



You Make More Possible

SANTA MARIA VALLEY YMCA
ANNUAL CAMPAIGN 2025



IMPACT AT A GLANCE

Updates and success stories from our Y!

2025 CASE STATEMENT

A look at the year ahead, showcasing impact in 2025.

CAMPAIGN RESOURCES

All you need to campaign successfully this year!

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VISIT OUR NEW WEBSITE!

Check out our brand new website, featuring updated 2025 Campaign information as well as a fresh look!

www.smvymca.org

What's Happening at the Y?

2025 is shaping up to be a year of incredible growth for the Santa Maria Valley YMCA. We've been busy expanding our reach, reimagining programs, and helping more families than ever. Our goal is simple: to make sure every child, teen, and family in our community has access to the resources and support they need to thrive.

- › Our After School Program (ASP) is stepping into a whole new era with the launch of a brand-new curriculum. This significant investment is transforming the way we approach learning and care in ASP, providing kids with engaging, high-quality educational experiences that go beyond the classroom. From hands-on STEM projects to creative arts and leadership activities, this curriculum is designed to keep kids inspired, active, and ready for the future—all in a safe, supportive environment.
- › At the Y Preschool, we've rolled out Teaching Strategies, another exciting new curriculum that's all about sparking curiosity, building social skills, and preparing kids for success in school and life. It's a game-changer for little ones, and with financial aid requests at an all-time high, we're proud to offer scholarships that make this high-quality education accessible to more families than ever.
- › We're also diving into new waters—literally. By teaming up with additional schools and partnering with the Paul Nelson Aquatics Center, we're now providing off-site swim lessons. This means we can teach water safety to more kids than ever before, giving them skills that save lives while boosting their confidence.
- › And for our RiseUP students, we've just welcomed a brand-new class of 3rd-5th graders—handpicked by school leaders as at-risk youth. They kicked off their three-year journey with us in December, and we couldn't be more excited to guide them through mentorship, career exploration, and opportunities that will set them up for a brighter future.

2024 summer camp interns.



the  **PLATINUM** SPONSOR

- Your commercial on our YMCA lobby TV, offering year-round exposure to all Y members!
- Business displayed on Y donor plaque for 12,000+ monthly visitors!
- Business displayed all year long on smvymca.org/sponsors!
- Invitation and recognition at the Y's Chairman's Roundtable Dinner!
- Special social media post, connecting your sponsorship to a Y program of your choice!
- Business and logo displayed in our next volume of You Make More Possible, our annual campaign magazine!

ANY AMOUNT
\$7500
OR GREATER!

the  **GOLD** SPONSOR

- Your commercial on our YMCA lobby TV, offering year-round exposure to all Y members!
- Business displayed on Y donor plaque for 12,000+ monthly visitors!
- Business displayed all year long on smvymca.org/sponsors!
- Special invitation and recognition at the Y's Chairman's Roundtable Dinner!
- Special social media post, connecting your sponsorship to a Y program of your choice!

ANY AMOUNT
\$5000
TO \$7499!

the  **SILVER** SPONSOR

- Your commercial on our YMCA lobby TV, offering year-round exposure to all Y members and visitors!
- Business displayed on Y donor plaque viewed by over 12,000 individuals monthly!
- Business displayed all year long on smvymca.org/sponsors!
- Special invitation and recognition at the Y's Chairman's Roundtable Dinner!
- Group social media mention, highlighting your support!

ANY AMOUNT
\$3500
TO \$4999!

the  **BRONZE** SPONSOR

- Business displayed on Y donor plaque for 12,000+ monthly visitors!
- Business displayed all year long on smvymca.org/sponsors!
- Invitation and recognition at the Y's Chairman's Roundtable Dinner!
- Group social media mention, highlighting your support!

ANY AMOUNT
\$2500
TO \$3499!

the  **PARTNER**

- Business displayed on Y donor plaque for 12,000+ monthly visitors!
- Business displayed all year long on smvymca.org/sponsors!
- Invitation and recognition at the Y's Chairman's Roundtable Dinner!

ANY AMOUNT
\$1800
TO \$2499!

the  **FRIEND**

- Name displayed on Y donor plaque for 12,000+ monthly visitors!
- Name displayed all year long on smvymca.org/sponsors!

ANY AMOUNT
\$500
TO \$1799!

“ Sponsorships are key to the Y's success, providing vital funding for programs while offering businesses a chance to give back and gain community exposure!

2024 IMPACT AT A GLANCE

AQUATICS

- Private Swim Lessons: 69 Swimmers
- Group Swim Lessons: 285 Swimmers
- School Swim Lessons: 660 Swimmers

YOUTH SPORTS

- Spring Soccer: 141 Players
- Summer Soccer: 325 Players
- Fall Soccer: 303 Players

YOUTH ENRICHMENT

- Y Preschool: 36 Children
- Kids Corner: 415 Children
- After School Programs: 2,000 Students

CAMPS

- Spring Camp: 177 Campers
- Summer Camp: 467 Campers
- Winter Camp: 205 Campers

TOTAL IMPACT

- Over 5,000 youth and families served this year!



CONNECTED FOR COMMUNITY

At **Santa Maria Valley YMCA**, we build strong communities by creating spaces where individuals grow, play, and thrive. Last year, we empowered over 3,200 youth through swim lessons, sports, and enriching camps. Our preschool and Kids Corner nurtured more than 440 children, while more than 2,200 students found support in our after-school programs!

From the pool to the classroom, the Y brings people together, building healthier, stronger, and more connected communities.

Youth Sports

PLAYERS TODAY, LEADERS TOMORROW

This year, youth sports at the Y reached new heights, with our busiest soccer season ever! Hundreds of young athletes hit the field, developing skills, teamwork, and confidence in a fun, supportive environment. The excitement was even greater thanks to our brand-new turf, which offers a safe, high-quality space for kids to play, practice, and grow.

Youth sports remain at the heart of the Y's mission to nurture the potential of every child. By providing opportunities for kids to stay active and connected, we're helping them build healthy habits and lifelong friendships. With record participation and enhanced facilities, 2025 promises to be another unforgettable year on the field. Game on!



New Y soccer field.



SWIM LESSONS

BUILDING CONFIDENCE, SAVING LIVES

At the Y, swimming is more than just a skill—it's a lifesaving ability and a gateway to confidence, fitness, and fun. In 2025, we're making a splash by offering a variety of swim lessons designed to meet the needs of our entire community.

Our private swim lessons provide one-on-one instruction, perfect for individuals seeking personalized attention to develop or refine their skills. For families who prefer a social setting, our group swim lessons bring people together to learn and grow in a supportive, encouraging environment.

Through our school swim lessons, we're reaching children during their school day, teaching water safety and swim basics to hundreds of students. This year, our partnership with the Paul Nelson Aquatics Center is allowing us to serve even more children, ensuring no one misses out on the opportunity to learn these critical skills.

Whether it's a toddler discovering the water for the first time, a teen mastering strokes, or an adult gaining confidence in the pool, the Y's swim lessons are designed to empower every participant. Join us as we continue teaching lifesaving skills and building a love for swimming in Santa Maria Valley.



Group swim lessons at the Y.

"I never thought my son would feel so comfortable in the water so quickly. The instructors were amazing—they made him feel safe and excited to learn. Now, he's swimming confidently, and I couldn't be happier knowing he has these lifesaving skills."

For more information on swim programs visit:

smvymca.org/aquatics-program

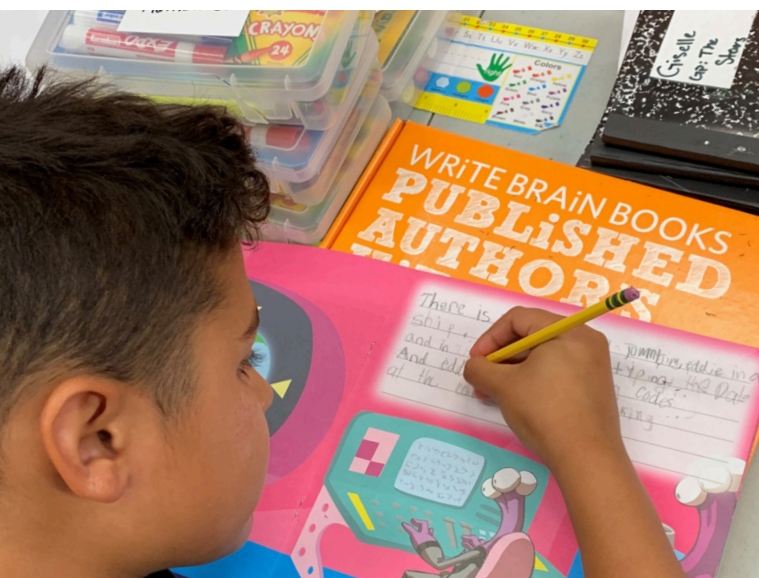
RISEUP

PATHWAYS TO SUCCESS

The Y's RiseUP program is all about creating pathways to higher education and brighter futures for at-risk youth. Working with students hand-picked by their school leaders, this three-year program inspires third through fifth-grade minds by introducing them to opportunities they might not otherwise see.

Through multiple field trips, students explore college campuses, discover career paths, and learn about what higher education can offer. These experiences are designed to spark ambition and show them that their goals are within reach. A key part of the program is its connection to Allan Hancock College's Bulldog Bound program and the Hancock Promise, which guarantees two years of free college tuition for local students. RiseUP prepares students to take full advantage of these opportunities, bridging the gap between aspiration and achievement.

"I've seen my son grow so much in confidence since joining RiseUP. He's excited about his future and has goals he's working toward—it's been amazing to watch!"



Supported by mentors and hands-on experiences, RiseUP is equipping the next generation with the tools they need to rise above challenges and build successful futures.

Learn more about our Youth Development Programs at:

smvymca.org/youthdevelopment

RISEUP student writing a book to be illustrated and published.



Splash camp during summer at the Y.

CAMPS

PRECIOUS MEMORIES, MADE DAILY

Camps at the Y are where lifelong memories are made, and 2025 is no exception. This year, we're excited to continue our partnership with Foursquare Church to provide additional, accessible camps offsite in Northern Santa Maria—right in the heart of the neighborhoods where many of our participants live. These camps ensure more kids can join in the fun, with programs tailored to meet the needs of our community.

We're also raising the bar by incorporating new curriculum from our After School Program into our camp offerings. These activities add an extra layer of creativity, critical thinking, and hands-on learning to our already dynamic camp experiences. Whether it's STEM challenges, arts and crafts, or team-building games, kids are learning while having a blast.

Each week at camp is filled with opportunities to explore, connect, and grow. From sports and outdoor adventures to science and creative arts, we offer something for everyone in a safe, supportive environment. Our goal is simple: to ensure every child leaves camp with new skills, friendships, and a sense of confidence and accomplishment.



“Great program! I refer the Y to others looking for a preschool. The financial assistance they offer combined with the quality of childcare made enrolling my child an easy decision!”



Outdoor preschool classroom.

Learn more about YCP at:
smvymca.org/preschool



YOUNG CHILDREN'S PRESCHOOL

LITTLE LEARNERS, BIG FUTURES

The Y's Young Children's Preschool is where little learners take big steps toward success. This year, we've elevated our program with the introduction of Teaching Strategies, a new, state-of-the-art curriculum designed to inspire curiosity, build critical thinking skills, and support early development. Through engaging activities and creative learning experiences, we're preparing children ages 2.5 to 5 for the next stages of their educational journey.

Our preschool provides more than just a classroom—it's a safe, nurturing environment where children thrive.

Each day, kids explore, create, and grow while developing the social and emotional skills they'll carry with them for life. With outdoor learning spaces, hands-on projects, and a focus on both individual and group activities, we're helping every child reach their full potential.

We're also committed to making quality education accessible for all families. Thanks to generous community support, we've been able to provide more financial assistance than ever, ensuring more children have the opportunity to learn, grow, and succeed.

Parents leave with the confidence that their children are not only ready for the next stage of their education but are also equipped to excel.

AFTER SCHOOL PROGRAM



A PLACE TO GROW AFTER THE BELL

The Y's After School Program (ASP) provides children with a safe and enriching space to learn, grow, and connect. This year, we implemented a brand-new curriculum, a major investment that enhances the quality of care and education we provide. With engaging activities focused on creativity, teamwork, and problem-solving, our program supports academic success while helping youth develop essential life skills.

ASP serves 21 schools in the Santa Maria-Bonita School District and one school in the Guadalupe Union School District, ensuring that families across our community have access to reliable, high-quality after-school care. Youth can complete homework with support from staff, participate in hands-on STEM projects, enjoy outdoor play, and explore creative arts.

Each year, many ASP students also participate in college field trips, offering them a glimpse of the opportunities that higher education can provide. These trips help inspire students to think about their futures, expose them to new possibilities, and emphasize the importance of setting and achieving goals.

These activities are designed to keep children engaged while giving parents peace of mind knowing their littles are in a safe, supportive environment. Every child deserves a place where they can feel secure and excited to learn, and ASP delivers that every day.



After school crafts at Arellanes Elementary.



ASP Leadership Team.

PROGRAM HIGHLIGHT: KIDS CORNER

KIDS CORNER

A SAFE SPACE FOR KIDS, SUPPORT FOR PARENTS

The Y's Kids Corner is a 15,000-square-foot space designed specifically to provide children with a safe, engaging environment to play, learn, and grow. With thoughtfully planned indoor and outdoor play areas, Kids Corner offers children plenty of room to explore, be creative, and stay active under the care of our dedicated staff.

Over the past three years, Kids Corner has served more than 1,000 families, becoming a vital resource for parents and children alike. This free program, available to all Y facility members, gives parents the freedom to focus on their health and wellness goals. Whether they're hitting the gym, attending a fitness class, or enjoying other YMCA programs, they can do so knowing their children are in a space tailored to their needs and full of enriching activities.

From art projects to storytime, group games to outdoor play, Kids Corner ensures that kids are engaged, happy, and safe in a nurturing environment.



“Kids Corner gives me the freedom to stay healthy!”

This space has become an invaluable part of family life, providing parents with the flexibility they need to prioritize their health while offering children a fun, supportive place to thrive.

Kids Corner is more than just a service—it's a cornerstone of the Y's commitment to building healthy, happy families.





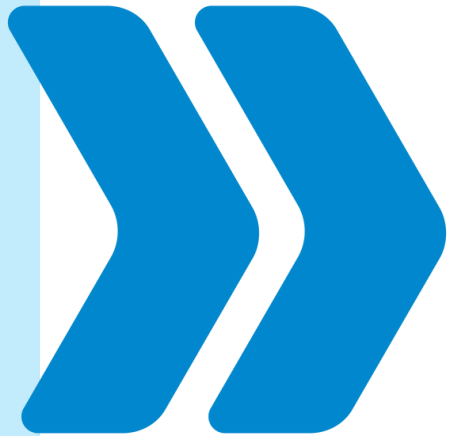
STRENGTH IN NUMBERS

With over 6,000 members, Santa Maria Valley YMCA is a thriving community dedicated to health, wellness, and connection. Membership provides access to top-notch facilities, group classes, and a welcoming environment where everyone belongs.

We're proud to ensure that finances never stand in the way of health and wellness, with 10% of our members receiving scholarships. Membership fees not only support personal fitness and growth but also fund our many other programs that make a tangible difference for local families.

At the Y, membership means belonging to something bigger. Every visit builds a healthier, more connected community

Learn more about
YMCA memberships at:
smvymca.org/membership



SPRING 2025

Annual Magazine Volume I

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Santa Maria Valley YMCA

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Resources

 Learn more at smvymca.org/campaign

 Donate at smvymca.org/give

 Follow us @smvymca

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A LETTER FROM THE CEO

SHAPING THE VALLEY'S
FUTURE TOGETHER

Hello Friends,

Thank you for taking the time to explore **You Make More Possible** and the many ways the Santa Maria Valley YMCA is creating lasting impact in our community.

As we wrap up this edition, we hope the stories and highlights have inspired you to see the difference we're making together—whether it's helping a child discover confidence in the water, supporting students through after-school programs, or fostering connections that strengthen families.

None of this would be possible without the generosity, dedication, and support of people like you. You are a vital part of the Y family, and we're grateful for the role you play in building a healthier, stronger, and more connected Santa Maria Valley.

Thank you for believing in our mission and for being part of this journey. We're shaping a brighter future.

With gratitude,

Shannon Seifert
Chief Executive Officer



BEHIND THE CAMPAIGN

Every day, the Y makes a difference in the lives of individuals and families in our community—but we can't do it alone. Our Annual Campaign fuels the programs and services that provide opportunities, support, and hope to those who need it most.

The funds raised through our annual campaign directly support scholarships for youth sports and swim lessons, access to quality child care and preschool programs, and free or low-cost memberships for families facing financial challenges. These dollars help ensure that no one is turned away from the Y due to inability to pay.

This work is powered by our incredible campaign volunteers, who dedicate their time to share the Y's mission and rally support from our community. Thanks to their efforts—and the generosity of donors—we can continue to provide a safe space for kids to learn and grow, give teens access to positive role models, and help adults and seniors stay active and connected.

Together, we're making sure the Y remains an accessible resource for everyone in Santa Maria Valley. Thank you for being part of this important work.



Michael Specht
Chief Operating Officer

You Make More Possible



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www.smvymca.org