



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



BUILDING TOMORROW TOGETHER

Urban Endowment Campaign

YMCA OF METROPOLITAN LOS ANGELES

WHY WE ARE HERE

The Los Angeles Y is blessed with people like you — inspiring donors and volunteers who make the Y their own. Thanks to your collective support, our 26 YMCAs actively involve well over 500,000 people, more than half of them under the age of 25, in programs that strengthen body and mind and give everyone a chance to thrive.

The YMCA of Metropolitan Los Angeles is here to strengthen Los Angeles through youth development, healthy living, and social responsibility. We are a nonprofit charity and one of the five highest impact YMCAs in the world.

Throughout Los Angeles County, our Ys listen and respond to the needs of our shared communities in real time. We engage people of all ages, backgrounds, and economic strata, creating connections to each other, and building a strong sense of belonging to something greater than ourselves.

MESSAGE FROM THE CAMPAIGN CHAIR



The Y is for everyone. Our promise has always been to provide the same level of life-changing support to everyone and every child, regardless of their zip code. Since we opened our doors in 1882, we have not only kept that promise, we have excelled at it.

More than half of the Ys that make up the Los Angeles YMCA are located in low-income neighborhoods, but four Ys serve the most under-resourced areas. They are the Weingart YMCA Wellness & Aquatic Center, Weingart East Los Angeles YMCA, Southeast-Rio Vista YMCA, and the Crenshaw Family YMCA.

Dedicated to keeping the Y's promise of equality, these urban Ys have taken on the most difficult task: to meet the needs of children and families who are some of the most vulnerable not only in Southern California, but in the nation. And, despite unstable funding sources from year to year, recurrent economic downturns, and severe budget strains in recent months, the Ys have seen a record-breaking increase in members.

To ensure that these Ys are able to sustain uninterrupted programming and become more accessible, more innovative, and far more impactful, the Y has committed to a landmark endowment campaign: **Building Tomorrow Together.**

Building Tomorrow Together will raise \$30 million to fund an endowment to secure the urban Ys' long-term strategic plans, and to harness the LA Y's considerable power to drive our pivotal Urban Initiative: Cradle to Career Success.

All we need is for you to step forward to support this vital undertaking. Please join me in building tomorrow together. Your support is an investment in every child now and in the future of Los Angeles for us all.

A handwritten signature in blue ink, reading "Robert J. Lowe".

Robert J. Lowe
Campaign Chair, Building Tomorrow Together
Board of Directors

OUR CHILDREN OUR FUTURE

Los Angeles is the second largest city in the nation. Our home has the most vibrant multicultural population, beautiful topography, and a varied economy.

But we also have children and families living in urban areas beset by some of the most entrenched problems in the United States — poverty, lack of child care, low high school graduation and college attainment rates, limited job prospects, chronic illness, and violent crime.

Many families in these areas striving to support their children's development and upward mobility turn to the Y. Currently, more than 28,000 children and teens each year are nurturing their potential at the Weingart YMCA Wellness & Aquatic Center, Weingart East Los Angeles YMCA, Southeast-Rio Vista YMCA, and the Crenshaw Family YMCA. There are many more children and teens who need the Y's services, but our urban Ys do not currently have the capacity to meet their needs.

The 2012 Community Safety Scorecard from the Advancement Project failed these urban areas in at least one, but as many as all five possible categories — safety, risk levels, schools, grades, and protection.

SERVICE AREAS OF THE FOUR URBAN YMCAs

The four urban YMCAs which serve the most under-resourced areas of LA are:

CRENSHAW FAMILY YMCA

Crenshaw, Baldwin Hills, and Leimert Park

- 45% of adults are unemployed
- Highest rate of drug-related deaths in LA County
- Highest birth rates for teens in LA County
- 46% of families earn under \$35,000 per year
- Population: 139,037
- The Y's 4 staff and 40 volunteers involve 300 youth members each month

SOUTHEAST-RIO VISTA YMCA

Maywood, Vernon, and Huntington Park

- 53% of children are overweight or obese
- 90% families struggle with a lack of licensed child care
- 39% of families with young children live below federal poverty level
- Median household annual income: \$29,815
- Population: 208,340
- The Y's 32 staff and 70 volunteers involve 3,500 members each month

WEINGART EAST LOS ANGELES YMCA

East Los Angeles and Boyle Heights

- The third worst area for educational attainment in the entire nation
- 47% of households live below the federal poverty line
- 51% of youth are overweight or obese
- Median household annual income: \$31,546
- Population: 171,699
- The Y's 44 staff and 100 volunteers involve more than 7,500 members each month

WEINGART YMCA WELLNESS & AQUATIC CENTER

Florence, Watts, and Harbor Gateway

- 350,000 residents are under 18
- 1 in 10 are gang members
- 60% of students drop out of middle school or high school
- Median household annual income: \$35,596
- Population: 476,631
- The Y's 32 staff and 90 volunteers involve 8,500 members each month

“This urban endowment campaign is a call to action.

At the LA Y, we have pledged that our inner city youth will have the same advantages as our suburban youth.

We must now develop the funding to sustain our moral commitment.”

— W. J. Ellison, Board of Directors

Urban Initiative: CRADLE TO CAREER SUCCESS

Building Tomorrow Together is the key to transforming lives and large-scale change, turning around underserved urban Los Angeles forever. The endowment will expand our ability to serve through our four urban Ys, providing operational support and propelling our **Urban Initiative: Cradle to Career Success**.

The LA Y has learned a lot about engaging youth in programs at every stage of their lives to guide them along the path of personal growth. It is what we’ve focused on for well over a century. We know that with the right support, encouragement, and connections to others — all of which the Y provides in abundance — every child can become a healthy, engaged, and contributing adult.

STRATEGIC APPROACH

The Urban Initiative: Cradle to Career Success is the most important leap forward in the LA Y’s determined pursuit of greater equity and opportunities for all. It expands our proven child care, fitness, education, and leadership programs to provide a firm continuum of support for children and teens in urban LA.

It puts every child on a pathway to achievement during every phase of development from birth to career through three powerful programmatic areas:

- > **Early Learning** Infants – age 4
- > **Body and Mind** Ages 5 – 12
- > **Afterschool Clubs** Ages 12 – 18

These signature Y programs work. But, due to funding shortages, our urban Ys have struggled to deliver these robust youth development programs consistently. The four urban Ys have also been unable to provide access to every family who has turned to them in need. Building Tomorrow Together will change this paradigm by enabling the LA Y to scale these key youth development programs to involve all at-risk children and teens. It will allow our four urban Ys to provide the dependable, uninterrupted support kids need to become healthy adults with limitless potential.



EARLY LEARNING

LAUNCHING A LIFETIME OF LEARNING

In the first four years of life, our brains go through a crucial development period. High-quality early childhood programs at this time translate into lower dropout rates, higher grades, and better results in college, but many low-income children are cared for by relatives, friends, or neighbors who may not be trained in child development.

The Y’s Early Learning Readiness (ELR) program and Y preschools close that gap. They lay the foundation for children’s achievement in school by building on the assets of the family and informal caregivers.

Our ELR program, **Caring and Learning with Me**, teaches caregivers of babies and toddlers how to support the development of their children to ensure they start kindergarten ready

to learn. And the Y’s **preschool** programs empower children to think, explore, question, wonder and learn how to learn. Our preschoolers develop the ability to relate well to peers and adults, solve conflicts, play cooperatively, and be assertive. The children and their parents connect with others and become part of a community that provides a solid platform for learning and education.

DEMONSTRATED RESULTS

The public school developmental screens measure aspects of child development and school readiness in the areas of communication, gross and fine motor skills, problem solving, personal-social development, and social-emotional development. After 38 weeks, 90% of the Y’s ELR children were on track for school readiness. Caregivers were overwhelmingly satisfied with the ELR program, giving it a 100% mean quality rating in its latest cycle and reporting unanimously that ELR helped improve their skills and knowledge as a caregiver as well as their children’s school readiness.

Your support during this critical window in our children’s lives is an investment in our shared future.

“Our son has learned to socialize, to share. He has a time and a place to look forward to every day. He had only been accustomed to Spanish, and now he is more open to English. This has made his social skills really grow. I keep coming back because I’ve learned how to teach my child, and now I don’t have to rely on or wait for him to be in school.”

— Maribel Escudero and her two-year-old, Jontel



“The YMCA’s PLAY coaches have made significant contributions to the well-being of our students. The Y staff makes physical activity fun. We see a difference both in and out of the classroom. Students are focused, alert, and have more energy. The PLAY program has helped our attendance rates as well. Students are healthier and therefore miss school less frequently.”

— Carlos Lanuza, Principal at KIPP LA Prep Middle School

BODY AND MIND

PLAYING TODAY FOR A HEALTHY TOMORROW

A commitment to physical activity is vital to our shared future. Inactive children are likely to become inactive adults. Inactivity increases periods of ill health and decreases the ability to learn. Later in life, it increases morbidity. Perhaps most damaging of all, inactive parents pass along the same patterns to their children.

In urban Los Angeles, Latino neighborhoods have 0.6 acres of open space per 1,000 people. African American neighborhoods have only 1.7 acres, whereas the rest of LA has 31.8 acres for every 1,000 people. Lack of safe space for recreation, severely reduced physical education in school, and too much screen time are increasingly compromising our children’s physical, emotional, and economic well-being.

The LA Y’s signature PLAY program (Physical Learning Activities for Youth) bridges the gap in school funding for physical education. It leads the way to healthy living for 23,000 kids across Los Angeles. The program brings expert Y coaches to 48 elementary schools in the Los Angeles Unified School District and several other districts, in charter schools, and at some partner youth organizations. PLAY students participate in an hour of instruction three

times per week, and the Y coaches also integrate nutrition education. PLAY has immediate benefits to the children’s academic performance as well as their health that last well into adulthood.

DEMONSTRATED RESULTS

Improvement in FitnessGram tests, the official assessment of the Presidential Youth Fitness Program, show across-the-board, year-over-year improvement in fitness and health in the students participating in PLAY. Key metrics of aerobic capacity and core strength show particular gains, with aerobic capacity improving from 55% to 84%, and with 100% of students passing core strength metrics for their age group.

Your investment in active kids translates to better academic performance, better behavior, and better health.



“STEM Camp was so cool. All the stuff around us is here because of science and technology but we just don’t know it. We got to meet Lily Thomas who is a real scientist who worked for NASA. We got to do experiments and my team made a real rocket. The most fun was making the marble roller coaster and learning about what potential energy, kinetic energy, and momentum can do.”

— Perla H., STEM Spring Camper

BODY AND MIND

CLOSING THE GAP WITH STEM

Jobs in science, technology, engineering, and mathematics are expanding three times faster than in other fields, powering economies. But our students lag behind their peers in STEM education, especially those living in underserved areas.

Currently, only 12% of scientists and engineers are African-American, Hispanic, or Native American. Poorly equipped schools and few role models with STEM backgrounds make it almost impossible for young people from low-income communities to pursue STEM fields.

Because children ages 5 to 12 spend 80% of their time outside of school, our Ys serve a vital role in providing a safe place for them while their parents are at work. This uniquely positions the Y to help STEM flower in Los Angeles. We are increasingly introducing children to technical fields, and showing them that they can transcend socioeconomic barriers to have rewarding futures in hands-on experiences such as **STEM Spring Camp**. Provided by the Wilmington YMCA, this day camp immersed 37 children in STEM activities that inspired curiosity and developed their familiarity with STEM. The kids met STEM professionals, exposing them for the first time to the possibility of STEM careers, and they took on a variety of challenges, such as building and testing a structure to withstand an earthquake, and making a model of the earth and our solar system. The kids learned to experiment and check assumptions against evidence. The projects the kids tackled also helped them

hone observation, analysis, communication and teamwork — all skills that our fast-changing modern society demands.

DEMONSTRATED RESULTS

A study of afterschool STEM programs across the country commissioned by the Noyce Foundation showed that participants reported:

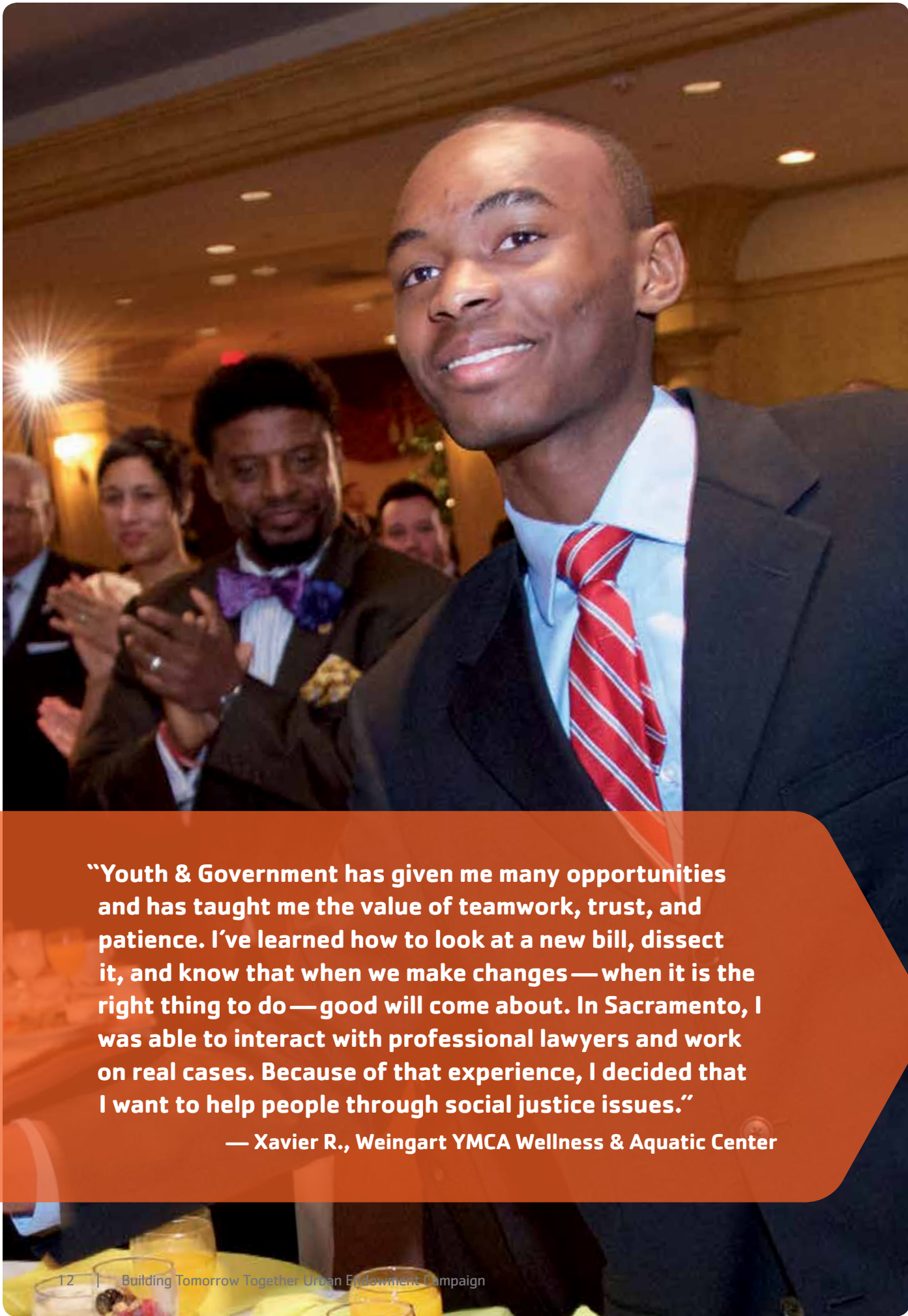
79.5% “made the idea of a job in science when I am older seem more possible.”

73.2% “made me more interested in a science job when I am older.”

69% “made me feel more sure that I want a job in science when I am older.”

88% “made me more confident that I could do well in science classes in college.”





AFTERSCHOOL CLUBS

EXPERIENTIAL LEARNING
CATALYZING CHANGE

Wherever you grow up, teen years can be fraught with challenges as you try to find your place in the world. Growing up in underserved areas, teens are acutely susceptible to influences such as gangs and drugs that derail their futures. Investing in high-quality afterschool programs is vital to activating change.

The Y’s afterschool programs fulfill teens’ innate need to belong, to be educated, and to be competent. The Y knows how to reveal their potential, build confidence and leadership skills, and provide high school students with the tools they need to prepare for a career or college.

The urban Ys’ afterschool programs provide opportunities for more than 3,400 youth, including programs in STEM, the arts, music, dance, sports, homework assistance, and college prep. Two highly effective afterschool programs — Youth & Government and Youth Institute Media Arts — are steadily engaging more teens. These hands-on, immersive experiences open up a world of opportunity and inspire learning, self-expression, leadership and, for some, even future careers.

DEMONSTRATED RESULTS

The outcomes of studies of Youth & Government alumni statewide are extraordinary: 88% of participating students earn a bachelor’s degree, compared with 25% of the general population. A remarkable 96% of alumni register to vote, and 87% voted in recent elections, compared to only 54% of the general population. Alumni also give back to their communities, with 43% working on community issues and 15% serving as members of a board, compared with only 3% of the general population. The Y&G experience clearly creates more engaged citizens.

Youth & Government gives students first-hand knowledge of how government works and how it shapes their community and their lives. In a nine-month program that culminates in Sacramento over President’s Day weekend, the young delegates debate bills, elect officers, and participate in a mock legislature in the halls of our state government, just like real-life legislators. The urban Ys’ delegates have been standout Y&G participants, frequently earning delegation awards and being elected to high office.

“Youth & Government has given me many opportunities and has taught me the value of teamwork, trust, and patience. I’ve learned how to look at a new bill, dissect it, and know that when we make changes — when it is the right thing to do — good will come about. In Sacramento, I was able to interact with professional lawyers and work on real cases. Because of that experience, I decided that I want to help people through social justice issues.”

— Xavier R., Weingart YMCA Wellness & Aquatic Center



“The Youth Institute Media Arts taught me so much about technology, about photography, about careers I could follow, but mostly, I’ve learned about myself. I would probably be in the streets if not for all the help I got here. Now, I’m proud of what I accomplished. I graduated as a member of the National Honor Society, and with a 3.7 GPA.”

— Adaena A., 17, was in YIMA on a full scholarship. She now attends East LA Community College.

AFTERSCHOOL CLUBS

SPARKING CREATIVITY WITH MEDIA ARTS

Youth Institute Media Arts is a technology-rich media and career skills-building program in which teens are nurtured over the course of an entire year. YIMA members provided media

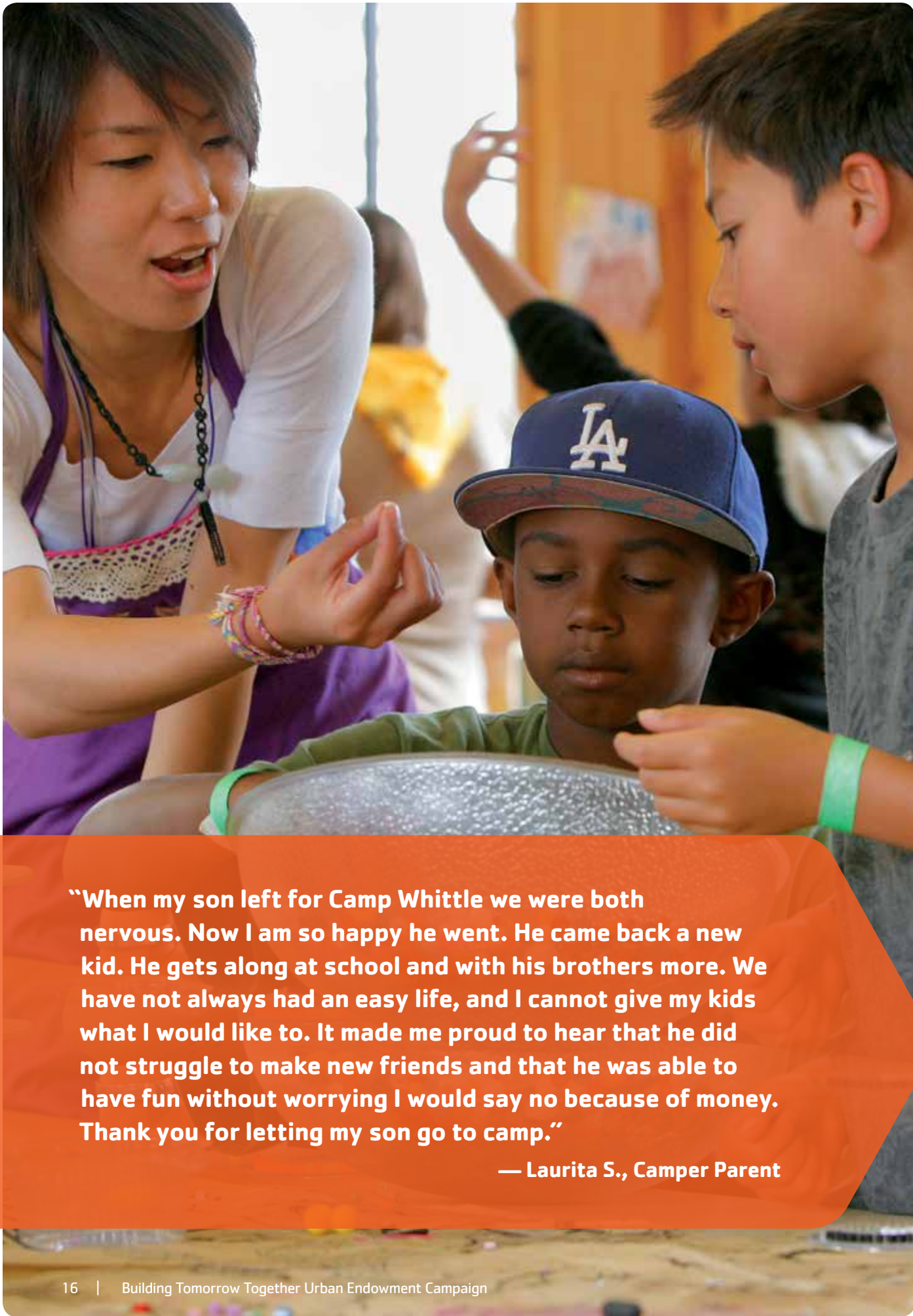
support for Youth & Government participants’ election campaigns and document the experience with the production of short films. YIMA participants also publish printed and online magazines, produce PSAs on issues of concern for youth in their neighborhoods, and create visual archives of Y service work.

DEMONSTRATED RESULTS

Youth Institute Media Arts participants have shown significant improvements in the fundamentals of leadership, including written communication, speech communication, group dynamics, personal skills, and planning skills. They have also shown significant increases in their tech skills in web design, word processing software, data processing software, digital video filming, digital music creation, presentation software, digital video editing software, graphic design, digital photography, and animation. Youth also report a significant increase in academic self-perceptions, educational motivation, and self-regulation. Every graduating senior from Weingart East LA’s Youth Institute Media Arts has headed to college.

Your support will expand programs that help kids speak up, stand out, and become the leaders who will define our future.





“When my son left for Camp Whittle we were both nervous. Now I am so happy he went. He came back a new kid. He gets along at school and with his brothers more. We have not always had an easy life, and I cannot give my kids what I would like to. It made me proud to hear that he did not struggle to make new friends and that he was able to have fun without worrying I would say no because of money. Thank you for letting my son go to camp.”

— Laurita S., Camper Parent

CAMP

FUN THAT SHAPES THE FUTURE

School’s out, and outdoor adventures are in! But for a lot of kids from urban Los Angeles, school breaks mean boredom and falling farther behind their peers academically.

Because the skills and lessons learned at **Camp** make a tremendous difference in a child’s life and have inspired leadership in a vast number of campers, the LA Y makes it a fundamental component of our work in every community.

Camp is discovery in action. It teaches self-reliance, a love for the outdoors and the development of attitudes and values that build character and leadership — all amidst the fun of campfires, canoeing, archery, rock climbing, and meaningful relationships. Camp is often the springboard for academic achievement, especially for those who need it most.

The LA Y has three camps in national forest land with breathtaking vistas: YMCA Camp Whittle close to Big Bear Lake, YMCA Camp Round Meadow near the Santa Ana River and Jenks Lake, and YMCA Camp High Sierra near Mammoth Lakes for teens with tent camping, inner tubing on the Owens River, and experienced counselors who foster their desire and ability to have a positive impact in the community. The majority of our campers from urban

Los Angeles have never experienced the quiet beauty of a forest and are in awe as they encounter wildlife like deer or coyotes in camp. Most of them have never seen a lake let alone experienced the serenity of canoeing on it, or the raucous fun of banana boating. They have never experienced the intimacy of campfires and the coziness of cabins in the forest. All the new experiences guided by our devoted, trained counselors challenge campers’ beliefs about what they can do. Camp opens up a world of possibilities.

DEMONSTRATED RESULTS

An independent survey was developed by camp assessment researchers to include key measurements of impact. Through this tool, the LA Y learned that in 2015:

96% of parents would send their children back to Y Resident Camp.

80% had seen positive growth in one or more specific personal development measures in their children, including confidence, character, sense of achievement, outdoor skill, interpersonal skill and/or in the relationship the child had with their parents.



Fostering social responsibility and inspiring volunteerism.



Nurturing the potential of children and teens.



Improving health and preventing disease.



YMCA OF METROPOLITAN LOS ANGELES

“Throughout my years of public life, I’ve seen how the Y’s commitment to serve a diverse population has brought people together to solve problems and improve lives. But there are many more local families who desperately need the Y. Join me in helping expand the Y’s reach.”

— Linda Alvarez, Board of Directors



OUR CAUSE

At the Y, strengthening community is our cause.

OUR VISION

All Los Angeles communities will be home to the healthiest children, teens, and families.

OPPORTUNITIES FOR ALL

Our programs from A to Z — academic help to zumba classes — involve more than half a million active members. They enable kids to realize their potential, prepare teens for career success, empower people of all ages to be healthier, prevent disease, and overcome chronic illness, prepare people for employment, welcome and embrace newcomers, and help foster a service ethic. And that’s just the beginning.

FROM THE PRESIDENT AND CEO



Every day our 26 Ys throughout Los Angeles respond to profound, ever-changing needs and strengthen the bonds of their communities.

Together with you, we have the power to make an even greater difference on a far bigger scale.

With our proven **Urban Initiative: Cradle to Career Success** programs, the Y is uniquely equipped to empower children to stay in school, to gain skills and confidence, to find their voice, and to work with their communities to create positive change.

We just need you to join in Building Tomorrow Together to immediately provide the most vulnerable children, teens, and families in Los Angeles with desperately needed support and opportunities to play, to learn, to be healthy, and to give back. Your gift will be invested and the distribution of earnings will sustain the Cradle to Career Success programs, creating lasting change.

The good we each do and how we expand our blessings to those in need tell the stories of our lives and secure our legacies. Please step forward and together, we will create a better Los Angeles — for everyone.

Please join us for a better tomorrow together.

Alan C. Hostrup
President and CEO
YMCA OF METROPOLITAN LOS ANGELES

We invite you to join in supporting the **Building Tomorrow Together Urban Endowment** by calling our Mission Advancement Office at 213 351 2285.

YMCA OF METROPOLITAN LOS ANGELES

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