

HOP THE GAP

How the Y helps children and teens overcome developmental gaps.

When children and teens are out of school, many face challenges related to **hunger, health, learning, water safety** and **safe spaces**, which prevent them from reaching their full potential.

Caring staff and volunteers at the Y play a key role in helping youth to overcome these challenges by providing a safe, nurturing place to learn, stay healthy and build friendships, both during the summer and all year long. To do this important work, the Y relies on support from members, donors, volunteers and community leaders.

Hop the Gap is an awareness campaign that launched on YMCA Healthy Kids Day® (April 25, 2015) and runs through August.

It is designed as be a fun and engaging way to help the public understand the Y's response to the complex issues impacting youth.

Using "hopping" activities and games like hopscotch as metaphors for the many ways the Y helps young people to "hop the gap," we aim to deepen public understanding of how we benefit youth and build support for our cause.

The campaign is supported with an online PSA, Digital Banners, Social Media and grassroots Y events and integration of hop-themed activities into day-to-day programs for youth in nearly 10,000 communities across the country.

hopthegap.org
#hopthegap



HUNGER

One in five US children doesn't know where their next meal will come from. The Y serves five million healthy meals and snacks during the summer to children from low-income households.



HEALTH

By adopting Healthy Eating and Physical Activity (HEPA) standards, the Y helps more than 700,000 youth develop healthy habits each year. But physical health is only one part of the whole. Programs at the Y nurture all aspects of children's development into happy, healthy adults.



LEARNING

Kids from low-income families often fall behind their peers in the summer. The Y's Achievement Gap programs helped students gain over 2 months of critical math and reading skills. The Y keeps young minds growing all year long.



WATER SAFETY

Pools, ponds, rivers and lakes are part of every perfect summer. But drowning is the second leading cause of accidental death in children ages 1-14. More than 1.2 million kids participate in Y swim lessons and other aquatic programs to help them be confident and safe in and around water.



SAFE SPACES

The Y makes sure that children and teens have a space where they can build skills, friendships and belonging in a safe, nurturing environment. Over nine million kids take part in change to YMCA's programs each year, enjoying a range of athletic and academic activities that help them grow.