

LOOKING FORWARD, GOING FAR.

# RAISING THE BAR

FOR

LIFT FOR LIFE GYM



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OCTOBER 3, 2020

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VIRTUAL EVENT

# LETTER FROM BOARD PRESIDENT

# 7TH ANNUAL LIFT FOR LIFE GYM HERO AWARD RECIPIENTS

It's amazing how much has been thrown at us since we had last year's gala, the increased stress that has come with it, and the perpetual need to find other ways to do what we have historically done. Coupled with this seems to be the tightening of time, making it ever more precious. Accordingly, we are so grateful for the time you are spending with us and our virtual gala event.

Since early March there has been an immense of unrest in the world and the continuous unexpected occurrence of what I refer to as "upside down moments." Statistics show that the area that has been hit the hardest in St. Louis is the heart of where the youth we serve live. Their living conditions make it increasingly more difficult to withstand the coronavirus, their families move in with other families in small apartments for support and help with costs, they have had statistically more impact of unemployment than any other area, and they lack the resources to support the new virtual learning requirements. For our youth, school was more than a place to receive an education, it was a place to be away from their environment. Now that many still do not have a means to access the virtual learning platforms and being in the tight living quarters, there is an even greater allure to join gang and other high risk activity on the streets.

Our LFLG youth have all of the odds going against them, and yet they persevere with the many success stories we produce each year. I hope our program this evening helps you see how huge their success stories are considering the ongoing challenges and gravity pull they have around them: Bringing them down, holding them back, and making them feel like successes are not meant for them.

Many of us are accustomed to success. It is commonplace among the people we surround ourselves with, at our schools, within our careers, in our geography. Many of us have grown up with others around us supporting us, encouraging us to succeed, being offered the resources to help make that success more obtainable. It wasn't easy and we had to work hard for it, but it was something we knew we could obtain if we put in the effort and focus.

My hope this evening is for you to see how much more effort and focus the LFLG youth have to put in to achieve the successes they've earned this year so that we can be even more celebratory with them and in awe of their accomplishments.

We all want our donated dollar to be meaningful and supportive of something that is going to have an impact. Lift For Life Gym is proven to be a very worthy cause where every dollar donated has a significant impact on the future of our community through these individuals. Our programs are needed now more than ever. We look forward to sharing with you on this special evening the successes and impacts YOU have supported this year! Tonight, let us invest in future successes through LIFT FOR LIFE GYM!

This year's award recipients have been long time supporters of Lift For Life Gym. They have consistently contributed to every aspect of our mission, and for that, we thank them.

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## Emerson Hermetic Motors

Emerson is one of the Gym's most consistent supporters and has been a partner for more than ten years. Their ongoing support of all of our programs helps keep fuel in our vans, buys fresh produce for our Evening Café, provides job shadowing opportunities for our youth members, and funds special outings which allow our members to have fun and just be kids. We are so grateful for Emerson's partnership as we work towards achieving our shared goal of improving the lives of young people in St. Louis. We recognize all of the time, energy and support of Emerson, they are true Heroes to our gym youth.

## Dr. Anthony & Julie Sodd

They have been long-time supporters of the Gym's sports and fitness programming. It's because of donors like the Sodd's that youth members can participate in strength and conditioning, weightlifting and circuit training everyday after school. Consistent support from Dr. Sodd and his wife Julie helps make it possible for our weightlifting teams to travel to competitions and helps provide the team with uniforms and workout gear. Whether it's supporting our programming through monetary support or stopping by the Lab Gym to deliver healthy snacks and dinner to our weightlifters, Anthony and Julie are true friends to Lift for Life Gym, and we are so thankful for their long-time partnership.

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# THANK YOU TO OUR SPONSORS

Jerry & Joan Hjelle    Larry Cohn  
The Chanod Family    The Gellman Family  
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# MAKE AN IMPACT OF YOUR OWN

YOUR GENEROSITY CAN PROVIDE HOPE TO OUR INNER CITY YOUTH MEMBERS EACH AND EVERY DAY.



## A \$7,500 Gift of Support: Technology & Teen Coaching and Mentoring

Allow for Lift For Life Gym to purchase additional technology equipment along with teen coaching and mentoring. At-home schooling is challenging for families with lower incomes. According to the most recent census figures, roughly 44 percent of households in north St. Louis have no internet access at all. Funds raised will provide for items such as tablets or laptops, internet or wi-fi, phone or pre-paid phone cards, transportation to a job, or to an interview or college tour.



## A \$5,000 Gift of Support: Scholarships

Provide scholarships for our graduating Lift For Life Gym youth members in 2021. Your donation can be directed toward any three of our scholarship funds; The Marshall Cohen College Scholarship, Willie Lewis Scholarship and the Justin Thacker Weightlifting Scholarship.



## A \$2,500 Gift of Support: Education Programming & Private Tutoring

Support Lift For Life Gym's education programming. This 16 week program will consist of tutoring during the school year either in person, virtual or both. This essential program will aid 15 of our youth members in staying on track in school and to stay at our above their grade level in both math and reading. Helping provide education and resources for our youth members will be so important this year as they try and navigate this new virtual style of learning.



## A \$1,000 Gift of Support: Olympic Weightlifting Team

Your gift will support training, travel, and uniform expenses along with competition fees associated with future local, out of state and international meets. Lift For Life Gym serves a neighborhood with few recreational and fitness programs for young people making it hard for them to live a healthy lifestyle. Our Olympic Style Youth Weightlifting Team has competed in over 10 states in the past 5 years, and 53 Lift For Life Gym Weightlifters have become National Youth Champions since 1999!



## A \$500 Gift of Support: Grab bag lunches, Evening Meals & Family Care Packages

Help us provide food and essential care items to our families in need. Due to the effects of the virus parents of the youth members we serve are not working and the impact of lost income/wages on households with already low incomes is causing housing and food emergencies. Your donation will help Lift For Life Gym provide grab bag lunches, to go meals, and family care packages for our youth members and their families.



## A \$250 Gift of Support: Transportation

Provide a month of transportation costs for Life For Life Gym. Having a SAFE place for children to go in North City is important to our families. Your donation will help provide much needed transportation to and from our facility to ensure all our members arrive safely to and from the Gym each evening.



## A \$100 Gift of Support: Teen Coaching and Mentoring

Help provide much needed teen coaching and mentoring. Lift For Life Gym believes in the need for consistent positive role models encouraging teens to avoid the negative influences that surround them. Mentors will assist teens in resume building, job shadowing, job and workplace tours, college tours and much more. They will help them develop life skills, to have resources and relationships outside of their neighborhood. This program will allow teens to become confident and committed to working towards both their short and long term goals.

Make a Donation at [www.raisingthebar.givesmart.com](http://www.raisingthebar.givesmart.com)

# SILENT AUCTION ITEMS

Online Auction Available  
Now through October 3.

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Over 40 items to bid on including  
several neat themed baskets, health  
and fitness packages, golf outings,  
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Auction closes at 10pm on October 3  
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# SPECIAL THANKS

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There's no better investment than an investment in the future of our children. Thanks to everyone who has made Lift for Life Gym successful at investing in the youth of the City of St. Louis.

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MANY THANKS TO OUR CHAMPION PARTNER  
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## LARRY COHN

is a proud supporter of Lift For Life Gym and its mission.

*A special congratulations to the staff and volunteers that make all of this possible.*



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# A TRIBUTE TO ANDREW SHORES

Board member: 2013 - 2018

*Andrew's commitment and time spent with the kids will be missed by all!*

In appreciation:  
Advisory Board Member Nina Needleman



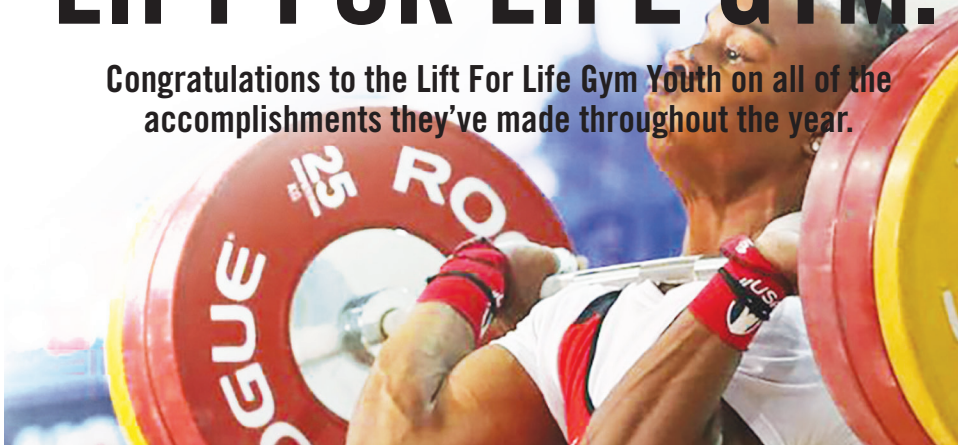
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A Proud  
Lift For Life Gym  
Booster



# THE DEUTSCH FAMILY IS A PROUD SUPPORTER OF LIFT FOR LIFE GYM.

Congratulations to the Lift For Life Gym Youth on all of the accomplishments they've made throughout the year.



Empowering people  
around the globe to be  
their best.

UPS is proud to support Lift for Life Gym

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# WHY WE DO WHAT WE DO

## WE MAKE SUPPLEMENTS, BUT WE'RE MUCH MORE THAN THAT.

We take great pride in designing each of our products with the goal of providing the highest quality health and sports nutrition products on earth. We strive to produce the cleanest and most effective products, formulated to work perfectly with your body. We use only the highest quality ingredients and state of the art secure manufacturing techniques to ensure the effectiveness and satisfaction you will experience with our ultra premium products.

Our ultimate goal is to produce products that are immeasurably better than the competition, and that far exceed both the expectations and trends of the products in our industry. At 1st Phorm we reinvest 100% of our earnings back into the company. This enables us to support research that continually gives rise to new sports nutrition technology for improving human performance and health. However, we understand that supplements aren't magic. Our industry might give you the impression that taking a pill or mixing up a powder and drinking it is all you need to reach your goals. When in reality, the most important thing to do in order to get real results, is commitment and consistent effort on your end. The supplements simply "help".

That's why we are committed to providing you not only the highest quality products, but also the education, tools, and support you'll need to achieve the results you want. If you are willing to meet us half way, we will stop at nothing to make sure that you achieve your goals. Our reputation rests on our relentless pursuit of this policy, and we are so adamant about delivering the best results because we understand what you're going through. We've been there ourselves and struggle with the same issues you do.



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# THE CHANOD FAMILY IS PROUD TO SUPPORT LIFT FOR LIFE GYM

— Patrick, Michelle, Olivia, Ella, and Lia





# ABOUT LIFT FOR LIFE GYM

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## OUR MISSION

To offer St. Louis city children a safe enriching environment in which to strengthen their bodies, enrich their minds, develop healthy social relationships and learn to make positive life choices.

## WHAT WE DO

In 1988, Lift For Life Gym opened its doors as a weightlifting facility for inner city youth. 32 years later, we've transformed into a full service youth activity center where at-risk youth strengthen both their bodies and their minds. Located in the old north neighborhood, Lift For Life Gym serves disadvantaged, at-risk youth, ages 8-18 years, six days a week, year round.

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## WE OFFER IMPACTFUL INSTRUCTION AND COACHING IN THE FOLLOWING AREAS:

- Intro to Weightlifting
- Powerlifting
- Olympic Weightlifting
- Personal Training
- Cardio & Core Instruction

**Since 1999 Lift For Life Gym's coaches and instructors have helped over 55 youth members become National Youth Weightlifting Champions.**