

imagine the possibilities.

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

Introducing the S. Frank Blocker, Jr. Family YMCA

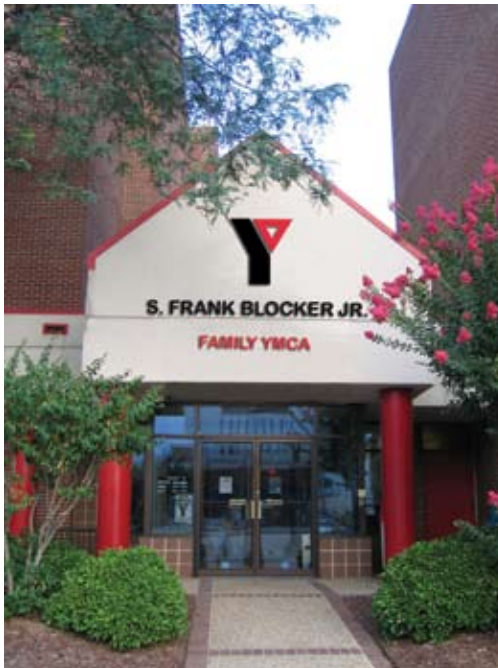
Norfolk Family YMCA Will Bear the Name of Longtime Friend and Supporter

Ed Lee, regional vice president and branch executive of the newly named S. Frank Blocker, Jr. Family YMCA in Norfolk, was a young YMCA intern when he first encountered the man whose generosity to the YMCA has become legend. "I first heard him speak at a board meeting twenty-six years ago. I was in awe of him then, and I still am now," says Lee. "Frank Blocker is an amazing man. He's a rock." Blocker's recent gift of \$3 million to the YMCA's *Imagine the Possibilities* campaign is a case in point.

As the first chair of the YMCA's Endowment Trustees, Blocker was passionate about creating an instrument that would allow the YMCA to create sustainable programs and services. Fifty percent of his generous gift will go to the Endowment. "It's a huge honor for us to have our YMCA bear his name," says Lee. "He has helped so many over the years. There are people in this community who will never know just how much they owe to Frank Blocker."

It is fitting that the name change will occur as the association's flagship YMCA begins to undergo some significant changes of its own, thanks to the generous contributions of donors like Blocker. The historic downtown YMCA has nearly completed phase one of a multi-year, multi-million dollar expansion and renovation that will create new spaces, places and opportunities for the community. As funds are raised, more phases will be completed. "We can't stop now," says Jeff Miller, chairman of Norfolk branch campaign.

By the time the project is completed, the YMCA will have opened two re-designed upper floors, a new women's fitness area, new space for youth programming plus new cardio equipment, an expanded men's locker room, meeting rooms, conversation areas, a resource library, even a full-service café. "Studies show that relationships flourish in small groups," says Lee. "We want to



have inviting places throughout our Y where people can get together to exercise, check out health resources or just talk. We can see a day when our YMCA is truly the center of community life – a place where book clubs meet and kids hang out for fun and friendship as well as fitness."

It is an ambitious, forward-looking project. With \$1.5 million still to be raised, it's going to require the financial commitment of members and the community at large. "The Norfolk Y is the largest YMCA in the state of Virginia and one of the largest in the country," says Lee. "We serve a diverse population and we want our YMCA to reflect who we are and where we are." *To learn more about the plans for the S. Frank Blocker, Jr. Family YMCA and how your contributions will make it a reality, contact Mita Vail, Vice President of Development, at 757-962-5509 or mvail@ymcashr.org.*

"There are people in this community who will never know just how much they owe to Frank Blocker."

Ed Lee, Regional Vice President and Branch Executive, S. Frank Blocker, Jr. Family YMCA



JCPenney Dollars: Amazing Grace

A breast cancer diagnosis was just the tip of the iceberg for "Grace." The single mother of two received no child support and was about to lose her job because she'd missed so much work during her treatment. "The only thing we had going for us was the YMCA."

Four years earlier, Grace's young girls had been stuck in a less-than-desirable after-school program. "They just sat in a room all day long," says their mother. "They had become withdrawn, depressed and their schoolwork had fallen way off."

When a friend told her about the Suffolk Family YMCA's outstanding after-school program—and the sliding scale cost that would allow her to afford it—Grace was thrilled. "It was heaven," she says. "Suddenly my girls were participating in swim lessons, getting homework help, meeting nice people and just having fun."

When she lost her job and the bills began piling up, Grace was afraid her girls would have to leave the program. A generous JCPenney Afterschool Fund grant not only helped cover the girls' after-school care costs but even included two \$50 gift cards to help with back-to-school shopping. "I just cried when they told us."

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We Build People:

Keeping the wheels turning

Computers are everywhere these days, right? Not necessarily. In low-income neighborhoods throughout our region there are children and families whose only access is through the YMCA's state-of-the-art InnerActive Bus. The new 33-foot bus with 12 computer workstations, a projection system, satellite Internet access and trained instructors, is just one of many programs supported by contributions to the *We Build People* annual giving campaign. How big a difference does the IBus make in our community? Two recent examples:

Keeping families connected.

"Tanya" is a young child from an at-risk Norfolk neighborhood whose grandmother is a jazz singer in Chicago. Under the supervision of a caring IBus staffer, Tanya was able to visit her grandmother's website and read all about her. Soon, Tanya will be learning about e-mail so she can visit with her grandmother online.

Speaking the same language.

"Maria" is a preschooler in Chesapeake whose teachers have tried everything to interest and engage her. A language barrier makes it difficult to accurately access her ability. But when Maria visits the IBus, staffers notice that she picks up computer lessons very quickly which in turn is leading to a new confidence and self-esteem. Maria continues to surprise everyone—including herself.



Profile: A Conversation with S. Frank Blocker, Jr.



Frank Blocker has been a YMCA member nearly all his life. As a young man, he was an avid handball player at the Norfolk YMCA. In 1977 and 1978, he served as Chairman of the Norfolk YMCA. Mr. Blocker started the YMCA endowment in the late 1970's and was Chair of the Endowment Trustees for nearly 30 years. In 2007, Whitney Saunders succeeded him as Chair of the Endowment Trustees, but Mr. Blocker remains active in decision-making.

Mr. Blocker has been generous not only with his time, but with his financial resources. In 1993, his first major gift to the Norfolk YMCA helped to build the pool and laid the foundation for the remarkable transformation of this facility from one primarily for businessmen to a thriving center for children and families of all ages. In 1998, Mr. Blocker's generosity was instrumental in building the outdoor pool complex at Camp Silver Beach and the camp's Blocker Environmental Center which are used by thousands of children each year. Through his generous support over the years, the YMCA has also begun to build a meaningful endowment for the future.

Q: What is it about the YMCA that has held your interest for so long?

A: That's easy. Friends. Many of my friends have been at the Y. Also, the handball.

Q: What motivated you to make the gifts to the YMCA that you have made?

A: When it came to dollars for the Norfolk pool so many years ago, it was to honor my father. The Y was a special place to him and he had many friends there. The dollars for the pool also transformed the Norfolk Y into a modern Y and

that was very important at the time. I've never been a big swimmer—I always preferred to sail—but I do appreciate the value of a pool in terms of recreation and keeping kids safe in the water. The dollars to Camp Silver Beach and the current dollars to the Norfolk Y were something I just wanted to do for kids and families. No matter how much money you have, everyone has a responsibility to help others. I wish I had a nickel every time I've heard that but it is true.

Q: What are your wishes for the future of the S. Frank Blocker, Jr. Family YMCA?

A: I've seen lots of changes in downtown Norfolk over the years. There is a renaissance happening downtown bringing more children and families. The YMCA needs renovations to be part of that and to be even more significant than they already are. Every generation of kids has their own challenges—we had the depression and the war—but there seems to be so many things that can steer a kid wrong nowadays. Most kids don't go outside and instantly have a bunch of other kids to play with. Youth obesity wasn't a problem when I was younger. We could play until dinner and mother never worried about us. If any group can make today's children and future generations healthy, and roll with the punches, it is the YMCA.

Q: What advice would you give to today's children?

A: Kids just need to work hard, stay out of trouble, respect their parents, and get involved in activities like those at the Y. Those things should be high on every list.

Bank of America Neighborhood Builders Award

\$200,000 grant recognizes the YMCA's role in building strong communities.

Every year, Bank of America recognizes community organizations throughout the nation for their contribution in building healthy communities. Late last year, the YMCA of South Hampton Roads was named a recipient of this prestigious honor which carries with it a \$200,000 award. Funds will be used to make the S. Frank Blocker Family YMCA an even greater community resource for building strong kids, strong families and strong communities. With the same goal in mind, Bank of America also funded Student Leader internships to help train the next generation of neighborhood leaders. Six local junior and senior high school students worked throughout the YMCA organization last summer—from the front desk to aquatics to membership—thanks to paid internships made possible by Bank of America.



L to R: Charles R. Henderson, Jr., Bank of America President, Hampton Roads Market; Dee Carpenter, Board Chairman of the YMCA of South Hampton Roads; Victor K. Branch, Bank of America SVP, Market Development Manager

Ways to Give: Getting out of the stock market?

There are many ways to support the work of the YMCA in building strong kids, strong families and strong communities in coastal Virginia and northeastern North Carolina. One of the most attractive ways is to give long-term appreciated securities such as stock, mutual funds and bonds. Even in this uncertain and fluctuating market, a gift of stock may be right for you if:

- You're holding stocks, bonds, or mutual fund shares that have grown in value.
- You want to maximize your charitable deduction without incurring capital gain tax.
- You want to make an outright gift to the YMCA.

How it works

1. You transfer securities to the YMCA of South Hampton Roads.
2. YMCA sells your securities and uses the proceeds for its programs.

For more information, contact Tom Marshall, Director of Major and Planned Giving, at 757-962-5519.

JCPenney Dollars: Amazing Grace, continued from page 1

Today, a grateful Grace is recovering from her cancer treatment and is back at work. And the girls? "They have just bloomed," says Grace. "My oldest daughter knows what the Y has meant to our family and she wants to give back by volunteering. She's interested in the YMCA's counselor-in-training

Benefits

- You receive gift credit and an immediate income tax deduction for the fair market value of the securities on the date of transfer, no matter what you originally paid for them.
- You pay no capital gains tax on the securities you donate.
- You can direct your gift to the *We Build People* annual giving campaign at your branch or the *Imagine the Possibilities* comprehensive campaign which is dedicated to addressing the long-term capital and endowment needs of the YMCA.
- You have the satisfaction of making a significant gift now.
- You can use a gift of stock to create an endowed fund which provides a lasting bond between you and the YMCA of South Hampton Roads.

program. It's all she talks about." JCPenney dedicates a percentage of specific merchandise sales to charitable giving. Last year, the JCPenney Afterschool Fund awarded \$77,000 in grants to the YMCA of South Hampton Roads to help families in need with quality after-school care.

Imagining the possibilities

In 2005, the leadership of the YMCA in South Hampton Roads developed a bold strategic plan outlining a vision to strengthen families and play a larger role in the lives of children and teens. The \$39.4 million *Imagine the Possibilities* campaign, the largest in our history, remains focused on that vision—and the future it makes possible for everyone.

Five-Year Campaign Goals

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

Summary of Gifts

- Total as of 12/31/07: \$17,204,573, 44% of goal
- Capital: \$8,435,058, 38% of goal
- Endowment: \$4,430,289, 44% of goal
- Annual Gifts: \$4,339,226, 58% of goal

Accomplishments to Date

- Taylor Bend Family YMCA
- Enhancements to Camp Silver Beach
- Increased endowment distributions and annual gifts for outreach and financial assistance programs

What's Ahead

- Renovations to S. Frank Blocker, Jr. Family YMCA
- Network of regional day camps

For more information, contact Mita Vail, Vice President of Development, at 757-962-5509 or mvail@ymcashr.org.

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imagine
the possibilities.

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

Imagine the possibilities for
our kids and our community.



Please give generously to the *We Build People*
annual giving campaign. 2008 Goal: \$1,750,000

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people