

# COMMUNITY

# PARTNERS

YMCA OF MIDDLETOWN  
YMCA OF SULLIVAN COUNTY  
SOUTH ORANGE FAMILY YMCA  
FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

VOLUME II – ISSUE 1 January 2012

## 2012 STRONG KIDS CAMPAIGN

The YMCA of Middletown is about to begin its 2012 Strong Kids Campaign with hopes to reach our goal of \$160,000. Through this campaign we are able to offer financial assistance to ensure that, despite the economic challenges we all face today, our programs and memberships are available to all, regardless of financial circumstance. Each branch of the association, has its own local goal ensuring that funds raised stay right in the service area of each branch.

This year, we are proud to announce that Greg Hogan of Hutchings Insurance Agency, a YMCA of Middletown Board Member and a lifelong resident of Middletown, has agreed to be the Chair of the 2012 Campaign. We are also fortunate to have the marketing expertise of A.J. Ross Creative Media to guide us in reaching out to the YMCA membership, local businesses, service clubs and the general community in supporting our charitable mission.

The Campaign begins with an organizational meeting on Thursday, February 16<sup>th</sup> at 5:30pm in Middletown, and continues to mid April. If you can volunteer even a few hours of your time assisting with the campaign, please contact me at 845.956.1497. If you can help by making a donation, pledge cards are readily available at the member service desk.

With appreciation,

Ira Besdansky  
CEO

## YMCA PARTNERS.....

A.J. Ross Creative Media	JCPenney	PriceChopper
Big Brothers/Big Sisters	Jewish Family Services	ShopRite
BOCES ESL	Kiwanis of Middletown	Sullivan County
Butterfly Botannicals	Kohl's	Sullivan Renaissance
Cheeseburger in Paradise	Middletown Cares Coalition	Temple Sinai
City of Middletown	Minisink Valley Central Schools	Town of Monroe
Daytop Village	Monroe Brownie Troop	Town of Thompson
Dyson Foundation	Monroe Girl Scout Community	U.S. Tennis Association
Elks Lodge 1097	Monroe-Woodbury Schools	Verizon
Middletown Schools	O.C. Bible Fellowship	Village of Monroe
Goshen School District	O.C. Chamber of Commerce	Village of Monticello
Harriman State Park	O.C. Department of Health	Walkkill East Rotary Club
Florida Union Free School District	Pine Bush Central School District	Washingtonville School District
Groo's Shoes	Port Jervis School District	

**DYSON FOUNDATION:** Thanks to a grant from the Dyson Foundation, a partnership with the City of Middletown and the generosity of the Dolson Avenue ShopRite, the YMCA of Middletown was able to offer food baskets and gift certificates to families in our community who lost food as a result of the power outage caused by the hurricane Irene.

On December 21st, Wendy Molina, Shopper Advocate for ShopRite, along with the Store Director, Bob Courtenay manned a booth to make available food baskets for those families who reached out to the City of Middletown for assistance. I witnessed happy and grateful faces as those who qualified came to the table to receive their goods.

A rewarding and giving gesture formed by the partnership of the Dyson Foundation, the City of Middletown and the YMCA of Middletown. We are proud of these efforts. Our thanks to the youth of the YMCA of Middletown for their assistance in bringing awareness to the needs of the community and for their follow through with this project.

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## FIND US ON THE WEB...

[WWW.MIDDLETOWNYMCA.ORG](http://WWW.MIDDLETOWNYMCA.ORG)

## FOLLOW US ON FACEBOOK...

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Wendy Molina, ShopRite Advocate



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 81 Highland Avenue  
 Middletown, NY 10940  
 (845) 344-9622

**YMCA of Sullivan County**  
 39 Breakey Avenue  
 PO Box 947  
 Monticello, NY 12701  
 (845) 794-7700 Ext 10975  
[www.middletownymca.org](http://www.middletownymca.org)

**South Orange Family YMCA**  
 45 Gilbert Street Ext  
 Monroe, NY 10950  
 (845) 782-9622

**Butterfly Botannicals:** Upon entering the YMCA of Middletown you will immediately notice the beauty that surrounds our Welcome Center desk. This is due to our community partner and floral sponsor, Butterfly Botannicals. Marian Dolan and her brother Emmitt Coney work together to bring us the most creative and beautiful designs. Not only do the displays bring color and a sense of nature to our Welcome Center, but they are also available for sale to our members and friends. Simply inquire at the desk and ask one of our Welcome Center Staff to assist you with your request.

Butterfly Botannicals also has green houses and specialize in native perennials, grow bedding, vegetables and herb plants. Emmitt is the creator and back bone of the floral shop. Designing for years, he is certified by FTD, Teleflora, Redbook and AFS and a member of the American Floral Association. He taught floral design for 10 years at Florida Academy of Floral Design in Tampa Bay. Along with the florist, Butterfly Botannicals raises butterflies. The butterfly flight house is open to the public from mid May to mid October.

You can visit them at 363 Petticoat Lane, Bloomingburg, NY 12721, or their website at [www.nybutterflies.com](http://www.nybutterflies.com), and [www.nywildflowers.com](http://www.nywildflowers.com) or call 845.733.7713.



**A.J. ROSS CREATIVE MEDIA:** A.J. Ross Creative Media, celebrating 20 years in business, is a full-service marketing and advertising agency located in NY's Hudson Valley. As one of our most recent community partners, A.J. Ross has donated their services to create beautiful awareness pieces for our Strong Kids Campaign and a Facebook page. We are grateful for their interest and support and look forward to working with this prestigious company, as they assist us in improving our outreach to the community, its families and youth.

**PRICE CHOPPER:** Our thanks to Price Chopper for their generous donation of \$2,500 worth of gift cards which will benefit our Beat the Streets program. They will be used to purchase snacks and drinks for the more than 150 young people in our community who participate in the Beat the Streets events. We are most grateful for the kindness of our new community partner.

**YMCA Partners with Groo's Shoes!** The YMCA of Middletown will be partnering with Groo's Shoes as a drop-off locations for the Orange County Shoe Drive for the Needy. This drive is an off-shoot of the Battle of the Schools Scholarship created by Groo's. We will be accepting new and gently used shoes for men, women and children until the end of March. We are pleased to say that we received enough shoes to fill three large trash bags before the end of the first week..and still going strong.

When hearing of this, a Monroe resident asked if she could donate at our South Orange Family YMCA (SOFY) as well. We are grateful for her interest and as a result, we now have a donation receptacle at SOFY.

For further information about the drive or to find out how your organization can be of assistance, contact Michelle Gallagher at 845.343.5267.

**VERIZON**

We are extremely grateful to them for their generous grant of \$12,500 to the YMCA of Middletown and pleased to welcome them as a new community partner. This grant helps to support our youth and teen programs at our Middletown branch.

For more information, you may contact Linda Cellini, Director of Development at 845.956.1550

**REMEMBERING HARRY MADDEN**

The YMCA of Middletown extends its deepest sympathy to the family of Harry Madden. A devoted member of the Y, Harry took his passion for health seriously and helped others become aware of the benefits of good nutrition, exercise and spiritual calm. His dedication to the YMCA was truly appreciated by staff and members.