YMCA of Greenville Raises Record-Breaking $1.18 Million for Annual Open Doors Scholarship Campaign to Ensure Accessibility for All

More than 300 volunteers rallied together to help exceed campaign goals

GREENVILLE, S.C. (May 10, 2017) — YMCA of Greenville announces today that it has raised $1,181,334 for its Annual Open Doors Scholarship Campaign, making it the largest annual campaign total of any YMCA in the state of South Carolina. Due to the dedication of the 300 fundraising volunteers who embraced this cause, more than 8,100 children and families will receive scholarships to the YMCA, enabling them to be healthier in spirit, mind and body.

Through the campaign, YMCA of Greenville engaged more volunteers and individuals to the greater need of the community through the organization’s mission advancement experience – to more fully develop a culture of caring. Of the 3,000 donors of this year’s campaign, 80 percent of them came from individuals and families, and 63 percent of all donors gave $1,000 or more.

“Raising over $1 million dollars will have a significant impact on the health of our community,” said Dan Eller, volunteer campaign chairman. “Over 8,100 families will be served with these funds over the next twelve months. That is a major impact. These funds will allow a child who’s never seen a swimming pool before learn to swim, a single mother living below the poverty level to have access to a Y afterschool program for her children, and someone who otherwise couldn’t afford a membership to find the support network to lose 50 pounds and get off medication. That is success,” Eller concluded.

“The people who belong to the YMCA of Greenville are part of something much larger than a gym. They’re part of a community that cares deeply about the well-being of all people,” said Scot Baddley, president and CEO, YMCA of Greenville. “Thanks to the generosity of our 3,000
donors and the tireless work of our 300 campaign volunteers, we are able to serve more people than before who would otherwise be unable to participate in life-changing Y programs.”

Scholarship recipient Evelyn MacLeod shared, “A series of unfortunate events led my family to be temporarily homeless. When I reached out to the YMCA for help, they were able to provide my family the care we needed through the sliding scale scholarship program, and I was able to send my children to summer day camp so that I could go to work.” MacLeod is now able to provide for her family and gives back to the Y herself through volunteering.

“The YMCA of Greenville is a non-profit where everyone is welcome, and the Open Doors annual funds will ensure that the Y membership reflects our community’s diversity,” said Jamie Inman, chief mission advancement officer, YMCA of Greenville. “Ensuring that the inability to pay does not impede anyone from accessing our services is crucial to the Y’s mission – to follow the example of Christ and build healthy spirit, mind, and body for all. Through the campaign, more children will have a safe and nurturing environment in afterschool, daycamp, and summer resident camps where they can learn skills and make new friends. Through the Y’s Teen Services, more teens will have opportunities like Youth in Government as well as mentoring through Teen Achievers to help them to reach their full potential.”

One hundred percent of the funds raised for the Open Doors annual campaign are used in Greenville County on a sliding scale basis to offer financial aid for YMCA memberships and programs like after-school care, summer day camp, swim lessons, youth sports, preschool at the Judson Community Center, and summer camp at Y Camp Greenville.

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**About the YMCA of Greenville SC**

The YMCA of Greenville is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families, and communities. With a focus on youth development, healthy living and social responsibility, the Y nurtures the potential of every youth and teen, improves Greenville’s health and well-being and provides opportunities to give back and support neighbors. Begun in 1876, the Y serves more than 70,000 people annually through programs that include Afterschool, Resident Camp and Day Camp, Aquatics, Youth and Adult Sports, and Health and Wellness. Programs are offered through four family branches, as well as the Verdae YMCA, Y Camp Greenville, Judson Community Center, the Adams Mill Program Center and Hollingsworth Outdoor Center. The Y is also home to Y Teen Services and the SC Youth in Government program.

For more information about the YMCA of Greenville, visit ymcagreenville.org, or call (864) 412-0288.