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FAMILY YMCA OF THE DESERT EXCEEDS ANNUAL FUNDRAISING CAMPAIGN GOAL

PALM DESERT, CA (MARCH XX, 2018) – Family YMCA of the Desert completed its 2018 Annual “Be the Hero” Fundraising Campaign, which took place February 1 to March 7, raising over \$557,590.

“Our goal was to raise \$505,000 this year, and we are so grateful to our supporters who made contributions and pledges going above and beyond that number,” said Campaign Chair Dodi Henry. “The much-needed funding enables us to continue and add to our programming, serving over 3,800 children and youth every day here in the Valley.”

Individuals, businesses, board members and staff came together to spearhead teams to raise money. Among those instrumental in leading teams for Major Gift donors were Chairperson Sally Simonds, Michele and Mark DeMille, Rick Blanke, Jr., Walter and Geri Clark, Nancy and Joe Hayes, Lizi and David Compton, Susie and Wayne Harvey, and Judy and Van Tanner. Those leading teams for Community Gift donations included Chairperson Meegan Villa, Heather Greenwood, Margaret Claggett, Renee and Bill Montante, Cindy Pieper, and Patrick Klein.

Celebrating 35 years of providing services to residents of all ages from Palm Springs to Mecca, Family YMCA of the Desert has 41 locations in the Coachella Valley. The Y is the largest licensed childcare provider in the Coachella Valley, and one of the major employers, with over 400 staff members and 200 volunteers.

Family YMCA of the Desert programs include the Coachella Valley Housing Coalition, which helps provide homes for and improves the living conditions of low income individuals; Hope Through Housing, which creates community change in neighborhoods threatened by crime and poverty, by providing services such as homework help, healthy snacks, games, crafts and activities for kids in after school care; aquatics programs including swim lessons and exercise classes at the Palm Desert Aquatic Center and La Quinta Fritz Burns Park; the Youth and Government program for high school students, designed to give them a hands-on experience

learning about state government through debate, legislative writing, and court litigation; as well as the more well-known programs such as youth sports, day camps, residents camps at Camp Oakes and Camp Fox, and after school care.

For additional information and Family YMCA of the Desert, visit www.ymcaofthedesert.org, or call (760) 341-9622.

About Family YMCA of the Desert

Family YMCA of the Desert is one chapter of the national YMCA, a leading nonprofit organization, strengthening valley communities through youth development, healthy living and social responsibility. Serving the entire Coachella Valley since 1982, there are 41 locations in the desert cities, serving 3,800 youth daily. With dedication and consistent leadership, the Y programs promote character with strength of mind, body, emotions, and value systems. The supervised programs and organized activities are curriculum-based, serving age groups of 2 years to 18 years with the mission of building character, offering good citizen modeling, and contributing to the development of future leaders. For more information on the Family YMCA of the Desert visit www.ymcaofthedesert.org

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