



ARMED SERVICES YMCA

RED TRIANGLE CAMPAIGN

ARMED SERVICES YMCA OF ALASKA



1861

During the Civil War, a group of local YMCA members voluntarily provided relief services to American Armed Forces in nearby encampments. The movement spread across the nation and the United States first large-scale civilian volunteer service corps was born.

1889

YMCA established the first permanent Army YMCA at Fort Monroe, Virginia.

1914

YMCA built a national service network of 31 Army and Navy YMCAs operating across the country.

When World War I began in 1917, the YMCA launched the **Red Triangle Fund** which provided a massive program of morale and welfare services for the military, serving 90 percent of American military forces in Europe.

1941

President Franklin Roosevelt asked the YMCA to take the lead in mobilizing military support during World War II. The YMCA, YWCA, National Catholic Community Services, Jewish Welfare Board, Salvation Army, and National Travelers Aid Association came together and formed the United Services Organizations (USO).

1947

The USO deactivated and the YMCA's Army and Navy Department moved immediately to fill the gap in social services for military personnel, changing its name to the YMCA Armed Services Department. In 1948, it would assume responsibility for 26 former USO branches.

1980

The DoD asked the YMCA Armed Services Department to develop and operate a national center called the Military Family Resource Center (MFRC). The DoD and military branches determined in 1983 that YMCA's Military Family Resource Center had successfully demonstrated its need to become a permanent part of the DoD, and in 1984 an MOU (Memorandum of Understanding) was officially established with the DoD.

JOIN THE RANKS OF THE ASYMCA'S RED TRIANGLE CAMPAIGN

Mission Background

The ASYMCA of Alaska coordinates with local installation leadership to ensure a network of support for military families stationed in Alaska. This collaboration allows us to identify and address gaps in services that pose a hardship to service members and their families—hardships that can negatively affect mission readiness.

Financial Distress: Less than half of military families with a civilian spouse earn dual incomes, with military spouses experiencing a 21% unemployment rate despite efforts to find employment. In 2016, 63% of military families reported experiencing stress due to their current financial situation.

Childcare Support: DoD programs exist to address childcare needs; however, they are often inadequate for the needs of military families. In 2016, 66 percent of military families cited accessible and affordable childcare as a top need in ensuring the health of their families.

Food Insecurity: Though statistical data is not currently tracked, it's estimated that 25 percent of currently serving military families experience food insecurity.

Family Separation: Forty-two percent of military families experienced six months or more of family separation in an 18-month period, and 51% of military families indicate that DoD support services were not adequate to support the needs of their children during deployments.

The ASYMCA of Alaska believes that a healthy work-life balance is critical for military families. Support services that address the needs of military families alleviate stress, allowing our dedicated service members to more easily focus on mission readiness.



MILITARY FAMILIES: WHO THEY ARE

ON AVERAGE
35 YEARS OLD
OR YOUNGER

ON AVERAGE
PARENT OF 2 KIDS
UNDER THE
AGE OF 5

94,000
ACTIVE DUTY MILITARY &
DEPENDENTS IN ALASKA

THAT'S
NEARLY 13%
OF ALASKA'S
POPULATION



Mission Objective

As an ASYMCA of Alaska community partner, you can be a leader in making a difference in the lives of military families, right here on our homefront.

The ASYMCA of Alaska is not funded by the DoD. We partner with the local community to build a network of support that enhances the lives of military members and their families in spirit, mind, and body through programs relevant to the unique challenges of military life.

For every dollar donated, 86¢ directly impacts our military community and helps make military life easier.

Food Security: \$192 feeds a family of four each month through our Food Pantries.

Accessible Childcare: \$65,000 funds one of our Teddy's Child Watch locations, which provides free childcare during medical appointments for up to 3,000 children per year.

Strengthening Families: For \$70 a customized photograph quilt is handmade with love and prayers for a child with a deployed parent. A lifetime memory is created for \$50 by sending a father and his daughter dancing at our annual Father Daughter Gala.

Crisis Financial Relief: A military family in crisis can receive aide through our Guardian Angel Program (GAP) for \$1,000. For \$25,000, our Y on Wheels Shuttle Service operates for six months, providing rides to military families who cannot afford the cost and maintenance of two vehicles.

MILITARY LIFESTYLE: WHAT THEY FACE



IDENTIFY LONELINESS
AS A PROBLEM DURING
DEPLOYMENTS



JR. ENLISTED SPOUSES
REPORT ANXIETY OR
DEPRESSION DURING
DEPLOYMENTS



REPORT AN INCREASE
IN FEAR AND ANXIETY
IN THEIR CHILDREN
DURING DEPLOYMENTS

ON AVERAGE

MOVES
EVERY **2.9** YEARS

1 YEAR

BEFORE MILITARY WIVES ARE
COMFORTABLE ASKING FOR
HELP AT A NEW DUTY STATION



405,600
MAKE DO WITH
ONE INCOME

CHOOSE YOUR COMMAND

Sponsor Levels and Benefits

BATTALION SPONSOR

(\$15,000-\$30,000)

For the year of donation/one year:

- Sponsor for either Father Daughter Gala (Fairbanks and Anchorage) or the Mother Son Event (Fairbanks and Anchorage)
- 'Gold Sponsor' for Salute to the Military
 - ♦ Includes opportunity to escort a Service Person of the Year
- Golf Cart Sponsor for Fairbanks golf tournament
- Team entry for Fairbanks Golf Tournament
- Team entry for Shoot for the Troops
- Company name and logo listed as a Sponsor on the ASYMCA Alaska Monday Memo electronic newsletter, currently with 3,500 subscribers

BRIGADE SPONSOR

(\$45,000-\$55,000)

For the year of donation/one year:

- All benefits of \$25,000 donor level
- 'Major Sponsor' for Salute to the Military
- Name listed as Sponsor on the Y on Wheels shuttle – Sponsor's choice (Joint Base Elmendorf Richardson [JBER] or Eielson Air Force Base)
- Company name listed at one airport military lounge (Sponsor's choice – Anchorage or Fairbanks)
- Monthly "thank you" on the ASYMCA Alaska social media sites (Facebook, Twitter)
- Company name and logo listed as a Sponsor on the wall of one Teddy's Child Watch facility (JBER, Ft. Wainwright, or Eielson Air Force Base)
- 'Captain' Sponsor for Combat Fishing Tournament

In the event that a program or event is cancelled or not continued, the parties will meet to confer to determine how the funds associated with the particular event or program will be redirected.



DIVISION SPONSOR

(\$75,000-\$85,000)

For the year of donation/one year:

- All benefits of \$50,000 donor level
- Company name and logo listed at the two airport military lounges (Fairbanks & Anchorage)
- Name and logo on the wall of two Teddy's Child Watch facilities (Sponsor's choice – JBER, Ft. Wainwright, or Eielson Air Force Base)
- 'Admiral' sponsor for Combat Fishing Tournament with one seat on a charter company boat during the Combat Fishing Tournament
- Company name or logo on Operation Frosty Warrior collateral, social media posts, and on "Warm Wishes" cards enclosed in care packages for troops



CORPS SPONSOR

(\$100,000+)

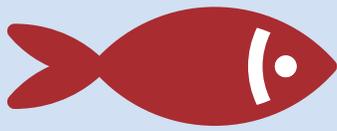
For the year of donation/one year, unless otherwise indicated:

- Salute to the Military Underwriter (held annually in February in Anchorage on the Saturday evening of President's Day Weekend)
 - ◆ Two complimentary seats at the head table with keynote speaker, Congressional delegates and other distinguished visitors
 - ◆ Invitation to the Private Reception
 - ◆ Logo in the printed event program, ASYMCA Alaska website, Alaska Dispatch News
 - ◆ Six additional seats at a Gold Sponsor table
 - ◆ Includes opportunity to escort a Service Person of the Year
- Choice of either, in the year of donation:
 - ◆ 'Title Sponsor' for the Shoot for the Troops (Anchorage) or
 - ◆ 'Gold Sponsor' for the ASYMCA Golf Tournament (Fairbanks)
- 'Admiral Sponsor' for Combat Fishing Tournament (held annually in Seward during the third week in May) in the year of donation with two seats on a charter company boat in the Combat Fishing Tournament
- Name and logo at the two airport military lounges (Fairbanks & Anchorage) for three years
- Name and logo listed on the Y on Wheels shuttle (JBER & Eielson Air Force Base)
- Listed as a sponsor of the ASYMCA on the national website for one year (website gets 30,000+ hits per month)
- Name and logo on the wall of all Teddy's Child Watch facilities (JBER, Ft. Wainwright, Eielson Air Force Base)
- An invitation for up to 4 company representatives to the Annual Advocacy Breakfast located on JBER with local, state, and national elected officials, and installation leadership.
- Company name or logo on Operation Frosty Warrior collateral, social media posts, and on "Warm Wishes" cards enclosed in care packages for troops

Mission Assets

The ASYMCA of Alaska believes that all service members and their families deserve support, enrichment, recognition, security, independence, and opportunities to improve their family bond, family resiliency, and health/wellness. To aid in our efforts, we provide over 20 programs and services designed to directly address the needs of our military and their families as identified by military leadership. This arsenal of programs help to alleviate stress, assist with life challenges, and increase the morale and welfare of our nation's heroes, enabling them to better focus on their mission of service.

COMBAT FISHING TOURNAMENT



2,489

SERVICE MEMBERS SENT CHARTER FISHING

MILITARY COURTESY LOUNGES

5,346

VISITORS LAST YEAR



8,554

FREE CHILDCARE HOURS
ANNUALLY
FOR MILITARY FAMILIES
AT TEDDY'S CHILD WATCH

1,262



PEOPLE HAD FOOD
ON THEIR TABLE
FOR UP TO ONE MONTH

SHUTTLE RIDES



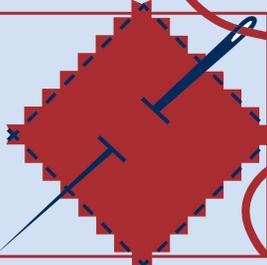
IN ONE YEAR

OPERATION KID COMFORT

103

QUILTS

FOR MILITARY KIDS
IN JUST 6 MONTHS



GUARDIAN ANGEL PROGRAM

ON AVERAGE

RESCUES



26

MILITARY FAMILIES
IN CRISIS PER YEAR

Strategic Targets

Military families continue to endure high rates of separation from their service members. In Alaska, up to 3,500 troops are expected to deploy in the next year alone. In addition to deployments, military service demands long and unpredictable hours, field training and exercises, and temporary duty assignments. With 42 percent of military families reporting duty-related separations of more than 6 months in an 18-month period, the demands of military service place unique stresses on military families that are infrequently experienced by their civilian counterparts.

The Armed Services YMCA of Alaska aims to continue addressing some of these unique stressors by growing our programs to combat food insecurity, childcare accessibility, family separation, and financial distress. In the past year, the ASYMCA has expanded our Teddy's Child Watch into Eielson Air Force Base, and is now operating the ASYMCA Bargain Shop on Joint Base Elmendorf Richardson. It's our strategic goal to continue winning ground by expanding our range of programs and services to meet the growing needs of Eielson in interior Alaska.

As a community partner, you can join the ASYMCA and deliver our mission by helping to make military life easier for the men, women, and families of our Alaska-based military. By joining the Red Triangle Campaign, your contribution can provide transportation to military families in Eielson; help military children thrive through deployments by expanding Operation Hero in interior Alaska; or help to fill service gaps for working military families in need of affordable and accessible childcare alternatives.



Precision Strike Option: Volunteerism

The ASYMCA knows that the best way for your business to be successful is to connect with your potential clients. ASYMCA is at the heart of our military communities because of the hearts of our volunteers. Listed below are a few of the ways your organization can partner with us for community volunteering and give back days and connect with your clients and prospective clients.

- Volunteer at the airport lounges to welcome traveling military, both active and retired, and their families. Airport lounges are located in the Ted Stevens International Airport in Anchorage and the Fairbanks International Airport.
- Apply to volunteer on our board of management. The ASYMCA of Alaska is governed and guided by a 21 member board of management that work closely to ensure the success, sustainability and longevity of the organization.
- Volunteer to help with one of the many special events throughout the year: Salute to the Military, Combat Fishing Tournament, Shoot for the Troops, Fairbanks Golf Tournament, Mother son Adventure, Father Daughter Gala, Operation Frosty Warrior, Operation Holiday Joy are just a sampling of events that we offer year round.

JOIN THE  CAMPAIGN





ARMED SERVICES YMCA

MAKING MILITARY LIFE EASIER

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welcome.center@akasymca.org
asymca.org/alaska | facebook.com/AKASYMCA

Sarah Riffer
Executive Director

Garry Berry (USAF Ret)
Associate Executive Director

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Timothy Maudsley
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Greg Miller
3rd Wing Transformation & Integration Officer

John Parrott
Ted Stevens Int'l Airport

Jeff Shirley
Alaska Industrial Hardware

Larry Sutterer
Retired

Frank Williams
United Healthcare

SOURCES:

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Quality of Life Review;
2016 Blue Star Families
Military Lifestyle Survey;
"Hungry Heroes", NBC News