

## UPPER PERKIOMEN VALLEY YMCA OPENS ITS NEW DOORS

January 23rd marked the opening of the Philadelphia Freedom Valley YMCA's newest branch in Upper Perkiomen where thousands of new members from the surrounding communities were welcomed.

In its first 30 days, the success of the new Y has been amazing. It brings vital programs and services to the residents of Pennsburg and surrounding communities and has added more than 200 jobs. The addition of this new facility will have a tremendous impact in creating new connections between local neighborhoods in the area.

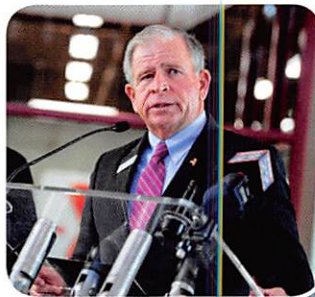
Developed by Kramer+Marks Architects, the 72,000 square foot facility is home to the largest running track of any of the 18 YMCA branches in the Philadelphia Freedom Valley YMCA. The branch features a grand two-story atrium lobby, a 6-lane pool and two family-friendly recreational pools with a water slide. The facility also includes a Wellness Center equipped with cardio conditioning and strength training equipment, a full-court gymnasium, an outdoor recreational field, a community multi-purpose space for youth and family programs and more.



"We are excited to finally be at this stage in the long-awaited process," says Michael Tannous, Executive Director, Upper Perkiomen Valley YMCA. "The staff, volunteers and members of the Y will always remember the incredible journey it took to get to this point, and for that, I say, thank you."

The addition of this spectacular YMCA completes a 60 year old dream. The Y sits on a 32-acre portion of Kistler-Bitting Park, donated by the Kistler and Bitting families to the community. The vision was to create a recreational facility complete with a local swimming pool. Today the Y can continue to fulfill and exceed its dream of serving as the Valley's long awaited community center.

"We are especially proud to welcome the Pennsburg community to our new branch," says John Flynn, President and CEO, Philadelphia Freedom Valley YMCA. "While our Y's continue our good work in the Greater Philadelphia area, we are on track to repeat this success with a new branch in West Norriton. Together, these milestones enhance our presence across the region and bring us closer to our goal of nurturing our youth, improving health and well-being, and supporting our neighbors."



John F. Flynn, President & CEO speaks at the Ribbon Cutting Ceremony



Guests sign up for memberships (left) and members pose with Y-Doh during Open House Weekend (right)

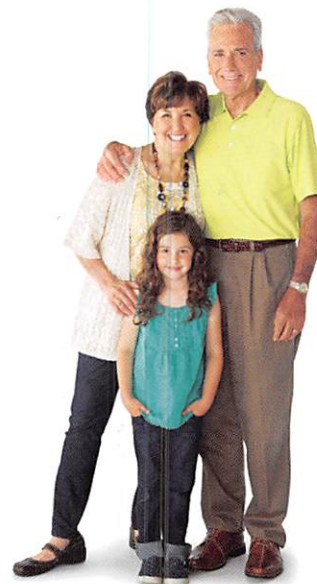
## WHAT WILL YOUR LEGACY BE?

By naming the Philadelphia Freedom Valley YMCA as a beneficiary of your will, qualified retirement plan, living trust, or life insurance policy, you will join many in our community who have created a lasting legacy to ensure our future.

The Y knows that healthy spirits, minds and bodies are building blocks of strong communities. Your contribution will directly impact the lives of so many by providing affordable, quality Child Care for working families; nutrition and lifestyle coaching for pre-diabetic individuals to prevent the onset of this disabling disease; and a safe environment for seniors to maintain an active and fulfilling life.

The Philadelphia Freedom Valley YMCA offers creative charitable giving tools and techniques that will allow you to realize your philanthropic goals while also meeting your personal planning objectives.

For questions, please contact Colleen Becht-Foltz, Director of Gift Planning and Major Gifts, at 215-963-3732 or [cbechtfoltz@philaymca.org](mailto:cbechtfoltz@philaymca.org).





# OUR ANNUAL CAMPAIGN IS IN THE HOME STRETCH

We are rounding 3rd base and heading to home plate. Our **2015 Annual Campaign** is in the home stretch and it looks like another grand slam! Led by Chair, Christopher Cashman, Executive Vice President & President of Commercial Market at Independence Blue Cross; Vice Chair, Marianne Leiberman, Proprietor, Maple Springs Vineyard, and Honorary Chair Ruben Amaro, Jr., General Manager, Philadelphia Phillies, we are set to surpass our \$5.2 Million goal. As of February 19, we have raised a total of \$5,023,572.



## Why give to the Y?

So more kids have a safe place to learn, laugh and play, more people have the guidance and tools to lead healthier and balanced lives, and more of our neighbors can access the support needed to create a better future for themselves and their families.

Your gift to the 2015 annual campaign will help us send under served kids to Summer Day Camp, provide Child Care for low income families, address diabetes prevention and awareness and give our seniors a sense of community.

At the Y we see possibilities where others see obstacles. With your support, we can surpass our goal and make an unprecedented impact. Give now to insure no one is turned away due to an inability to pay. To make a contribution visit us on the web at [philaymca.org](http://philaymca.org) and click the "Donate" tab or call Karen DeStefano at 484-674-6235.

# ANNUAL CAMPAIGN KICK OFF AT CITIZEN'S BANK PARK

The Annual Campaign Kick Off at Citizen's Bank Ball Park is always a night to be remembered. This year's January 8th event was no exception. Inspirational words from Ruben Amaro, Jr., our 2015 Honorary Annual Campaign Chair; Chris Cashman EVP and President of Commercial Markets at Independence and Campaign Chair; Seth Williams, District Attorney of the City of Philadelphia; Anthony Hardy Williams, Pennsylvania State Senator; Art Taylor, President and CEO of BBB Wise Giving Alliance and alumni of the Christian Street Y wowed the crowd.

Almost 400 people attended the event including volunteers, staff, community leaders and members of the Philadelphia Freedom Valley YMCA as we officially kicked off the 2015 Annual Campaign, Community Phase. There was an atmosphere of enthusiasm, excitement and even competition, as each of the branches gave their shout outs. Together, we plan to hit our \$5.2 Million Annual Campaign goal out of the Ball Park!

