



YMCA DAY OF GIVING – National Day to Support Local YMCAs

*Funds raised on **March 2** will help support the Y's ongoing mission to support local communities*

CITY (February 26, 2021) – The YMCA is launching its annual **YMCA Day of Giving on Tuesday, March 2, 2021**. YMCA Day of Giving is an annual one-day giving event that provides an opportunity to give to your local YMCA. The Y is one of the nation's leading nonprofits strengthening communities through youth development, healthy living and social responsibility.

People can visit most **Association Name** branches on **Tuesday, March 2nd** and learn more, participate in branch activities and donate in-person. Donations can also be made online at www.ymcadayofgiving.org.

Funds raised this year will support the **Dallas YMCA's Catalyst Initiative (the Y's ongoing COVID response effort)**, eliminating childhood drowning, the Y Learning Academy, camps, healthy living, preschool, STEM, youth sports, youth & government, and the **Ashford Rise School of Dallas**. [list programs or areas of impact that donors can support]

"insert quote," **said Name**, **President and CEO** of the **Association Name**. "The **insert community name** community always steps up when there is a need and we are hopeful for a big response this year. All funds that are raised on the Day of Giving allows the YMCA to serve **estimated number of people exa: thousands** of people in our community."

YMCA Day of Giving was started in 2015 by the YMCA of Northwest North Carolina and launched by the YMCA of Metropolitan Dallas in 2018. In 2020, almost 30 YMCAs took part in the national one-day giving event raising over \$548,000. Since Throughout the pandemic, the YMCA has focused on serving our neighbors in need. Since inception, YMCA Day of Giving has enabled the **Y to raise over \$1.5 MILLION** in charitable gifts to support local communities throughout the country.

Provide additional information for why people should support the YMCA here (2 or 3 sentences)

Donations on YMCA's Day of Giving will help ensure this work is able to continue in 2021 as our community begins to recover from the effects of COVID-19.

About the [Association Name]

Insert boilerplate about the Association. This is a general description of the YMCA that provides a general overview for the media.



YMCA DAY OF GIVING

www.ymca dayofgiving.org