

Genesee County YMCA Capital Campaign FAQs

Why is the Genesee County YMCA conducting a capital campaign?

Our current facility has been renovated and expanded over the years to meet the growing and changing needs of our community. We know we must address our facility again today, but it no longer makes financial sense to put additional money into an aging building and not reinvest into programs. In addition, the current facility is not ADA Compliant and spaces for family programming and social spaces are lacking. Additionally, our current site is landlocked and we can't build up or out.

We need a purposefully designed space to offer the types of programs and services our community needs today and well into the future.

What is the difference between a capital campaign and the Y's annual fundraising campaign?

A capital campaign is a targeted fundraising effort designed to raise funds for a specific bricks and mortar project, such as renovating a facility. These dollars build buildings.

The Y's annual Community Support Campaign raises vital funds to provide financial assistance scholarships to those who would otherwise not be able to participate in life-enhancing Y programs and services. These dollars support people.

A successful Y needs generous donors for both annual and capital campaigns.

Why is the Y going forward now, considering the uncertain economy and world?

This pandemic has shown us that the community needs the Y now more than ever. Parents are relying on us to provide a safe, fun and healthy summer for their children through our day camps. After a long spring at home and out of school, it is reassuring to hear the laughter and see the children enjoying their summers. Throughout the shutdown and still today, we are reaching out to seniors to ensure they have the resources they need and a friendly voice to help lessen the effects of social isolation.

We are encouraged by the \$11 million of support we have already secured toward the project and know others are interested in helping.

Please know: the Y intends to remain open for business throughout construction.

Will these improvements address evolving needs in a post-pandemic world?

We are working with GRO design and CPL, a facility design firm that works with hundreds of YMCAs across the country, and will benefit from their vast experience and current-day research. Many of our new spaces will be both larger and more flexible to accommodate social distancing guidelines. We have already made changes to our facility to offer the safest environment (including spacing out fitness equipment and limiting number of patrons to promote optimal social distancing; installing plexiglass shields; making masks, hand sanitizer and other PPE readily available throughout the building) and will continue to implement these practices for as long as necessary. Be assured, at the Y, the health and safety of our community is our ultimate priority.

Who has oversight? How will they make sure the project comes in on budget?

The Y's volunteer Board of Directors – community leaders who live and work right here in Genesee County – approved this capital project and will regularly monitor project expenses. The finance, project, strategic planning and operations committees are all monitoring the project under the ultimate oversight of the CEO and Board of Directors.

Fundraising and Giving

What is the campaign goal?

To complete all the planned capital improvements, our Board of Directors has established a campaign goal of \$14 million. To date, we have secured \$11 million in commitments.

How can I donate? How can I pay my gift or pledge?

The easiest way to donate is to go online to www.glowymca.org/capital or to fill out our paper pledge card inside our campaign brochure.

Gifts and pledges can be paid by check, cash or credit card.

Can I make my gift over a period of time?

Absolutely. For many, a pledge is the preferred way to make a generous gift. It allows you to pay later or spread out your payments over 1-4 years which may allow you to donate more than if you had to make your gift all at once. As the donor, you can specify the time period and payment schedule you wish.

Are donations to the capital campaign tax deductible?

Yes. The Genesee County YMCA is a charitable non-profit with 501 (c) 3 designation by the IRS. Donors can feel secure if they choose to incorporate a gift with their tax planning goals. All donations will receive a letter documenting their contribution to the Genesee County YMCA.

Will donors be publicly acknowledged?

Yes, unless the donor chooses otherwise. Public acknowledgment is the choice of the donor. The YMCA has a planned donor recognition program, including attractive naming opportunities for spaces in the new/renovated facility as well as a donor recognition wall. However, we completely respect donor wishes and understand if public recognition is not desired. Gifts can be made anonymously and will be treated with the utmost confidentiality if requested by the donor.

Construction and Facility

What is the timeline for building the new YMCA?

While we plan to break ground this fall and open the new facility in 2023, the size, scope and timing of the new Y facility will ultimately be determined by the generosity of the community in support of this effort.

What are the specifics of the new facility?

Initial plans for the new 60,000 square-foot Y include a state of the art wellness center, indoor pool, group exercise studios, and gymnasium with indoor walking/running track, teaching kitchen, indoor playground, youth spaces, living room and meeting rooms.

Our vision is a welcoming, diverse gathering space that offers a one-stop destination for families and individuals of all ages and is fully accessible for people of all abilities.

How much will a new building cost/do you need to raise?

The new facility cost \$19 Million. We have set a fundraising goal of \$14 Million.

Where will the new Y be?

The new Y will sit on the property east of the current facility; neighboring Cary Hall and across from City Church, and vacant lots surrounding Cary Hall.

Where will you enter the new Y?

Entrance to the new facility will be located across from the Jerome building.

Will the Y be addressing parking?

Yes. The healthy living campus will have 300 associated parking spaces.

Will there be a racquetball court?

No, however a court is still available at the Wyoming County Branch for member use.

Will there be an elevator?

Yes. The entire facility will meet all current ADA building codes and requirements.

Will there be a sauna and steam room?

Sauna – Yes. An adult, co-ed sauna will be accessible from the pool deck.
Steam Room – No

Will the GoArt building be affected?

No.

Membership

Will there be an increase in dues for members?

We are not projected to increase our membership and program fees as a result of the new facility. We will continue to review membership rates annually and make modest adjustments each year to our rates and fees when needed. We are not exempt from the reality of rising cost. We work each day to reduce and control costs. A successful program and growing membership will help moderate future membership rate and program fee increases.

Will there be day passes or guest passes?

Currently at this time, day passes have been eliminated from the YMCA. A comprehensive member-bring-a-guest program is in development for the new facility

Hours of Operation

The YMCA will most likely be increasing hours of operations at the new facility to meet the needs of the membership base. These discussions are ongoing and will be shared closer to the facilities opening date.

Locker rooms

Will there be private locker rooms?

No. the new facility will have a large family/special needs locker room, as well as adult women and adult men's locker rooms.

Will you need to make reservation for the family locker room?

We are developing a process as we know that the family locker room will be busy at certain times of the day.

Aquatics

How many lanes will be in the pool?

6 lap lanes, 25 yards (identical in size to the current facility lap pool)

What will aquatics programming look like?

Programming is still be discussed but lap swim, water exercise, swim team, swim lessons and other programs will still be offered.

Preschool/Child Care Wing (Youth Development)

How many classrooms will there be?

3 classrooms, interactive common space, space for special needs services

What will preschool programming look like?

Programming is still to be developed but the new facility will allow for current programming models to currently run with more potential programming.

What will child care programming look like?

Programming is still to be developed but the new facility will allow for current programming models to currently run with more potential programming.

Will there be any changes to hours in regards to child care, preschool programs?

There will be no changes to child care or preschool at this time.

Will there be any changes to hours in regards child watch?

Changes may be made to Child watch depending on building needs. This is still being developed.

Outdoor Space (green space, playground)

Development is underway for both internal and external play spaces that meet the needs of children of all ages and abilities.

Wellness Center

How many group exercise studios will there be?

2 studios

What will Group Exercise programming look like?

Programming is still to be developed but the new facility will allow for current programming models to currently run with more potential programming.

What will happen to your old equipment?

The Genesee County YMCA will move equipment to other facilities such as, Orleans County, Wyoming County and Liberty Center Gymnastic Center. If there is remaining equipment the YMCA will most likely sell it.

Gymnasium

Will there be a net around the gym to protect the track users?

We are currently still in the process of design. This will be discussed and a solution will be integrated. Most facilities of similar design do not have netting.

Youth Sports

Will the gymnastics center be moving to the new facility?

No. The Gymnastic center will stay on Liberty Street.

Partnerships

What programs and services will be added/expanded?

RRH: Integrated Primary Care, Telemedicine Specialties, Behavioral Health Crisis intervention, Patient / Community Health Education, Cancer Screening Service, Diabetes Education, Dietary Education, Mothers on Medicaid Support Services, Baby Café, Graduate Medical Education Clinics and Education, and other outreach community services.

YMCA will see significant expansion in all of its core programming: Health and wellness fitness, child care, aquatics, family programming, and preschool. Additional space will allow the YMCA to expand programs to address wider variety of community needs.

Will the YMCA partner with other local agencies to enhance programming?

The YMCA is always looking for partnership within our area and will continue to do so with the new facility.

Will any programs be eliminated?

At this time, neither organization plan to eliminate active, thriving programs.

Will the office of Aging be apart of the Healthy Living Campus?

Currently at this time, the Genesee County/Office of Aging will not be joining the new facility. But during design conversation, the thought of a future expansion has been discussed.

Additional Questions

Design/Construction Questions: Rob Walker, CEO – rwalker@glwoymca.org

Operational Questions: Jeff Townsend, VP of Ops – jtownsend@glowymca.org

Donation Questions: Rachel Hale, Dir. of Assoc. Advancement – rhale@glowymca.org