

YMCA OF SOUTHWEST FLORIDA EARNS MULTI-YEAR COMMUNITY INVESTMENT FUNDING FROM UNITED WAY SUNCOAST

YMCA of Southwest Florida's role as a United Way Suncoast strategic community partner moves into a new era this month with the launch of a multi-year funding commitment from the venerable nonprofit leader.

United Way Suncoast kicked off its new fiscal year on July 1 by initiating the distribution of a three-year grant that will deliver \$112,500 to YMCA of Southwest Florida. Funds will support the Nurturing the Potential of Every Child initiative in Desoto County.

Nurturing the Potential of Every Child focuses on helping children reach their full potential by providing access to nurturing environments, enriching academic experiences & support systems that reduce barriers & strengthen cognitive, physical & social-emotional development. YMCA Youth Development programs provide families high-quality, affordable resources for childcare while providing educational services that help build the foundational skills needed to succeed.

Programs offered through Nurturing the Potential of Every Child are Summer Camp, Before and After School Enrichment and YREADS.

Gene T. Jones, YMCA of Southwest Florida's President and CEO, expressed excitement about the support. "YMCA of Southwest Florida is proud to be a partner of United Way Suncoast. This partnership will allow the Y to better serve the youth in Desoto County and provide opportunities that support children and families through youth development programs that address educational disparities."

For 55 years, the YMCA has been a leading nonprofit committed to strengthening Southwest Florida communities by connecting all people to their potential, purpose and each other. By bringing together people from different backgrounds, perspectives and generations, we ensure that everyone has access to the opportunities, relationships and resources necessary to learn, grow and thrive regardless of their inability to pay.

The community investment represents a first in United Way Suncoast's 98-year history — a three-year commitment to 88 nonprofits that will total nearly \$18 million by fiscal year 2025. In past years, United Way Suncoast issued annual grants. The new approach will empower YMCA of Southwest Florida to boost the strategic planning behind the program and grow together with United Way Suncoast.

"Our strategic community partners requested a change to multi-year funding and the reasons are clear," United Way Suncoast CEO Jessica Muroff said. "It'll create trends and allow us to measure true impact; it'll reduce the strain of the application process for the partners and UWS, and it'll strengthen our ability to tell stories and fundraise." To learn more about how to give of your time, talent, and treasure, visit www.ymcaswfl.org. You can learn more about United Way Suncoast at www.unitedwaysuncoast.org.