

SOCIAL RESPONSIBILITY

ELIMINATING DROWNING



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Drowning is the leading cause of unintentional injury death for children ages 1-4 and the second-leading cause of death for children ages 1-14. The Y is working to reverse this statistic and prevent drowning through swim lessons and water safety instruction.

Each year, more than 3,600 children participate in life-saving swim skills at the YMCA of Greater Kansas City. One-third of these children received financial assistance or free programs made possible by donations.

Learn to Swim

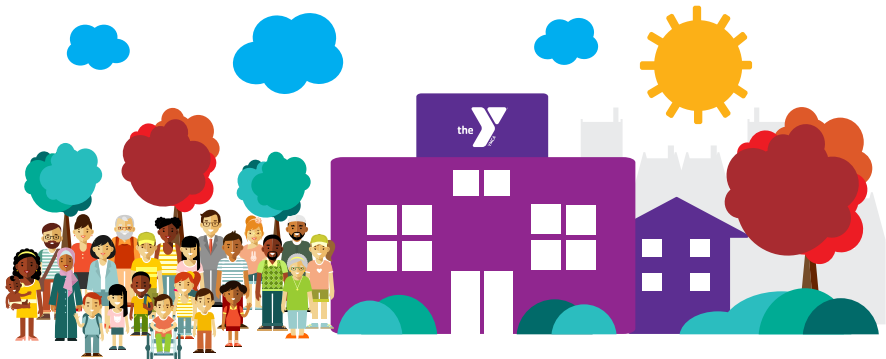
Swim Lessons

Adaptive Swim

Water Safety

YMCA OF GREATER KANSAS CITY'S VISION

To help keep more kids safe in and around water by expanding our proven water safety curriculum to more youth and expanding our Learn to Swim program in elementary schools.



ELIMINATING DROWNING



2 children die every day because of drowning



Fatal drowning is the 2nd leading cause of unintentional injury-related death for children 1-14



1 formal swim lesson reduces the chances of drowning by 88% for ages 1-4

THE NEED:

\$525,000 over three years

to provide nearly 23,000 youth with life-saving water safety skills.



For a better us.®