

Virtual Fundraiser to Benefit the Bronx Castle Hill Y



Our Story

Every New Yorker deserves the opportunity to achieve their full potential—as individuals, as families, and as neighborhoods. New York City’s YMCA is here to help fellow New Yorkers and our neighborhoods stay healthy in body and mind and gain the skills and opportunities we all need to thrive. Where there’s a Y, there’s a way for all of us to grow stronger, together.

Located in the South Bronx, the Castle Hill YMCA is the **only** New York City YMCA to offer an outdoor pool, as well as state-of-the-art exercise equipment, an indoor pool, child-care while you work out, and a community committed to helping you achieve your goals. It is also the only Y location within the Bronx borough.

The COVID-19 crisis has had a significant impact on our community and has caused a devastating financial loss for the YMCA at Castle Hill. Our organization represents thousands of youth and families who live in highly vulnerable communities and rely on our services and resources.

The significant loss in revenue may force our organization to shut down some of our core programs including early childhood centers, after school care and learning support from our highly skilled and trained Program Coordinators. To help address the current educational crisis in New York City, we have tapped into our emergency funding to provide a safe environment with Wi-Fi accessibility for students who are unable to attend school of those days.

We need your help in order to move forward.

Our Objective

In response to COVID-19, we've adapted our fundraising approach to host a Virtual Fundraiser Event to help us sustain our programming services that support our youth, teens, and families in the Bronx community. Our goal is to raise **\$100,000** - and you can help us get there!

All sponsorships and donations will directly support:

- **The YMCA After School Program and Learning Labs:** A hybrid program with virtual and indoor socially-distant after school care for children who need a safe, clean and productive environment to visit after school. The YMCA staff provide academic support, emotional learning, and activities to increase students' interest in STEM. The program partners with local schools to identify families who can benefit from free programming services offered daily.
- **Teens Take the City:** Remote civic engagement program educating teens about our democratic system and the policies that impact them directly. As student's progress the program, they are tasked with developing strategies to implement policy change. At the conclusion of the program, teens visit City Hall to present their policy change, teaching them the importance of self-advocacy and leadership.
- **Outdoor Fitness Classes and Virtual Workout:** The Castle Hill YMCA offers outdoor fitness classes for the Bronx community. Wellness should not be a privilege, and an important part of maintaining a healthy lifestyle during these uncertain times is staying active. The Y offers spin, Zumba, kickboxing and more classes in a safe outdoor environment.

Donor Sponsorships

\$15,000

Castle Hill



Supports food, supplies and PPE for 10 months of Y Learning Lab & Y Afterschool Programs

\$10,000

Yankee Stadium



Supports 6 months of remote workshops and incentives for 150 teens

\$5,000

Bronx Zoo



Provides 8 months of college access support for 40 high school teens

\$2,500

Bronx Botanical Garden



Purchases greatly needed books for 7 Learning Labs Classrooms

\$1,000

City Island



Sets up 1 student for remote learning with a tablet & school supplies

\$500

Van Cortland Park



Prepares 5 children with school supplies

\$200

Fordham



Backpacks for 7 students

\$100

Bronx River

Snacks

Event Emcee: JULIET PAPA



Juliet Papa is an award-winning news reporter covering all aspects of New York City news, breaking news, live shots, special coverage. Ms. Papa has dedicated her career to all formats of local journalism - spoken, written and photographed. Her assignments have included the trials of Martha Stewart, Sean "Diddy" Combs, the Mafia Cops and John Gotti Sr. and Jr., and she has published several true-crime books including *The Mafia Handbook* and *Ladykiller*.

Ms. Papa is the recipient of numerous Edward R. Murrow and New York Press Club awards. She was named the Associated Press Reporter of the Year in 2000. She sits on the Executive Committee of the Inner Circle, a journalists' group that writes and performs a charity political lampoon show, and is also on the organizing committee of the annual Artists/Writers charity softball game in East Hampton, NY.