

FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

INSPIRING PURPOSE

2013 IMPACT REPORT

ABORATION » VISION WELL-BEINS » ABORATION » VISION WELL-BEINS » MADACT » COMMITMENT » NURTURE HOCKOMOCK AREA YMCA

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DEAR FRIENDS,

Each one of us has a Y story.

In the pages that follow, you will experience individuals, families, and communities who are healthier, more confident, and connected because they have a Hockomock Area YMCA story...a story of parents who were inspired to live a healthier lifestyle for themselves and for their daughters...a story of a child in our preschool program that loves learning and is thriving in our classrooms...a story of a teen who enjoyed life-changing experiences as part of our leadership development program...a school district that looks to our YMCA as a valuable partner in helping meet emerging needs. We are proud to be part of their journeys.

As a Y community, we strive to inspire purpose in living our lives to the fullest. Through our focus on youth development, healthy living, and social responsibility, we embrace and nurture the promise and purpose that lies in all of us.

At the Hockomock Area YMCA, we believe we have something special, a sense of community, and that everyone should have access to it. With your philanthropic support, more than 15,000 individuals, children, and families are able to enjoy a YMCA experience.

We are proud of our volunteers who are part of the life-blood of our organization. In 2013, our 833 policy and program volunteers contributed 22,962 hours. This is the commitment of a caring community. This is how we fulfill our mission. This is what inspires passion and purpose.

Thank you for investing in the Hockomock Area YMCA and for helping to make possible the stories you will read in the pages that follow. On behalf of our Board of Directors we feel privileged to share these stories of impact and recognize the contributions of so many that make our YMCA an important part of all of the communities we are proud to serve.

Sincerely,

Jeffrey P. Dufficy Chairman, Board of Directors



Edwin H. Hurley President



OUR MISSION

The Hockomock Area YMCA is a not-for-profit charitable community service organization of men, women, and children of all ages, ethnic origins, religious affiliations, and socioeconomic levels united in a common effort to positively influence the quality of life of its members, families, and communities. Based on the foundation of Judeo-Christian values, our programs and activities emphasize the development of the whole person in spirit, mind, and body and are available to all individuals regardless of their ability to pay.

PICTURED PAGE 2 AND ABOVE: Jeff Dufficy and Ed Hurley with youth and teen members of our Special Olympics Unified Basketball team. "The Y is warm and nurturing ...Joscelyn is thriving developmentally and socially."

loscelyn's mother

INSPIRING PURPOSE THROUGH CHILD CARE

Our commitment to strengthening the foundations of community means being there for children and families. The Hockomock Area YMCA brings together more than 1,200 families in our Early Learning Centers. Across our four locations and in six school districts, from infant to school age care, the Hockomock Area YMCA strives to give youth the best start in life. Today's working parents rely on quality child care, entrusting our YMCA to create a safe and caring environment for their children to grow.

Joscelyn's family selected the Y for full day preschool for their daughter Joscelyn. "The Y was our first choice. The Y is warm and nurturing. We love Joscelyn's teachers, they are caring and my husband Derrick and I appreciate the open communication and involvement in our daughter's care at the Y," noted Justine. "Joscelyn is thriving developmentally and socially. She's inquisitive—learning to write her name and asks us at home how to spell certain words. It's a direct correlation to what she is learning at the Y."

In addition to a rich educational foundation, our curriculum extends further. With a commitment to healthy living, all of our child care programs teach children the importance of healthy minds and bodies through nutrition classes. We take these teachings one step further by offering numerous eight-week sessions of Y programs



Joscelyn enjoys learning at our Invensys Foxboro Branch.

including swim lessons as well as sports and gymnastics classes for children to exert energy, improve physical activity, and develop new skills.

In May 2012, our iPad Technology Initiative was launched and is revolutionizing our approach to teaching. The program is enriching the experience of 200 children in our preschool programs and an additional 244 children in our school-age programs with hands-on and multisensory learning. This equates to nearly 20,000 iPad curriculum hours. Parents and teachers have indicated this technology has sparked children's interest in learning.

"Joscelyn is always eager to use technology to learn through games, ebooks, and videos that compliment the classroom," exclaims Eileen Valedofsky, director of iPad curriculum and instruction at the Y. Eileen goes on to say, "One of Joscelyn's greatest strengths is her kindness. During iPad class, Joscelyn stops what she is doing to help a friend if they are having difficulty with an app. She is a kind citizen who is an adept digital learner ready for the 21st Century!" adds Eileen with a smile.

Partnering with families, our Early Learning program nurtures every child and teaches the important values and skills to become engaged, productive citizens ready to make a difference in the world.

INSPIRING PURPOSE THROUGH SUMMER CAMP



Jquan (far right) enjoys summer camp with new friends.

Through a variety of activities and leadership opportunities, Hockomock Area YMCA summer camp helps participants reach their fullest potential. Developing social and coping skills, self-confidence, and self-esteem, camp focuses on fun, friendship, and the age old traditions of summer.

Two summers ago Cheryl, a grandmother with custody of her grandson Jquan, was looking for a summer program that provided scholarship assistance as well as an environment that encouraged inclusion and acceptance. Cheryl turned to her pastor for guidance who told Cheryl, "It takes an entire community to support families and the fact that the YMCA is there to help is invaluable."

Cheryl shared that Jquan came to camp with an individualized education plan and after a short period of time she told Y staff that, "The Hockomock Area YMCA has been a wonderful experience for both Jquan and me. Thank you so much." A Y staff member called Jquan recently to ask about his summer camp experience and he exclaimed, "I loved camp at the Y. I made new friends and I can't wait to go to camp this summer!" Jquan even asked if he could sign up over the phone. In the summer of 2013 the Hockomock Area YMCA provided over \$100,000 in confidential scholarship assistance to make summer camp experiences possible. Summer camp is an important normative life experience for youth and teens. And our YMCA is very proud of the opportunities provided every summer to thousands of kids in the 15 communities we serve. Kids like Jquan and the friends he made at camp enjoy a great summer experience. And parents and guardians like Cheryl rest easier knowing their loved ones are in a safe and nurturing environment.

This summer will be Jquan's third at Y camp in Foxboro and our camp staff look forward to seeing him again. Camp Director Ashli Phillips said fondly, "Jquan is always a happy camper and is able to make friends with anyone." Remarked Teen Director Dan Demars, "He has a great attitude with an infectious enthusiasm and smile." And counselor Ed Finch exclaimed, "Jquan is such a fun kid to have in a group. What always impresses me is his willingness to try."

Jquan has come a long way from his first days of camp when he arrived very anxious and unsure of himself. He is a great example of how the magic of summer camp can transform a child. "I loved camp at the Y. I made new friends and I can't wait to go to camp this summer!"

> – Jquan, Summer Camp participant

"The teen environment at the Y is one of trust and inclusiveness that allows teens the freedom to be themselves."

Brooke's mother

INSPIRING PURPOSE THROUGH

TEEN LEADERSHIP DEVELOPMENT



Brooke, second from right, joins Hockomock Area YMCA teens at Northeast Leaders School Fall Rally.

"Building Bridges and Blazing Trails" was the theme for the Northeast Leaders School Fall Rally held this past November on Lake Huguenot in upstate New York. It is also an appropriate phrase to describe the teen leadership and development programs offered at all three branches of the Hockomock Area YMCA.

The Y is committed to engage young adults through leadership development, mentoring, and experiential education.

At the Rally more than 250 teens from around the Northeast gathered, including 18 young adults from our Y. At the conclusion of the Rally, 16 teens were honored with special recognition for the impact they made on those who attended. Five of the 16 honored were from the Hockomock Area YMCA.

One of those five Hockomock teens recognized was Brooke Milosh from the North Attleboro Branch. When asked to describe the impact the Y's teen programming has on her daughter, her mom Kim shared, "My family is so thankful for the many social and developmental opportunities that the Y provides teens, resulting in skills, memories, and friendships that will last a lifetime. The teen environment at the Y is one of trust and inclusiveness that allows teens the freedom to be themselves." When Brooke was asked to share her experiences at the Rally, Brooke exclaimed, "Fall Rally was by far one of the most inspirational and moving weekends of my life!" Expounding on the rally experience Brooke went on to say," You are placed in a living group with kids around the same age as you. This is like a test, accepting your group for who they are, not how they appear. As you and your group go through different team building exercises, you realize there are more similarities than differences, you share similar values and at the end everyone in the group has become a close friend." When Brooke was asked what she would say to a teen thinking about attending she remarked, "You will be forever changed and you will see life in a totally different way."

Last year, 19,718 teens took part in various programs and activities including YMCA Leaders Club, Junior Leaders Club, and our Youth & Government Program. At the Hockomock Area YMCA our teens are building bridges and blazing trails every day.

INSPIRING PURPOSE THROUGH HEALTHY FUTURES



Children at South Elementary School in Bellingham participate in the BOKS program.

The Hockomock Area YMCA's Healthy Futures initiative was established in 2006 at our Bernon Family Branch in Franklin with support from the MetroWest Health Foundation. The program expanded in 2009 with funding from the Stop & Shop / Giant Family Foundation. The Healthy Futures Initiative addresses the primary causes of obesity in our young people including physical inactivity and poor nutrition.

Our partnerships with school superintendents, principals, teachers, food service directors, and parent groups, have been the centerpiece of Healthy Futures' sustained impact.

One shining example of parents, teachers, and the Y collaborating to benefit students occurs at Bellingham's South Elementary School, where principal Eileen Tetreault exuberantly speaks of the BOKS program, "We have a wonderful relationship with the Hockomock Area YMCA, introducing us to this fun and exciting program! There are so many great things to say about it. It's run by parents who really have fun helping kids move to the music before school begins." The BOKS program, an initiative in partnership with the Reebok Foundation, is powered by communities and relies on the help of parents, teachers, schools, and local volunteers to give kids a boost that will set them up for a day of learning.

Tetreault continues, "Our children finish their exercises with big smiles, rosy cheeks, and a glisten of perspiration on their foreheads. And then some of them move on to the cafeteria for a nutritional breakfast. To start your day that way—how wonderful is that!"

Keeping kids moving and well nourished are core goals of the Y's Healthy Futures program. "We really appreciate the Y and all it offers us...the nutrition guidance, the health programs, and all the wonderful ideas. I don't know who's more excited, the parents or the kids!" noted Principal Tetreault.

Healthy Futures is a wonderful example of inspired community engagement. Partnerships like this demonstrate the power of collaborating with others who share our vision for a healthier community. "We really appreciate the Y and all it offers us...I don't know who's more excited, the parents or the kids!"

> – Eileen Tetreault, South Elementary School Principal

"The Y is part of our lives now... We've changed our lives, that's for sure! Our children run track, play dodge ball, dance in Zumba classes, and even take yoga."

– Erica

YOUTH DEVELOPMENT

INSPIRING PURPOSE THROUGH PRESCRIPTION FOR A HEALTHY LIFESTYLE



The Briggs Family at the Bernon Family Branch pictured left to right: Shelby, Erica, Victoria, Al, and Lainee.

As our society has evolved, we face many challenges to our health...some brought on by our lifestyles and environments, and some that are out of our control.

Whether a chronic disease rears its ugly head or lurks in the shadows of one's family medical history, the Hockomock Area YMCA's Prescription for a Healthy Lifestyle (PHL) programs and a staff of compassionate professionals stand ready to help people seek a better level of health.

Our supportive 12-week, small group physical activity programs are making a positive difference in the lives of individuals diagnosed with or at risk for a chronic disease. These sessions are provided at no charge, and include complimentary family membership, with a goal of creating healthy habits for the entire family.

One very popular PHL program, Exercise is Medicine, is a small group physical activity program designed for individuals who struggle with incorporating exercise into their daily routine.

Meet the Briggs family: Al, Erica, nine-year old twins Shelby and Victoria, and six-year old Lainee. Al explains how they became enthralled with Exercise is Medicine, "There's heart disease on both sides of our family, and I just lost my father last June, so keeping healthy has been on Erica's and my mind." The program goal is to help participants increase daily physical activity by providing supportive and educational tools to improve current behavior. Erica chimes in, "I started with the TRX Training class, using weights, and doing aerobics twice a week at my own pace. I was afraid that I was not in good enough shape to begin exercising, but I was encouraged to take my time and felt fully supported by the fabulous Y staff."

The kids took swim lessons, karate classes, and participated in gymnastics, and soon the whole family was in an exciting exercise routine together. "The Y is part of our lives now. We have more family time for recreation together, and at the same time, when the kids go off to their programs or to childwatch, it allows me to do something for myself," noted Erica. "We've changed our lives, that's for sure! Our children run the track, play dodge ball, dance in Zumba classes, and even take yoga."

The combination of the Y's accessible facilities and equipment, activities focused on emotional and physical outcomes, and well-trained and compassionate staff help create a recipe for success for the families we serve.

INSPIRING PURPOSE THROUGH ACTIVE ADULTS

Active adults, individuals 55 and above, are a significant and growing segment of our communities. National studies show Americans are living longer and in better health than ever before. Active adults benefit from engaging in YMCA activities that improve physical activity, enhance connections, decrease a sense of isolation, and improve overall well-being.

The Hockomock Area YMCA collectively offers 114 group exercise classes each week both in our branches and in community outreach centers like Council on Aging and Senior Centers. These classes include Zumba, Yoga, Pilates, Nia, Chairlates, Water Aerobics, and other classes to keep adults fit and healthy in both mind and body. In addition to fitness opportunities, our Live Y'ers program is a social club for active adults fifty-five and older to explore similar interests while having fun in a group setting. Active adults in the YMCA experience a strong sense of belonging and networking with friends who provide supportive communities for sustained health and well-being.

John Newport has been a part of the YMCA movement for 65 years. As a child, John joined a YMCA in New York through a scholarship helping inner city youth become connected in the community. "I've come full circle with the YMCA," says John with pride. "In 1970, my wife and I moved to North Attleboro. Our children grew up at the Y. What I love most about the Y is that it is family oriented and diverse."

"There was a time when I left the Y but I missed the people. And I realized when I came back, they missed me!" adds John. "Other places lack the community and camaraderie that is shared among people at



John enjoys Yoga class at the North Attleboro Branch.

the Y." John works out at the North Attleboro Branch three days a week in the early mornings. For the past six years, he's been doing yoga faithfully at the Y.

John is still going strong at the age of 74. "I work in a school system and have to keep up with students down the halls and up the stairwells," adds John with a smile. "I also have two grandchildren that keep me going. Last Saturday we went bowling together. I needed my yoga and stretching on Monday morning for sure," says John."The Y is helping me stay young."

Keeping adults healthy and active enriches entire communities because it empowers them to participate more fully in their families and neighborhoods. "What I love most about the Y is that it is family oriented and diverse...The Y is helping me stay young."

> – John, Y member

HEALTHY LIVING

INSPIRING PURPOSE

HERITAGE CLUB

The Heritage Club honors all those who have included the Hockomock Area YMCA in their estate plans or have made an outright gift to the Y's endowment fund. The foresight and generosity of these donors will promise a legacy at our YMCA and will strengthen the lives of those in our communities.

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For more information on the Heritage Club, contact Peter Waisgerber at 508.643.5251 or peterw@hockymca.org.

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(continued on page 12

Thanks to the inspiring support of our generous donors, our Y invested \$1,732,470 in confidential scholarship assistance and subsidized programs in 2013, helping us be there when families need us most.

(continued from page 11)

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In 2013, together with dedicated sponsors and participants, Hockomock Area YMCA Special Events raised \$298,323.

THE LEGENDS GOLF CLASSIC AT TPC BOSTON October 15, 2013





THE LEGENDS BALL AT LAKE PEARL LUCIANO'S November 19, 2013





TRIATHLON July 21, 2013

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INSPIRING PURPOSE THROUGH COLLABORATIONS

All of us at the Hockomock Area YMCA are committed to enhancing the quality of life of our members and our communities. One of the drivers fueling our mission is the impactful partnerships and community collaborations throughout the 15 communities we serve. We are proud of the strong relationships that we have with public school districts throughout our service area. One of those impactful relationships is with the Sharon Public Schools led by Superintendent Tim Farmer.

Tim recently shared how the Sharon schools focus on the academic side of children's development. They also deal with the social, emotional, and interpersonal development of students, and having the Hockomock Area YMCA as a partner has certainly made a difference in those important areas. Tim stated, "We know at the Sharon Public Schools that when there is a void to be filled, there is a resource available in the Hockomock Area YMCA."



In discussing the effectiveness of the partnership, Tim quickly commented, "It's the people at the Hockomock Y that make our partnership work so well. You can have great programming but without the right people it wouldn't work. The Y has both great programming and amazing staff." Sharon Public Schools and the Y collaborate on programs including Safe Routes to School, Nutrition Detectives, the Y's bullying prevention program called Adventures in Respect, and child sexual abuse prevention training.

Tim describes our Y as a community problem solver. An example was the district's need to provide a summer swim program last summer for children with autism. Tim remarked, "All we had to do was mention that challenge to the Y and immediately several options were presented to us. The program was a great success."

> Superintendent Farmer talked about the importance of bringing the family and the educational process together noting, "The Y's work in helping us connect the parents, students, and the school is making a difference and brings our community together through the Y's Healthy Futures initiative." Tim went on to say, "The sustainability of programs is critical and the Hockomock Area YMCA works hard to make that happen."

We are proud of our partnership with Tim Farmer and the Sharon Public Schools. It is a shining example of organizations and community leaders coming together with common purpose to make a positive difference. "The Y's work in helping us connect the parents, students, and the school is making a difference and brings our community together."

> – Tim Farmer, Sharon Public Schools Superintendent

SOCIAL RESPONSIBILITY



15

INSPIRING IMPACT



PICTURED LEFT TO RIGHT: Sonja and Alex Spier, Dianne Weinfeld, Kathy and Greg Spier, and Kevin Weinfeld with children from our Early Learning Center at the Invensys Foxboro Branch.

This past fall, we celebrated five years of community impact at our expanded Invensys Foxboro Branch. Community leaders, caring volunteers, and committed donors came together to celebrate the programs and services our Y provides to the communities of Foxborough, Mansfield, and Sharon.



Congressman Joe Kennedy, Josh Kraft, Ed Hurley, Robert Kraft, and Brian Earley.



HOCKOMOCK AREA YMCA

Bernon Family Branch 45 Forge Hill Road Franklin, MA 02038 508.528.8708

Invensys Foxboro Branch 67 Mechanic Street Foxboro, MA 02035 508.543.2523

North Attleboro Branch 300 Elmwood Street North Attleboro, MA 02760 508.695.7001

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