekend scores and the inside scoop on his favorite team, the Dallas Cowboys. Jeffrey started working part-time for the YMCA seven years ago after volunteering for six months. Today, he is working full-time for the YMCA and has earned the respect and admiration of the Norfolk YMCA staff and membership, and the entire YMCA community.

"Jeffrey's ambition in life was to have a full-time job and it was one of the biggest thrills in his life when

he went full-time," says his mother, Lynnette Regan. "He was given a chance that is not available to most people with disabilities and I appreciate all the YMCA has done for him."

As a way to show her appreciation to the YMCA and to give back to the community at-large, Mrs. Regan recently included the YMCA in her estate plans. Her plans provide a simple way to help assure the financial security of her family and the YMCA of South Hampton Roads. With her bequest intention, Mrs. Regan became the latest member of the Heritage Society, which honors those who help ensure the future of the YMCA.

While bequests like Mrs. Regan's are the most common type of planned gift, the YMCA has received gifts of appreciated securities, whole life insurance policies that were no longer needed, and other assets. An outright gift of long-term securities such as stocks, mutual funds and bonds (securities held for more than a year) has particular benefits. Such gifts avoid capital gains taxes on the securities, and in most cases, the donor obtains a charitable income tax deduction equal to the market value of the securities.

"Everybody has a totally unique reason to give to the YMCA, and that certainly goes for me," says Mrs. Regan. "But whatever the reason, the YMCA is a strong and reliable organization that can be counted on to put donations to good use."

Ways to donate:

There is no better time than the present to make a new gift or pay off an old pledge from your IRA. The Pension Protection Act provisions are still in effect but only until December 31, 2007. If you are age 70½ or older, the advantages of giving IRA assets before the close of 2007 are:

- Make charitable gifts directly from an IRA tax-free.
- If you are not able to itemize your tax deductions you can give directly from your IRA and achieve the same benefits as if your gift was fully deductible.
- You may give all or a portion of your mandatory IRA withdrawals up to \$100,000 this year.

For more information or for a confidential discussion regarding your plans for the future, please contact Tom Marshall, Director of Major and Planned Gifts, at (757) 962-5519 or email tmarshall@ymcashr.org.



\$10,000–\$24,999

The Bannon Foundation
A. Dodson's
Bob and Mary Hayes
Huff, Poole & Mahoney
Foundation, Inc.
Mr. Peter Martone (deceased)
Mercantile Peninsula Bank
Mr. E. George Middleton, Jr.
Tom and Alice Mountjoy
Resource Bank
Mr. G. R. Schell (deceased)

\$5,000–\$9,999

Bennetts Creek Veterinary Care
Ms. Susan J. Bradshaw
Harry and Lisa Cross
Paul and Carolyn Gottlieb
Harbour View, L. P.
Henry and Jean Jones
Reggie and Shirley Powell
RBC Centura Bank
In loving memory of
Alice Hines Wichman

\$2,500–\$4,999

Everette and Keaton Finch
Mr. Thomas E. Fraim
Mr. Howard E. Gill, Jr.
Gwaltney
Mr. Benjamin Huger II
Mr. Julian Lipscomb
Terri and Jim Reedy
Rose & Womble Realty Company

\$2,499 and under

96 Gifts totalling \$46,251

Annual Gifts: \$2,603,576

Did you know...

...that the YMCA is the region's largest nonprofit Child-Care provider?

...that nearly 1 in 10 people in South Hampton Roads are touched by a local YMCA program or service?

...that the YMCA is the largest provider of Youth Sports programs in the nation?

...that the number of overweight children and adolescents ages 6–19 has nearly tripled in the last forty years?



YMCA of South Hampton Roads
250 W. Brambleton Avenue, Suite 100
Norfolk, Virginia 23510

imagine the possibilities.

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



imagine the possibilities.

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

The leadership of the YMCA of South Hampton Roads has developed a bold strategic plan outlining a vision to strengthen families and play a larger role in the lives of children and teens. *Imagine the Possibilities*, the largest development campaign in our history, remains focused on that vision—and the future it makes possible for everyone.

Five-year campaign goals include:

- Capital Projects: \$21.9 million
- Endowment: \$10 million
- *We Build People* Annual Giving Campaign: \$7.5 million

For more information, including ways you or your organization can participate, contact Mita Vail, Vice President of Development, at (757) 962-5509 or mvail@ymcashr.org.