

# Dream **Big** or **live** small!

Growing up in an urban environment isn't easy. For many inner-city youth, the daily pressures can seem insurmountable, especially if their self-image is low. A great number of these youth tend to feel unimportant and disconnected from society which can lead them to turn to negative sources. During these times, encouragement and support can make the difference. You can help them **dream bigger**, and **realize** those dreams.

## Supporting the Black and Latino Achievers Program Makes Good Business Sense

Corporations can play a key role in the success of the YMCAs Black and Latino Achievers Program by encouraging exemplary minority employees to work with young people from all areas of our community. Your employee may serve as a mentor, meeting with youth to discuss education choices, career options, and life experiences; he or she may choose to be a "Club Advisor" involved with youth group meetings designed to develop life skills, work ethics, leadership ability, values and community involvement.

Adult achievers are also asked to expose youth to all levels of their business by hosting a corporate visit to their own company. The time commitment for adult achievers will vary based on the activities they choose to participate in, but an average of three to five hours per month is an ideal commitment for both the adult and the youth involved.

Supporting the Black and Latino Achievers Program makes sense not just for the youth whose lives you'll help change—it makes sense for your business too. Your corporation will be linked with a vital, community-minded program run by one of the most successful and trusted community service organizations in the area—the Capital District YMCA.

### Capital District YMCA

151 Vly Road  
P.O. Box 12640  
Albany, NY 12212  
(518) 869-3500

[www.cdymca.org](http://www.cdymca.org) • E-mail: [achievers@cdymca.org](mailto:achievers@cdymca.org)

Underwritten by:



Program Service Providers:



**Encouragement** and  
**support** can help them  
achieve their **dreams...**

**CAPITAL DISTRICT YMCA BLACK AND LATINO  
ACHIEVERS PROGRAM**

## Program

The YMCAs Black and Latino Achievers Program reaches out to at-risk urban youth in grades seven through twelve, helping them set and attain high educational and career goals. Through counseling, training and exposure to the career world, our student “achievers” are inspired to reach their fullest potential. Most importantly, the program connects these young people with successful minority professionals – role models with real-world experience.

## The Black and Latino Program Includes:

Program Orientation	Self-Esteem Workshops
Workplace Tours	College Tours
Personal Counseling	Tutoring
Mentoring	College Scholarships
SAT Preparation	Recreational Activities
Recognition Events	Career Clusters

## You Make the Difference!

Your support of and participation in the Black and Latino Achievers Program, as an individual adult “achiever” or as a corporate sponsor, shows our young people that we as a community truly believe in their potential. The program can allow you to make a real difference in the life of a young person, helping them to dream, to believe and to achieve. We think you’ll agree that the impact of the program is immediate, and the results – self-confidence, determination and a desire to reach higher – will last a lifetime.

## YMCA BLACK AND LATINO ACHIEVERS PROGRAM

### History

Founded in 1971 at the Harlem YMCA, the Black and Latino Achievers Program has spread quickly throughout YMCAs across the nation. The central purpose of the program is to help African American and Latino youth set and pursue higher education and career goals. Our program at the Capital District YMCA brings successful adults together with students who want to develop to their fullest potential!

### Goals

- Raise the academic standards of minority youth
- Provide role models whose success and knowledge will inspire youth to reach their goals
- Create channels for continuing community involvement by business and industry
- Recognize and promote excellence
- Expose students to diverse career options

### Career Clusters

Arts & Entertainment  
Business  
Communications & Media  
Computer Technology  
Engineering & Design  
Health Services  
Law & Government

## Capital District YMCA Black and Latino Achievers Program

Dreaming, Believing, Achieving

### How you can help

- Volunteer as an adult achiever, working directly with our youth achievers
- Encourage friends and co-workers to volunteer
- Serve as a volunteer mentor/tutor
- Host a workplace tour
- Ask your company to sponsor a career cluster
- Support our annual fundraising banquet as a sponsor or attendee

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## YMCA Black and Latino Achievers Program Adult Achiever Participation

YES! I would like to make a positive difference in the lives of our minority youth. Please contact me with information regarding:

- Sponsoring the program
- Serving as a volunteer mentor/tutor
- Hosting a workplace tour
- Hosting/sponsoring a career cluster

Name \_\_\_\_\_

Position/Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_