



Superior Douglas County Family YMCA Debt Reduction Campaign

Challenge Opportunity

Through the generosity of Reuben Johnson & Son, Inc. a challenge has been offered to reduce our debt to put the Y in a healthier financial position. For every \$3.00 collected to pay down the debt, Reuben Johnson & Son Inc will contribute \$1 up to \$100,000. Money must be paid prior to December 31, 2011 for match to be honored.

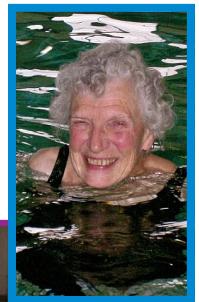


Our Mission

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Our cause

At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.



Community Impact

- Nearly 4,000 Members (1 out of every 5 are scholarship)
- Last year the YMCA provided over 1,100 youth and families in need with services valued at over \$84,000
- Serve over 7,000 individuals annually through programs
- In 2010 over 70,000 people used the family pool for lessons, classes, therapy, or recreation



Project History

- In response to the community need, the YMCA went out on a capital campaign in 1999 to raise 4.2 million dollars to add a family pool, youth and family locker rooms, and a new fitness center. Over 2.5 million dollars was raised.

ness center. Over 5.5 million dollars was raised.

- The project was completed in spring of 2001, leaving the YMCA with over \$600,000 in debt.
- Over the last 10 years the YMCA has paid nearly \$300,000 off of this debt out of general operations which restricts our ability to serve the needs of our members and community.

To date \$80,000 has been raised including matching funds with this challenge and as of September 22, \$240,000 debt remains.

Paying off our debt will allow the Y to do even more for the youth and families in our community. When you give to the Y, you strengthen our community. As the nation's leading nonprofit for youth development, healthy living and social responsibility, the Y uses your gift to make a meaningful, enduring impact right in your own neighborhood.



We need your help!
Remember for every \$3.00 donated, Reuben Johnson & Son, Inc. will contribute \$1.00
No gift is to small!

Please mail or bring your tax deductible contribution
 to the YMCA 9 N 21st Street, Superior, WI 54880

Name: _____ Gift Amount Enclosed _____

Address _____

City _____ State _____ Zip _____

For more information on giving opportunities,
 contact Michael Kraft, Executive Director or Jackie Minor, Program Operations Director at
 (715)392-5611