



Campaign for  
**STRONG COMMUNITIES**  
 YMCA of Greater Pittsburgh

**WHAT IS THE CAMPAIGN FOR STRONG COMMUNITIES?**

The YMCA annual giving appeal conducted each March to sustain CAMP AIM summer camp for mentally, physically and emotionally challenged children. In addition to CAMP AIM, scholarships to other YMCA youth and family programs are made possible by accomplishing our fundraising goal.

**WHAT IS CAMP AIM?**

CAMP AIM is a six week summer camp for special needs youth operated by the SouthHills/Cloverleaf YMCA on the site of Carlynton High School in Carnegie.



- The camp consists of three two week sessions from mid June through July.
- Enrollment averages between 110-140 youth, age 3 – 21 years
- Participants are attracted to a solid six-week program of adaptive aquatics, adapted physical education, music, art, home economics, vocational education training, and enjoy the experience of special events, field trips and graduation.
- Our staff consists of highly qualified adult supervisors who know and care about these youth. These supervisors train and direct over 60 camp counselors.
- Overall counselor to camper ratio is 1:3, which exceeds compliance requirements of the American Camping Association.

- Children from Allegheny and Washington Counties totaling over 40 different school districts attend.
  - Transportation to and from camp is a vital component.
- Over 75% of our children would be unable to attend camp if transportation was not provided.

CAMP AIM has been developed and is sustained because of the *vital need in the community* for this program!

These youth have limited opportunities for recreation and socialization during the summer months. Camp is also a time to reinforce skills learned during the school year and improve retention skills. CAMP AIM provides a positive summer experience for children with special needs that encourages...

**Achievement with Independence and Motivation! – AIM**

**HOW CAN YOU HELP?**

- **MAKE A PLEDGE TO THE CAMPAIGN**

Help us meet our goal!

- **VOLUNTEER ONE NIGHT – 3 HOURS OF YOUR TIME**

Each March the YMCA holds a Phone-A-Thon at the South Hills offices.

Calling teams are formed from within the YMCA Parent-Child Programs.

Other teams are formed from YMCA youth sports, aquatics or camp participants.

Community groups like Rotary also participate in the Phone-A-Thon.

Phone calls are made to YMCA members, past contributors and new contacts.

- **ADMINISTRATION**

Envelope addressing, mailing and pledge card processing are all very necessary administrative tasks requiring volunteer help.

- **TELL THE STORY!**

Spread the word to your family, friends, neighbors and business associates of our campaign and goal to send mentally, physically and emotionally challenged youth to camp this summer.

**WON'T YOU PLEASE HELP US REACH OUR GOAL?**

For more information: [www.campaim.org](http://www.campaim.org)



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**HOW CAN YOU HELP?**

**VOLUNTEER!!**

*Please check all that apply*

Volunteer to:

- Join a team and make Phone-A-Thon Calls
- Ask for contributions from your family and friends
  - Help recruit team members.
  - Help with administration and clerical tasks
- Make a pledge to the Campaign for Strong Communities \$ \_\_\_\_\_

**NAME:** \_\_\_\_\_

**TRIBE:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

\_\_\_\_\_

**PHONE:** \_\_\_\_\_

**E-MAIL:** \_\_\_\_\_

**South Hills/Cloverleaf YMCA**  
 51 McMurray Road  
 Pittsburgh, PA 15241  
 412-833-5600



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**SOUTH HILLS/CLOVERLEAF YMCA  
PHONE-A-THON SCHEDULE 2008**

<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>
2/25 Board of Management J Black	2/26	2/27	2/28	2/29 No Calling
3/3	3/4	3/5	3/6	3/7 No Calling
3/10	3/11	3/12	3/13	3/14 No Calling
3/17	3/18	3/19	3/20	3/21 No Calling
3/24	3/25 USC/BP Rotary	3/26	3/27	3/28 No Calling
3/31 Make Up	4/1 Make Up	4/2 Make Up	4/3 No Calling	4/4 No Calling

**Captains & Trainers: 6:15 – 9:15 PM      Volunteers: 6:30 – 9:00 PM**



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**SOUTH HILLS/CLOVERLEAF YMCA**

**C A L E N D A R 2008**

Chairman's Meeting	Early November 07	Rimkus/Johnson
Core Leadership Secured	End November 07	Johnson/Co-Chair
Captains Secured	12/14/07	Core Team
Captains Recruit Volunteers	12/14/07-1/25/08	Captains
Internal Work Brochure, Pledge Cards, Etc	Dec 17/Jan 25/08	Staff
Core/Captain Organization Meeting	1/09/08	Chairs/Staff
Contact Phone Company	1/11/08	Rimkus
Team Rosters Due	1/25/08	Captains
Branch Kick-Off - Al's Cafe (Pick Calling Nights)	2/06/08	Rimkus
Order Patches	2/1/08	Rimkus
Chairman's Solicitation Letter Mailed	Week of 2/18/08	Staff
Board/Staff Solicitations Complete	2/15/08	Exec Dir/Board Rep
Metro Kickoff Representation Secured	2/15/08	Exec Director
Turn on Extension Lines	Week of 2/18/08	Rimkus
Core/Captains/Board Training	2/20/08	Rimkus/Johnson
Metro Kick-Off	End of Feb TBA	
Phone-A-Thon	2/25-3/31/08	All
Board Calling Night	2/25/08	Board Members
Order Campaign Awards/Plaques	3/15/08	Rimkus
Victory Pool Party	June 08	Rimkus