



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

Dear Community Partner:

Berkshire Family YMCA is excited to announce the inaugural **Changing Lives After 55** awards event to celebrate and recognize community members over the age of 55 who have made significant contributions and achievements in Berkshire County. The event, which aims to be an annual tradition, is a major fundraiser for Berkshire Family YMCA. Proceeds will support the YMCA financial assistance program - the Y's promise to the community that no one is ever turned away due to inability to pay. The Berkshire Family YMCA, a leading nonprofit partner in Berkshire County, is dedicated to supporting our community members by focusing on three key areas: youth development, healthy living and social responsibility. By investing in our kids, our health and our neighbors, the Berkshire Family YMCA ensures that everyone, regardless of age, income or background, has the opportunity to thrive. Each year, our Y gives more than \$300,000 in support. We can't offer this support to our neighbors without your help!

The awards night, slated for October 3 at the Berkshire Hills Country Club in Pittsfield, will salute 35 nominees, and 7 award recipients will be honored in the areas of Education, Arts & Culture, Business, Nonprofit, Youth Development, Healthy Living, and Social Responsibility.

The Changing Lives After 55 selection process will be nomination driven. Nominees will need to have demonstrated a commitment to the Y's core values - Caring, Honesty, Respect, and Responsibility - while making significant contributions and achievements in Berkshire County. We will celebrate the work that often goes unheralded, and the people who have selflessly made community connections to build upon the Y's efforts toward a healthy spirit, mind and body for all.

Enclosed you will find information about the Y and our event sponsorship levels. We are asking for your support so that we may continue to provide the more than \$300,000 in support that we provide each year.

Thank you for your consideration,

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