



YMCA of South Hampton Roads

We build strong kids, strong families, strong communities.

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Greenbrier Family YMCA Outreach Program Gets Broadlawn Youth Active

Free Sports programs, Y-Time, Summer Camp, Fitness Assessments provided for low-income residents.

Chesapeake – The YMCA sets a high standard with its mission to serve all – regardless of age, faith, race or income, but that’s exactly what is happening at the Greenbrier Family YMCA. As part of a community outreach program, the YMCA has adopted the low-income Broadlawn neighborhood to help the area’s youth and families learn about health and fitness through engaging activities and educational sessions.

“The smiles and sense of pride displayed on the faces of the children from Broadlawn when they walk through our door reminds me of why the YMCA is here. Our job is to provide opportunities to those who need a chance,” says Brad Barnes, Senior Program Director at the Greenbrier Family YMCA.

The Broadlawn program has several components including:

- Weekly visits to the YMCA for structured learning time, followed by physical activity in the gym and pool
- Weekly kickball games played in the Broadlawn neighborhood throughout the summer, allowing 15-20 additional kids from the community to join in and encouraging parents to get involved
- Kid-friendly fitness assessments and nutritional workshops
- Two Summer Camp sessions, June 15-19 for ages 7-10 and August 24-28 for ages 11-14, including free lunch through the Girls and Boys Club through a partnership with Kids Kitchen and the Food Bank (the YMCA will host a food drive to help compensate for the supplies)

The sense of belonging created through the activities has made the youth eager to start providing leadership for the program themselves. In addition to working on a group name and designing a program logo, the youth plan to develop a leadership cabinet with roles for a president, secretary and treasurer among others.

“These programs are a big part of our case for charitable giving. It is critical for us to raise funds in order for these programs to survive,” says Tom Button, Executive Director of the Greenbrier Family YMCA.

As a 501c-3 not-for-profit agency, no one is ever turned away from the YMCA because of the inability to pay for a program or membership. In 2008, the Greenbrier Family YMCA gave over \$280,000 in financial assistance to kids, families and seniors for activities such as swim lessons, summer camp, teen leadership programs, youth sports and memberships. Each year, the YMCA’s *We Build People* campaign raises funds for financial assistance scholarships. Our goal in Greenbrier this year is \$105,000. One hundred percent of all donations goes directly to support those in need.

For more information about the Greenbrier Family YMCA’s programs call 547-9622 or visit www.ymcashr.org.

The YMCA of South Hampton Roads is a nonprofit, community-based health and human services organization that serves over 200,000 children and families each year. More than 19% of those families receive financial assistance through the Open Doors program, helping them achieve their full potential in spirit, mind and body. The YMCA’s doors are open to people of all ages, backgrounds, abilities and incomes.

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