



**We're open...
FOR GOOD**

AREAS OF FOCUS

- Social/Racial Equity
- Diversity & Inclusion
- Environmental Stewardship
- Diverse Abilities
- Healthy Living Programs





SUMMER CAMP

- 600 families, 2624 campers served from 45 different zip codes
- 60 families rely on our financial aid support
- We provide environmental stewardship programs
- We operate this branch at a loss in order to provide affordable and accessible summer camp to our community. The branch is supported by contributed income and community volunteers that help us maintain the facility



VOLUNTEER OPPORTUNITIES

- Community garden at Sawmill (long term) – launch community garden, center for environmental stewardship and health/nutritional education. Regular volunteer ops for maintenance, expansion, planting/harvesting/distributing, etc.



LIFE-SAVING SWIM LESSONS

- Taught 2,600 youth, children, and adults in 2019
- Partnered with the local businesses in the Bromley Neighborhood to reach low-income communities to provide swim lessons for up to 25 children
- Partnered with the John O. Wilson Neighborhood Center to reach low-income communities to provide swim lessons and camp opportunities for up to 50 children
- Provided 125 scholarships for Diverse Abilities swim lessons in the last 2 years



MISSION PROGRAMS

- Kuser Recess Program
- Healthy Living Programs for individuals with chronic disease
- Diverse Abilities programming



KUSER RECESS PROGRAM

- This program was designed to help with behavioral challenges and chronic absenteeism, among the schools 388 students. The program has had tremendous success with bringing together a variety of cultures (14 different languages are spoke at the school) and teaching the children how to appreciate differences, conflict resolution skills, inclusion, and more. Until the program was halted due to the pandemic (September 2019 – March 2020), the school faculty reported no behavioral incidents, and no visits to the school nurse on the days the Hamilton Area YMCA was present. Further, the staff reported happier children, improved classroom engagement, and an increase in school attendance on the days the Hamilton Area YMCA team is present.



THRIVE

- THRIVE (To Help Restore and Increase Vitality through Exercise) is a 12-week group personal training program designed for people who have become de-conditioned or chronically fatigued from battling cancer. With the guidance of specially trained personal trainers, participants build back muscle mass and muscular strength, increase flexibility and cardiovascular endurance, and improve functional ability.



DIVERSE ABILITIES

- For nearly 25 years the Hamilton Area YMCA had provided quality inclusive programming for individuals with intellectual, physical, and/or emotional disabilities
- These programs promote peer and family interaction in a fun, healthy, and safe environment. Participants enjoy a variety of instructional, social, and sports programs ranging from Aquatics to Zumba and summer camp, each designed to meet their individual needs, interests and capabilities
- Partner to and home of the Miracle League of Mercer County, providing barrier free baseball league play to individuals with disabilities
- Over the last 5 years more than 2,000 individuals have benefitted from instructional and social SKOR and SOAR programming



CRISIS RESPONSE PROGRAMS

- First Responder and Essential Personnel Childcare
- Food Drives

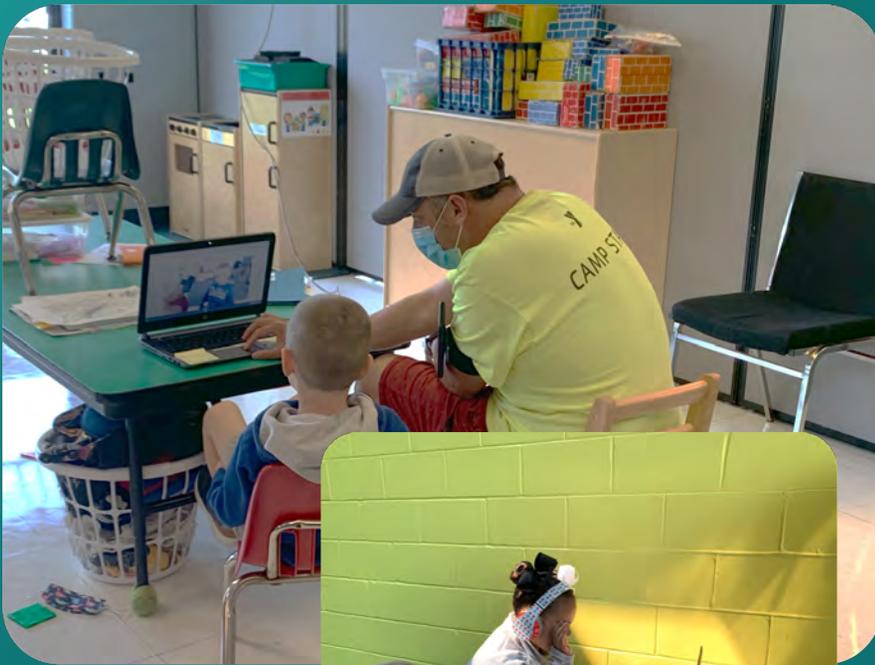


"I am proud of your response to this really unfortunate situation. Instead of whining and complaining, **you stepped up and made the health of your membership your top priority.** You also were a **leader in the community by focusing on other ways to help out the less fortunate during the crisis.**"



REMOTE CHILD CARE FOR ESSENTIAL WORKERS

- We are providing Before and After School care and Remote Learning support for nearly 100 children and their families



FIGHTING FOOD INSECURITY

- Hosted 9 Food drives collecting 34,000 pounds of food. Collections took place at the JKR Branch as well as in the Bromley Section of Hamilton.



VOLUNTEER OPPORTUNITIES

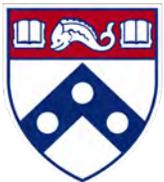
- Food/Necessities Drive (short term) – Ongoing food/necessities drive, with a variety of volunteer distribution opportunities (hot meals, non-perishables, fresh fruits/veggies, freeze-dried meals, etc.).
 - On-going collection by YMCA and Aqua America NJ
 - Mass distribution with Aqua America NJ and YMCA volunteers at either YMCA or Aqua location or at 3rd party location
 - Partner with Penn Med
 - Healthy tips
 - How to preserve and utilize leftovers
 - Other ideas can be discussed with Deb Millar of Penn Medicine Princeton Health



PARTNERING WITH PENN MEDICINE

Opportunities to collaborate with PENN Medicine Princeton Health in a variety of fronts including, but not limited to:

- CPR training for all employees with Penn Medicine Princeton Health
- Women's Self Defense seminar with Penn Medicine Princeton Health
- Mental Well-being seminar with Penn Medicine Princeton Health
- Inviting general public to Penn Medicine Princeton Health seminars



Penn Medicine
Princeton Health

REACH

- 38,000 visits per month at our JKR Branch
- We provide programs and services to more than 11,500 children, individuals and families
- We serve over 1,300 children in our Before and After School Enrichment program (BASE) in 13 elementary schools.
- Our Active Adults program serves over 2,750 members ages 55+ in the Hamilton area.
- Over 500 participants in our Diverse Abilities (SKOR/SOAR) programs benefit from social, instructional, and sports programming
- Our Aquatics staff taught 2,960 children and adults life-saving swim skills in 2018.
- Our JKR Branch plays host to Shop Hamilton Meetings as well as NJBIA meetings
- Our 50-acre Sawmill Sports Complex provides 2,000 children per year opportunities for recreational and competitive sports
- 750 volunteers
- Our relationship with Penn Medicine Princeton Health offers promotion of your brand to an additional 75,000 email addresses

MARKETING

Website

- Over 50,000 visits per year with over 221,959 unique page views and nearly 79.1% of total visitors being new
- Mobile friendly with nearly 60.4% of visitors viewing via mobile device
- Equally appealing with 61% and 39% of visitors being male and female, respectively

Social Media

- Over 6,450 followers on Facebook across 5 pages including our main page, Summer Camp, Health and Well-Being, Studio Dance program, and Diverse Abilities (SKOR/SOAR)
- 1,953 followers on Instagram across 3 pages including our main page, Sawmill Branch page and Studio Dance program

E-mail and Household Mailings

- 16,824 e-mail accounts receive our monthly newsletter
- Our average e-mail open and click-through rates are above industry averages at 30% and 7%, respectively



COMMUNITY CONNECTION

As a non-profit organization, **we rely on the support of the community to do our work. Our community partners include a variety of local businesses and charitable foundations**, including:

- AAA
- Aetna Better Health of New Jersey
- Amazon
- Hamilton Dental Associates
- Hamilton Pediatric Associates
- Horizon Foundation
- Investors Bank Foundation
- New Jersey Manufacturers Group
- Nottingham Insurance
- PENN Medicine Princeton Health
- Princeton Area Community Foundation
- PSE&G
- Walmart
- Wawa
- We have also been an important partner of the Hamilton Township Board of Education for over 30 years, as well as Township of Hamilton



CONTACT INFORMATION

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