

## NEW BRAND, SAME Y VALUES

You may have noticed that the Y is changing the way we present ourselves. For the first time in 43 years, we are unveiling a new brand strategy at the YMCA, designed to increase understanding of the impact we make in the community. Our nation and community face unprecedented challenges, and the Y want to open its doors to more people who can benefit from what we have to offer.

We are not a “new” YMCA, and our mission has remained the same: To put Christian principles in to practice through programs that build healthy spirit, mind, and body for all.

Our community has needs, and the Y remains a central means to meeting them, as we have for nearly 160 years. We’ve always known that positive change only comes about when we invest in our children, our health and our neighbors. And that’s why we’re here. We have three areas of focus:

- **Youth Development**, because young people need caring adults to provide support, guidance and encouragement as they grow.
- **Healthy Living**, because wellness in spirit, mind and body strengthens our very being, and enhances our interactions with others.

**Social Responsibility**, because we truly are in this together, and together we can harness our individual strengths and bring about positive change around us.

So while we’ve changed our appearance to better reflect the work we do and the positive impact we make, we’re still supporting the Corona-Norco Area in the same way we always have.

We value each and every one of you. We look forward to continuing to meet the needs of the people and families here and, with your support, we will work to enrich more lives and more families, and strengthen the community around us for decades to come.