



## DECATUR COUNTY FAMILY YMCA YMCA CAPITAL CAMPAIGN FAQs

### **THE "WHY"**

#### **Why did you decide to do a Capital Campaign project?**

Through a 2016 Community Needs Assessment, we learned that area residents wanted services which engage the whole family.

Out of 553 responses:

- 19%- indicated the availability of services aimed at engaging the entire family was important
- 34%- responded that supporting youth in practicing positive habits that include physical activity and healthy eating was important.
- 29%- responded that having a presence of community spaces where youth can develop connections with others was important
- 27%- responded the availability of non-athletic programs that draw out youth skills, creativity, and confidence was important.

After this Community Needs Assessment, we began to explore the idea of a Capital Campaign. In 2017, we conducted a Market Study that interviewed 400 non-member households and 100 YMCA member households. Some of recommendations that came from that study showed the following:

- Expand the Wellness Center, adding more machines
- Add a Multi-Purpose Studio/Classroom for Group Exercise
- Establish a Family Adventure Center (New indoor playground)
- Establish family changing locker rooms

After conducting the Market Study in 2017, we did a Feasibility Study in 2018 that showed we could actually raise the funds and move forward with a Capital Campaign, leading us to where we are today.

#### **What is wrong with the current Y?**

Nothing is wrong with the current Y; however, as our community changes, we want to be proactive and meet the community's needs where they are.

#### **We have a pretty significant building for a community our size. Why do we need to expand, and why now?**

Over the past several years, we have done an extensive job of examining the YMCA's needs, and more importantly, the needs in the community. Through this process, we have identified program areas that will enhance our ability to provide services that our members and our community desire. This campaign is in direct response to the expressed needs of Decatur County residents. According to the Community Needs Assessment, we have the potential of adding over 1,300 new memberships to our current membership roster, which will require more space.

Through this project, we will help assure that the YMCA can continue to be a hub and a community gathering place.

## **Is the Community Needs Assessment report available to the public?**

Yes, this Assessment is available on our website, on the Home tab, under About Us, 2016 Community Needs Assessment.

### **THE PROJECT**

#### **What does the project include?**

Expand the Wellness Center (4,000-5,000sf\*), adding more machines; Add a Multi-Purpose Studio/Classroom (2,000-3,000sf\*) for Group Exercise; Establish a Family Adventure Center (new indoor playground (3,000-4,000sf\*)); Establish family changing locker rooms (500-1000sf\*); 3,000sf of dedicated Decatur County Memorial Hospital space. Updating and renovating other areas and systems within the current YMCA.

\*All square footage (sf) is approximate.

#### **The changing rooms for families and special needs are a great idea. Will there be lockers?**

Yes, there will be individual bays which will include showers and restrooms for families to change, and a common area that will include lockers. Families will be able to lock up their belongings in the lockers instead of the changing room. This will keep the room open and available for more people to use.

#### **Will you add on to or renovate to the Aquatic Center?**

No. There are no plans to expand the aquatic center at this time. The market study did not indicate any need to change our current pool.

#### **What new equipment is part of the project?**

We have already upgraded our Pin-selector equipment in December 2018. We will add cardiovascular pieces and equipment for the Multi-Purpose room. Other equipment will be added as needed.

#### **What is the anticipated timeline for the project?**

We will begin construction AFTER we have received sufficient funding to assure that we can complete the project once started. Our goal is to start construction in 2020. Construction will take approximately 12-14 months with a careful balance of minimizing ongoing service.

#### **Are we using local contractors for the project?**

Our goal is to use local contractors as much as we can for this project. But we are doing our due diligence and interviewing a variety of contractors. We will pick the contractor that will do the best job on our project.

#### **What is the level of inclusiveness for special needs kids and older adults?**

Our current building is ADA compliant and all the new additions to our facility will be as well, including the family changing locker rooms.

#### **Regarding the need for a community indoor playground, will families who are not members have to pay to use it?**

Yes, non YMCA members will have to pay to use the playground. We will have several "free" days throughout the year where access will be "free" to everyone like we do periodically with the pool.

## **If the community's need for an indoor playground is so great why isn't the City Parks Department building one?**

We have spoken with the City about this situation. We discussed a collaboration with the City on an indoor playground. The city wants the facility downtown and the Y wants the facility on the Y campus. So making it part of the YMCA's expansion made the most sense.

## **Pickleball is getting more popular. Will there be room for more courts in the new addition?**

We currently have three regulation courts in our Wood gym, with an additional two courts available in the Blue gym, so at this time Pickleball Courts are not included as part of the expansion.

## ***THE FUNDING***

### **How much will the project cost?**

Through our research and studies the project will cost \$5,000,000. This will allow for the addition of the Family Adventure Center (new indoor playground), family changing rooms, and an additional group exercise studio. This project will also include expanding the wellness center, a 3000sf dedicated space for Decatur County Memorial Hospital, updating and renovating the lobby, 2<sup>nd</sup> floor space, and upgrading current building systems. This project will also allow us to grow our Endowment Fund.

### **Is this completely donor-funded or will the YMCA be funding any of it?**

This project will be completely donor-funded.

### **Do you already have donors?**

Yes, we are talking with donors and friends of the Y who are very interested in the project and are excited to see the project come to fruition.

### **What happens if you don't receive the goal amount for project?**

We do not foresee this to be an issue, but if it comes up, we would adjust the project according to the amount of money we have received.

### **How can I support the Capital Campaign?**

We would love for you to be part of all the exciting things happening at the Y! You can make a huge impact in supporting the Capital Campaign with a gift of any size. All amounts are greatly appreciated. Pledges can be made over a five-year period as well to help alleviate the burden of a larger, one-time donation. In-kind gifts are also welcomed.

### **How are payments taken care of?**

Payments can be made in many ways. A one-time gift is always acceptable; however, donors have the option to pay over time for larger gifts—up to five years. Payments will be accepted in the form of cash, check, credit cards or even stock transfers.

### **What other ways can I donate?**

There are several ways available in which you can donate.

- Direct Giving- Cash, Check, Credit Card, Electronic Funds Transfer
- Pledges

- Retirement Accounts
- Gifts of Stock
- Personal Property
- Life Insurance
- Real Estate
- In-Kind Contributions
- Planned Giving or Estate Gifts
- Gifts of Grain or Livestock
- Employer Matching

### **Can I designate my money to go toward a specific area?**

Yes! If there is a certain area that is special to you for any reason, you may ask that your money help fund that specific location.

### **Can I split a donation between different naming areas?**

Yes, your donation will be utilized in the most cost effective way towards whole/ partial naming areas or specific portions of naming areas.

### **Can gifts be made in memory or honor of someone?**

Of course! We would love to have gifts made in honor of someone special to you!

### **Will the operating costs of a larger facility be sustainable?**

Yes. Prior to starting the Capital Campaign, we worked with consultants to develop a business plan around the project. Through this process, we were told how much it would take to sustain the project. As a result, a portion of the funds raised during the campaign will be used to establish an "Endowment Fund" which will sustain the building addition.

### **How will you decide whether my gift goes toward the Capital Campaign or to the Endowment Fund?**

Of course, if you have a preference, you can designate your gift. Otherwise, the board will allocate the funds in keeping with the balance we have outlined in the project.

### **Will there be any long-term debt?**

No, there will be no long-term debt. We feel blessed to be debt-free and plan to continue to be debt free.

### **Don't you receive funding from your national organization?**

No. Each YMCA is an independent organization and pays dues to our national office for valuable training, consulting, marketing resources, and other support services. These dues are approximately 1.75% of the annual budget. There are some grants that are leveraged through the national organization, but these are targeted at specific programs.

### **Is my gift tax deductible?**

Yes. The YMCA is classified as a 501c3 organization. Contributions are 100% tax-deductible.

### **Why should I give? I pay membership dues.**

Membership dues cover only the costs associated with your membership, i.e., facility operations, maintenance costs, staff costs, etc. Membership dues support operations—Capital Campaign dollars will support the cost of building a new facility.

## **Do you receive public funding?**

YMCA operations are sustainable through membership, program fees, grants and donations. We partner with many local organizations and agencies, but do not receive any direct public funding.

## **What about the United Fund?**

The United Fund is the largest, single contributor to YMCA programs. Their allocation helps support needed community-based services. Even so, it is impossible for the United Fund to fund all YMCA community service activities. The YMCA Annual Campaign provides a way to continue helping the growing number of under-served people in our community.

## **What is the estimated increase in revenue as a result of the Capital Project?**

According, to the Community Needs Assessment, we are anticipating a 60% increase in revenue stream.

## **Everyone is asking me for money.**

We realize that with more and more needs in our society come more and more requests for assistance. Many of us wish we could fill each of these requests but in reality most of us cannot. We simply ask that you consider the positive impact the YMCA has on you, your family, and those in our community as you develop and evaluate your list of yearly giving.

## **Will you promote me or my business for donating?**

We have Naming Opportunities for anyone who wants to have their name be part of our new expansion.

## **How does this campaign compare with the annual campaign of the YMCA?**

This campaign will provide the resources to assure the success of this capital initiative. The annual campaign supports the efforts of the YMCA by seeking to meet the needs of the community and filling in other gaps. Financial assistance for YMCA programs will continue to be important on an ongoing basis.

## **We give each year to the hospital, why should I give again for this project as the hospital is part of it?**

Each one of us is inspired to give in our own way. Many individuals support multiple organizations in our community and we understand giving is a personal decision. Many have expressed their enthusiasm about the partnership between the YMCA and DCMH and we anticipate support from many community members.

## **Are you going to be applying for grants too?**

Yes, we will be applying for grants to help us with this project.

## **I heard that the Decatur County Family YMCA is opening a new YMCA branch in Shelbyville. Will my donation stay in Decatur County?**

Decatur County Family YMCA is collaborating with Major Hospital to open a new YMCA in Shelby County. Yes, any donation you make to the Capital Campaign will stay in Decatur County for our Y's expansion. Any donation made in Shelby County will stay in Shelby County for their YMCA.

## **THE EFFECTS**

### **...on the community**

#### **Will this affect any other businesses in the community (positively/negatively)?**

Since it is our hope to use many local contractors from our community as possible, this project can only enhance other businesses in our community in a positive way. We don't anticipate it to have a negative impact on any business.

#### **How will this project impact our community?**

The Capital Campaign will allow the YMCA to continue promoting positive, healthy lifestyles for Decatur County and the surrounding communities. The Y has been a leader in the community for 105 years and plans to continue that leadership. Community residents, regardless of background or socioeconomic status, will continue to have access to positive programs and classes, educational options, and a safe place for youth, families and adults.

### **...during construction**

#### **Will we lose or gain any facility programming (i.e. classes, youth activities, and daycare)?**

It is our plan not to lose any programming during construction. If there is a need to shut down any areas, we hope it will be minimal. After construction is complete, we will be able to double the amount of classes that we currently offer with the addition of another Multi-Purpose/ Group Fitness studio. Since it will be a Multi-Purpose studio it will allow us to offer more seminars and conference space. The indoor playground will also add some dimension to our Preschool program.

#### **Will youth sports be affected?**

We do not see Youth Sports being affected during construction at this time.

#### **How will we accommodate group classes?**

It is our plan not to disrupt any of our group classes during construction. If there is a need to shut down any areas, we hope it will be minimal. After construction, we will be able to accommodate more Group Fitness Classes at the same time, with the addition of another Group Fitness studio. In terms of large groups of people or conferences, this room will be a Multi-Purpose space, so it will allow for us to have additional space for these types of groups.

#### **Will After School programs be affected?**

During construction, After School should not be affected. After construction, with the addition of the Indoor playground, this will only affect the After School program in a positive way.

#### **Will hours change during construction? Will there still be 24-hour access to the wellness room during construction?**

At this time, we do not foresee any changes to our hours during construction. The 24-hour access may be down during renovation, for a limited time due to the expansion in the Wellness Area. As with any project, changes may arise when construction begins. If this is the case, we will be sure to give adequate notice to members.

#### **Will there be enough parking?**

We are fortunate enough to have a large parking lot that will accommodate additional membership units.

## **...post-construction**

### **How will we staff the additional areas?**

As with anything new, we will look at using current staff for additional help in new areas, and will hire more based on the needs.

### **Will membership fees be affected by this project?**

Any membership dues increases are not related to the capital campaign. We review our membership pricing structure every year and work hard to make our membership affordable and the Y accessible to all. Our goal is to keep minimal membership prices and program fees while still running a balanced budget.

## ***BUILDING PARTNERSHIPS***

### **Are there any partnerships planned for the additional space?**

We are excited to expand our collaboration with Decatur County Memorial Hospital by developing space dedicated to the continuing health and wellness needs of our community. This designated space will serve as a health pavilion supporting education, wellness, post-rehab and fitness needs of our community.

### **How would the partnership work?**

Over the past few years the YMCA and DCMH have partnered in many health and educational events. To further this collaborative effort, the YMCA and DCMH have developed a memorandum of understanding to formalize the partnership. The hospital would have dedicated space and a separate entrance to accommodate those using their services which include education, wellness, post-rehab and fitness programs.

### **Would Y members be able to use the Hospital's space?**

The hospital's designated space will be available to YMCA members and the entire community when it is open and staffed.

### **Will the hospital rent their space?**

DCMH has made a commitment to the YMCA to support the development of the DCMH dedicated space. DCMH will be responsible for all utilities and other expenses associated with the space.