



**BOYS CLUB OF
AMERICA**

United Way Grant enables IM to be adopted by the Boys Club of Sioux City

Women United grant promotes brain development

United Way's Women United has announced that \$40,000 will be awarded to the "Brain Zone," a ground-breaking project implemented through the Boys Club, Mary Treglia Community House and Girls Inc.

The three United Way agencies will collaborate to provide skills and activities to help children develop their brains. Brain Zone activities have been proven to help improve children's thought process.

Roger Friessen, executive director of the Boys' Club of Sioux City, has promoted Brain Zone as a way to help children with learning disabilities.

"Thanks to the generous contribution from Women United, it will be possible for us to test and identify children with learning disabilities, and help them, improve information processing, to overcome behavioral and learning difficulties," Friessen said.

Brain Zone consists of three program areas: Interactive Metronome, BrainBuilder and Bal-A-Vis-X, a series of **B**alance/**A**uditory/**V**ision Exercises that require full-body coordination and focused attention to integrate both sides of the brain in a students' thought process.

Friessen added, "In the past, many children with brain processing related learning disabilities were never identified. These children were left to struggle through life without relief from the symptoms they exhibited. They found themselves unable to cope with daily life because they were unaware they even had a physiological problem; therefore they never sought help or treatment. They struggled with anger management, poor work performance and attendance and self-worth issues that affect

virtually every aspect of their lives."

The "Brain Zone" project will begin working with children at the Boys' Club, Mary Treglia Community House and Girls Inc., as well as Lowell Elementary School. Goals include expanding the program to other schools in Siouxland.

"We are very excited to provide the resources necessary to grow 'Brain Zone' activities within our community," stated Charese Yanney, co-chair along with Karleen Waller of United Way's Women United. "This project truly demonstrates United Way and Women United's commitment to addressing the root cause of issues that affect Siouxland youth. Brain Zone will achieve some significant change for the better in Siouxland."

Waller stated, "United Way and Women United have made it possible for women to pool their collective resources to invest in programs we feel passionate about and that make a visible difference. In fact Women United has identified its mission as: providing financial support to organizations or groups that demonstrate the ability to enhance the quality of life for our Siouxland youth."

Waller added that the Yanney family, Charese, Do and Jim), was instrumental in bringing the Women United concept to Siouxland. "They saw how this concept empowered women and raised additional funds in a community that could be leveraged to make an impact."

This is the second project for Women United. In 2006, a grant was awarded to the Council on Sexual Assault and Domestic Violence to launch "New Beginnings," a program that helps break the cycle of violence and domestic abuse by helping families as they transition from living in an unsafe environment to a safe, self-sufficient life.