



**FREEDOM VALLEY YMCA**  
CORPORATE OFFICE  
19 W. Linfield-Trappe Rd  
Limerick, PA 19468

Fall 2011 Newsletter

# LETTER FROM THE PRESIDENT

## GIFTS OF TIME TALENTS & TREASURE

The Freedom Valley YMCA continues to embrace our community by providing unique programs and services throughout our neighborhoods. With the numerous shifts in our economy, the Y is one constant you and your family can continue to count on.

The YMCA partners with community leaders, volunteers and organizations to deliver lasting personal and social change. We count on the generosity of these supporters for facility improvements and to fund programs that drive a healthy, confident and connected way of living.

The John Middleton Company in Limerick, PA recently awarded the Y with a \$30,000 grant. Parent company, Altria, started the fund when employees said they wanted to celebrate positive work in the community through personal donations. The grant will fund aquatic wheelchair lifts affording disabled individuals the benefits of water safety and aqua fitness classes.

Y-partnerships provide opportunities for others to benefit from programs such as Spring-Ford Transitional Employment Program (STEP). STEP equips students with special needs with hands-on work experience where, under the guidance of YMCA staff, young adults acquire skills and training by working in unpaid internships in our local community.

Volunteers like Mark Garrett, Director, Clinical Research, Oncology at PharmaNet and the support of the Phoenixville Hospital represent how dedication and time result in worthwhile programs like Pink Confetti. This fitness program was developed for breast cancer survivors who have become de-conditioned or chronically fatigued from cancer treatments. Cancer survivors will experience physical and emotional benefits during their fitness sessions which will pilot in our Spring Valley and Phoenixville YMCA branches early 2012. Participants receive a free 7-week YMCA membership into this program.



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# SPECIAL REMINDERS

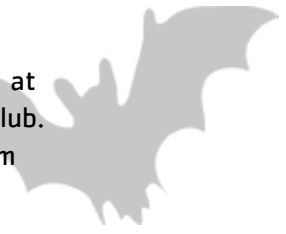
## FALL FESTIVITIES

### October 21 & 22

Halloween Haunted House  
Spring Valley YMCA  
Friday 6:00-8:00pm  
Saturday 5:00-7:00pm

### October 22

Pumpkin Festival at  
Audubon Swim Club.  
11:00am-3:00pm



### October 28

21<sup>st</sup> Annual Pottstown YMCA  
Safehouse & Treat Trail / Food Drive  
6:00-8:00pm

### October 29

Upper Perkiomen Valley YMCA  
Halloween Safety Day  
10:00am - 12:00 Noon

### November 2

2<sup>nd</sup> Annual Phoenixville YMCA  
Health Fair - 5:00-8:00pm



## FALL 2 PROGRAM SESSION

### October 31 - December 18

Don't forget to register for your favorite programs and classes!

# FUN! WITH A SPLASH OF CONFIDENCE

Research shows that if your child does not learn to swim by the third grade it's likely that he or she never will. To help combat this statistic, the Pottstown YMCA has partnered with schools and parents of third grade students in the Pottstown Area School District for the past 13 years.

The partnership provides a six week program that allows third grade students to participate as part of their physical education program. The collaboration is funded through the Y Cares campaign, the Freedom Valley YMCA financial assistance program providing more than 3,800 students with swim instruction at the beginner, intermediate and advanced levels. Students are taught basic skills such as floating on their back and stomach, flutter kicking, the paddle stroke and safety tips for participating in water activities.

**"Swimming is an essential activity to learn** for recreation and safety," explains Joan Daly, Branch Executive Director. "At the last class, we invite parents to observe the progress their children have made during the six-week course."

Our indoor pools allow us to continue this program through the cold months prepping your tween for a summer of safe play! Check out the winter program guide for a host of aquatic classes available to swimmers of all levels interested in furthering their skills.



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These are just a few ways the community works to support our cause, and the reasons we rely on your generous gifts.

Last summer, Sara Bones, a self-taught, award winning photographer used her camera and vision to help us promote our purpose and the importance of why we care. In late October, the Y's branches will display

her images illustrating several Y programs and stories that bring them to life.

Sincerely,

A handwritten signature in black ink that reads "Jay R. Schaeffer".

Jay Schaeffer  
President & CEO, Freedom Valley YMCA

## GROWING STRONGER TOGETHER

Each day at the Y, families are coming together to get healthy. Children are engaging in physical activities, learning social skills and building self-confidence. Parents are enjoying working out on the latest cardio equipment and participating in group fitness classes while knowing their children are in a safe, nurturing environment.

**Stop in now at the Spring Valley YMCA to check out our newly expanded wellness center, rock climbing wall, new free weight area & MAJIC Center for teens / adults!**

In addition, a new martial arts studio has been constructed thanks to a generous benefactor. Our special needs program room has been relocated to a new, enlarged facility because of a charitable donation from Paul & Carol Touhey. Thank you to our donors for making a positive impact in our neighborhoods.

# SCORE GOALS ON THE FIELD ACHIEVE GOALS IN LIFE

For many kids, the Freedom Valley YMCA is the fundamental foundation of their choices in becoming active and building life-long healthy habits. For more than 30 years, the Y's youth sports leagues have provided benefits far greater than physical health. It has enabled our young people to build self confidence, positive relationships and good sportsmanship all through an avenue of organized sports. Participating in youth leagues at the YMCA is about building the whole child from the inside out.

At the YMCA, we depend on the generous time and talent of hundreds of volunteers to coach our players through drills and games that build skills, develop coordination, and enhance the love of the game. With nearly **2,650 kids participating in our 2011 season**, it took a small army of volunteers from coaches to scoreboard operators to set-up crews to make it come together. This effort is lead by Dan Babiak, Association Sports Director, who has given more than 13 years to the local youth sports league programs and has built one of the most successful volunteer driven programs in the area.

The Freedom Valley YMCA provides youth with the opportunity to learn the game in a safe and fair environment where our core values of **caring, honesty, respect and responsibility** are at the center of the program.

Tom Kuranda, local businessman and coach of the 6-7 year old Flag Football League at the Phoenixville branch, has coached various sports within our Y's league program for many years.

**"I love making a positive impression on the young kids and passing on the core values, which will steer them towards making good decisions throughout life."**



In addition to coaching, Tom supports the league programs with donations to our Y Cares Campaign. One hundred percent of his gift goes to help less fortunate children participate, regardless of their inability to pay.

Tom's generosity is at the core of our existence. It is only through the support of hundreds of volunteers and philanthropic donations of public and private donors that the YMCA is able to impact our community.

# MISSION IN ACTION

## DRIVING AWAY THE COLD

Many families across our region struggle during the winter months because they are unable to afford proper cold-weather attire. In an effort to provide new coats this winter for children in our community, the Freedom Valley YMCA has teamed up with Auto Dealers CARing for Kids Foundation (ADCK). ADCK formed this outreach program to enhance and enrich the lives of children in the dealership service areas.

This year, the Freedom Valley YMCA was recognized as the premier distribution partner. **On October 21, our child care centers and school sites will receive 1500 winter coats in girls and boys sizes.**

The Freedom Valley YMCA is honored to work with such a great foundation with the same focus and commitment to social responsibility. We hope to continue to raise awareness of this very important cause.

For more information on this program, please contact your local YMCA branch.





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**FOR YOUTH DEVELOPMENT™  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## MEMBER SURVEY RESULTS

Thank you to those members who took our online member survey. The results are in - - here is a summary of how we rated in 2011.

**Overall quality of the Freedom Valley YMCA.....91%** (Excellent / Good)  
**Friendliness of Staff..... 91%** (Excellent / Good)  
**Cleanliness of Facilities..... 85%** (Excellent / Good)  
**Quality of Programs..... 85%** (Excellent / Good)

**83% are aware that Freedom Valley YMCA serves all people regardless of their ability to pay.**

**88% feel welcome at the Y!**

**93% feel the Y Is a good place to bring children.**

**47% of members use the Y at least 3 times each week**

If you would like to receive future surveys and online updates, make sure we have your updated email. Call your member services desk at your Freedom Valley YMCA branch today.



### Share Your Story!

If you know a member who has a story that can benefit others, please share it with us!

### Submit your Y-story to:

**Freedom Valley YMCA**  
Public Relations Dept.  
19 W. Linfield-Trappe Rd.  
Limerick, PA 19468 or email  
[marketing@fvymca.org](mailto:marketing@fvymca.org).