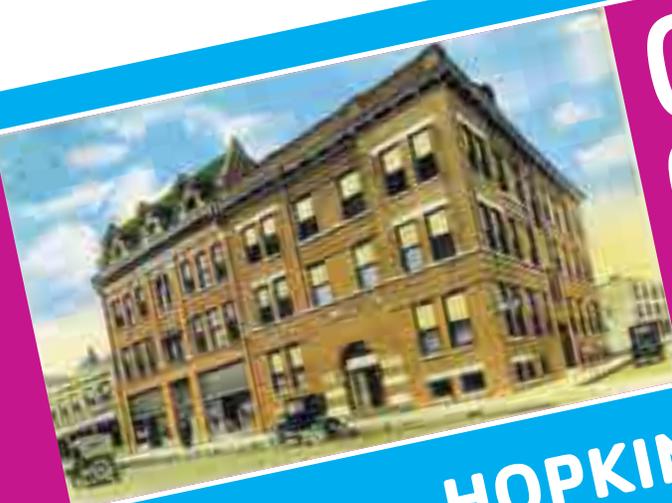




PRESERVING THE PAST
**PROTECTING
THE FUTURE**



**CAPITAL
CAMPAIGN
-2017-**



HOPKINS COUNTY FAMILY YMCA
EST. 1896

CAMPAIGN FOR GENERATIONS TO COME

The Hopkins County Family YMCA Board of Directors has determined it is time for the YMCA to move forward with a capital campaign and renovation project to provide our families and citizens with a welcoming up-to-date, accessible and safe facility to continue our services to Hopkins County and beyond.

Dear Friends,

Nearly 375 years ago, a ship load of Europeans landed on the Northeast coast of America. Their first year, they established a town and elected officials. During the third year, they decided to build a road five miles into the wilderness. The fourth year their citizens tried to impeach the leaders because it was a waste of money and time to build five miles into the wilderness.

These were the same folks who had the vision to see thousands of miles across the ocean but, within five years, their vision was lost and were unable to see five miles outside of their town. They had become comfortable. D.L. Moody once said, "If God is your partner, make no little plans."

Almost five years ago, YMCA leadership began praying and seeking alternatives for your Y to continue its services into the next century. We prayed for the most economical and feasible way to achieve the greatest impact.

Our efforts are focused on nurturing the potential of every child and teen, improving our community's health and well-being, and providing financial assistance to our neighbors. During the past twelve months we have continued to provide support in the traditional programs you know us for while actively creating new and innovative ways to expand our reach and assist more people.

The Board of Directors has determined it is time for the YMCA to move forward with a Capital Campaign and renovation project to provide our families and neighbors with a welcoming, up-to-date and safe facility to continue our services to Hopkins County and surrounding communities.

The YMCA is unparalleled in strengthening community because we ARE the community. We strengthen our community through Judeo Christian values that build healthy spirit, mind and body for all. Our impact is felt when an individual makes a healthy choice, when a mentor inspires a child and when a community comes together for the common good. Together with you, your family and our neighbors, the YMCA strengthens communities by promoting youth development, healthy living and social responsibility. The YMCA has done this for over 160 years worldwide and right here in Hopkins County starting in 1896. We are determined to keep doing it. As the nation's leading nonprofit committed to strengthening communities, the YMCA works every day side-by-side with our neighbors here and in 10,000 communities throughout the country to make sure that everyone, regardless of age, income or background, feels welcome and has the opportunity to learn, grow and thrive.

Our YMCA is a powerful association of men, women and youth committed to bringing about lasting personal and social change. We extend sincere thanks to our donors, Board of Directors, volunteers and staff who help us nurture the potential of every child, youth and adult and give everyone the opportunity to grow and thrive. We are taking on an ambitious project, however, we feel it is achievable due to the fact we are a cornerstone of good and have a firm foundation of success.

Throughout this casebook you will see the generational impact made over the years to your community. The Y is far more than a classroom, weight room or cardio equipment; those are simply ways to achieve personal goals but not our end goal.

Now when you think of your Y, you know it is more than a gym; it's a cause - a cause which, with your generous support, continues to strengthen the community where you live.

We hope you will join us on our journey by making a contribution to help the Hopkins County Family YMCA achieve our goals to renovate our facilities and continue our service into the next century.

Steve Cox

STEVE COX
Campaign Chair

Skip McGaw

SKIP MCGAW
Chair, Board of Directors

WHO WE ARE

The YMCA has made an impact on this world like few organizations in history. Few things stand the test of time. Not many organizations have a profound impact on multiple generations. But yours does. This heritage - your heritage - is so much more than historical facts.

At the Y, we are so much more than a gym. We are a cause. And our cause is strengthening community.

Across the United States, we embrace the mission that has been adapted from previous generations. It maintains the integrity where we come from and it speaks to where we're going and whom we invite to join us. The mission is this: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

This movement, over time has brought hope, health and life to millions of people. It continues to serve 17.9 million people per year in the U.S. alone, of which 9 million are children.

We are counting on you to help shape the future of the YMCA.

It's an honor. It's a privilege. And it will be a lot of fun!



George Williams started the YMCA movement in 1844 that was infectious to the world and changed it forever. Taking social responsibility for others became a defining characteristic of the YMCA. The Y has and continues to take social responsibility.

During the Civil War, the YMCA organized an effort to work together in the aid of soldiers; both the soldiers of the North and the soldiers of the South were served. During World War I, the YMCA's relief work would come to include everything from serving hot cocoa to soldiers to raising money for much-needed supplies. The Y's efforts were the forerunner of the GI Bill. With the outbreak of World War II, the Y would again send its volunteers to the front line. It helped found the United Service Organization

for war relief work, better known as the USO. The Y's humanitarian effort in World War II would serve more than six million servicemen in more than 36 countries.



There are **14,000** YMCAs worldwide and **2,600** Ys in the USA.



War time is not the only situation the YMCA has responded to. They demonstrated social responsibility when serving men in mining communities and lumber camps or out in the middle of nowhere while they built railroads that stretched across this country. The YMCA went to the people and they met the need.

Another defining focus the YMCA has discovered along the way is youth development work. Martin Luther King, Jr. grew up in the Y.

He used the Y as an advocate and safe haven during the Civil Rights movement. The YMCA profoundly influenced the development of our Civil Rights leaders.

In the 1960s, many mothers entered the workforce and the YMCA once again met the need for child care by becoming the largest provider of childcare in the nation, which is still true today.

DID YOU KNOW?
The triangle shape of our Y logo is intentional: it represents an on-going commitment to help our members build health; spiritually, mentally and physically.





More people.
More growth.
More challenges.
More.

Today, our community sits on the
brink of more demands and more
opportunity.

IMPACT IN OUR COMMUNITY

OUR COMMUNITY PARTNERS:

- Big Brothers Big Sisters
- City & County Government
- Dawson Springs Community Center
- Elizabeth's House
- Faith-based Organizations
- Family Advocacy Center, Inc.
- Hopkins County-Madisonville Public Library
- Hopkins County Board of Education
- Hopkins County Community Clinic
- Hopkins County Extension Office
- Hopkins County Health Department
- Hopkins County Jail
- KCTCS
- Madisonville Fire Department
- Madisonville Housing Authority
- Madisonville Parks & Recreation
- Madisonville Police Department
- Mayfield Graves County YMCA
- Murray State University
- Patrick Rudd Project, Inc.
- Salvation Army

PEOPLE SERVED:

Through the YMCA, **7,900** facility members and program participants of all socioeconomic backgrounds became healthier, more confident and ready for success. The Y is strengthening our community one individual at a time.

In collaboration with Hopkins County Schools we served **100,003** meals to children who qualify for free or reduced meals in Hopkins County during the summer and after school.

LIFE SAVING & WATER SAFETY SKILLS –

260 children served

CHILD CARE & DAY CAMP –

248 children served

ACTIVE OLDER ADULTS & WATER AEROBICS CLASSES –

55 seniors served

Provided memberships free of charge to **31** Military Families while spouses were deployed.



GIVING BACK TO OUR COMMUNITY:

At the Hopkins County Family YMCA, our Annual Giving Campaign ensures everyone the opportunity to be healthy and thrive. In 2016, we helped **7,240** individuals connect with others and contribute to a better community thanks to over **\$700,000** in free, subsidized or sponsored programs and services.

Volunteers - 234 / Hours - 4,856 / Staff - 179

HOW DID WE GET HERE?

Although regular facility improvements and upgrades have been made over the lifetime of our 36-year-old facility, the building is showing the wear and tear of heavy usage. The current facility is in need of major mechanical replacement, upgrades and renovations. Renovating will provide a more economical building with efficient space utilization for today's needs as well as the future's.

In 2012 the YMCA Board of Directors and community leaders conducted a strategic planning session and a comprehensive facility plan became a priority. We

determined that it would not be feasible to move and it would be in our and the community's best interest to remain at our current location. Developing a comprehensive update plan will allow us to meet the mission of our YMCA and expand our services.

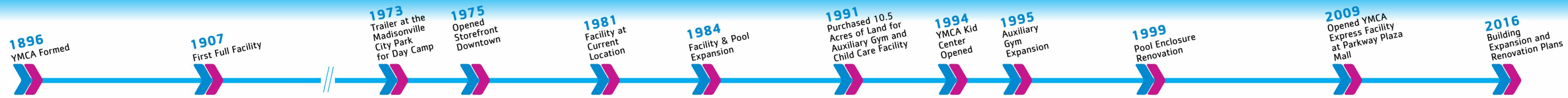
We arrived at this point through surveys, focus groups, needs assessment and feasibility studies. This resulted in approximately \$1.6 million required improvements to enhance our services.

We have retained the services of Gro Designs, Herb Campbell and Jim Denton to conceptualize the revitalization of your YMCA using all the input above. We also asked for preliminary cost estimates.

We have determined to move forward. Through our Foundation, Capital Campaign and financing package we feel we can accomplish the projects you see in this casebook.

Your YMCA Board of Directors have expressed a strong desire to move forward to maintain our presence and protect our community's future by revitalization of the YMCA and thereby its mission by serving the at-risk, residential and workplace populations.

Ed Wallace | ED WALLACE
President/CEO



PROJECT SCOPE - LOWER LEVEL

CHILD WATCH AREA

The Child Watch Area consists of 1,221 square feet and is available for members to bring their children/grandchildren to be taken care of for up to 3 hours while they utilize the YMCA. The Child Watch Area is supervised by YMCA Staff.

FAMILY LOCKER ROOMS

In renovating the men's and women's locker rooms, we are adding 6 family-sized, private changing rooms with varied amenities, such as showers, toilets, benches and sinks.

WELLNESS FLOOR

The majority of our wellness equipment will move downstairs to the 2,559 square foot Wellness Floor, featuring cardio equipment and Selectorized Strength Machines.

FREE WEIGHT ROOM

3,000 square foot addition dedicated to free weights, benches, racks and sleds.

INTERGENERATIONAL CENTER

1,143 square foot space devoted to all ages who visit the Y. Features a lounge area for socializing before or after classes, as well as ping pong, foosball, and air hockey tables for our teen members to utilize.

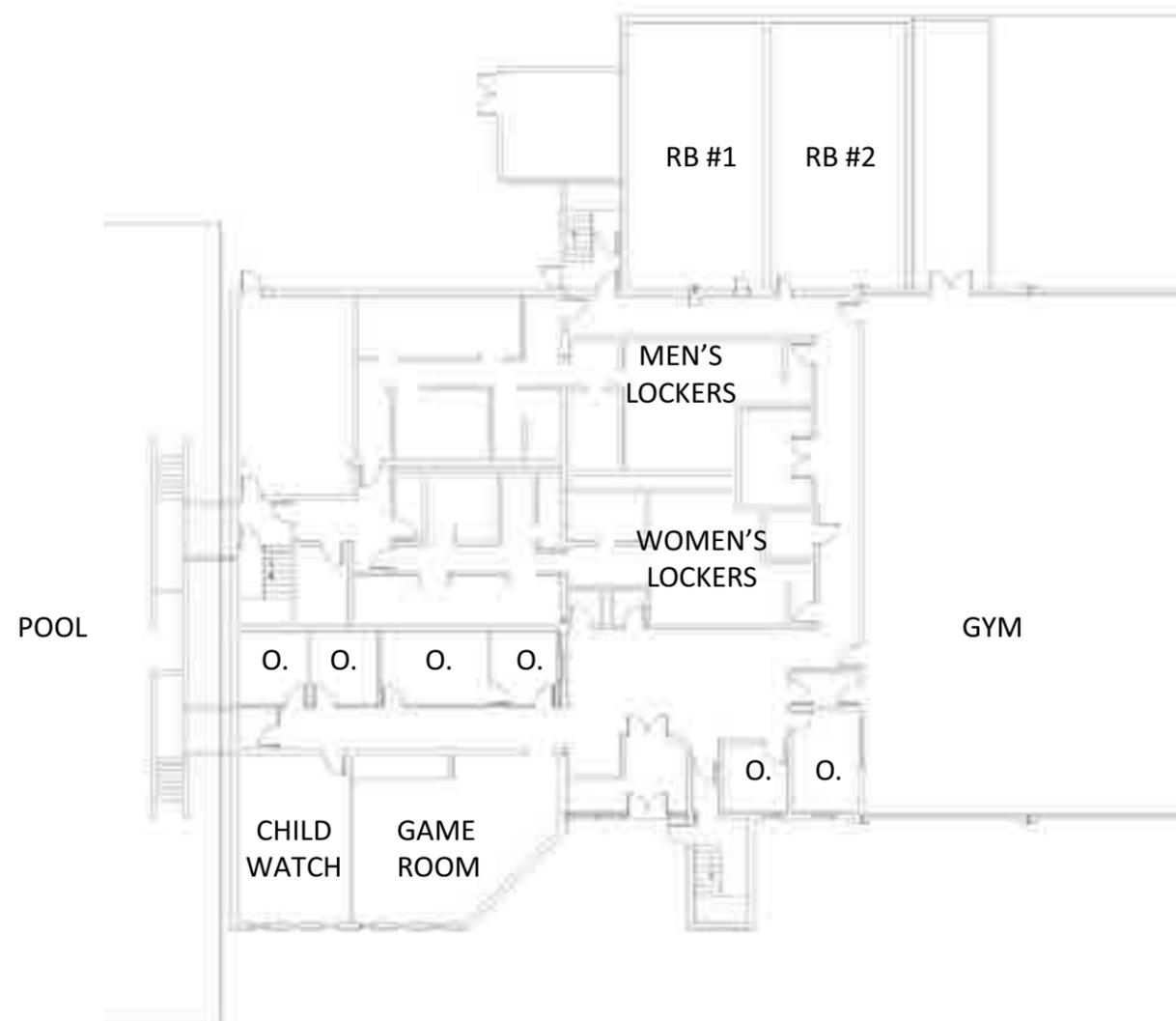
OUTDOOR PERFORMANCE AREA

The Zone is the perfect space for anyone wanting to find their inner athlete, train toward a personal best, or simply take on a new challenge. Unique to the Hopkins County Family YMCA, we are dedicating a 1,000 square foot outdoor core training space for functional training, plyometrics and sports performance. The Zone includes premium sports turf, TRX Suspension training straps, heavy bag and kick boxing bag stations, tubing stations, medicine balls, plyo boxes, agility equipment and more!

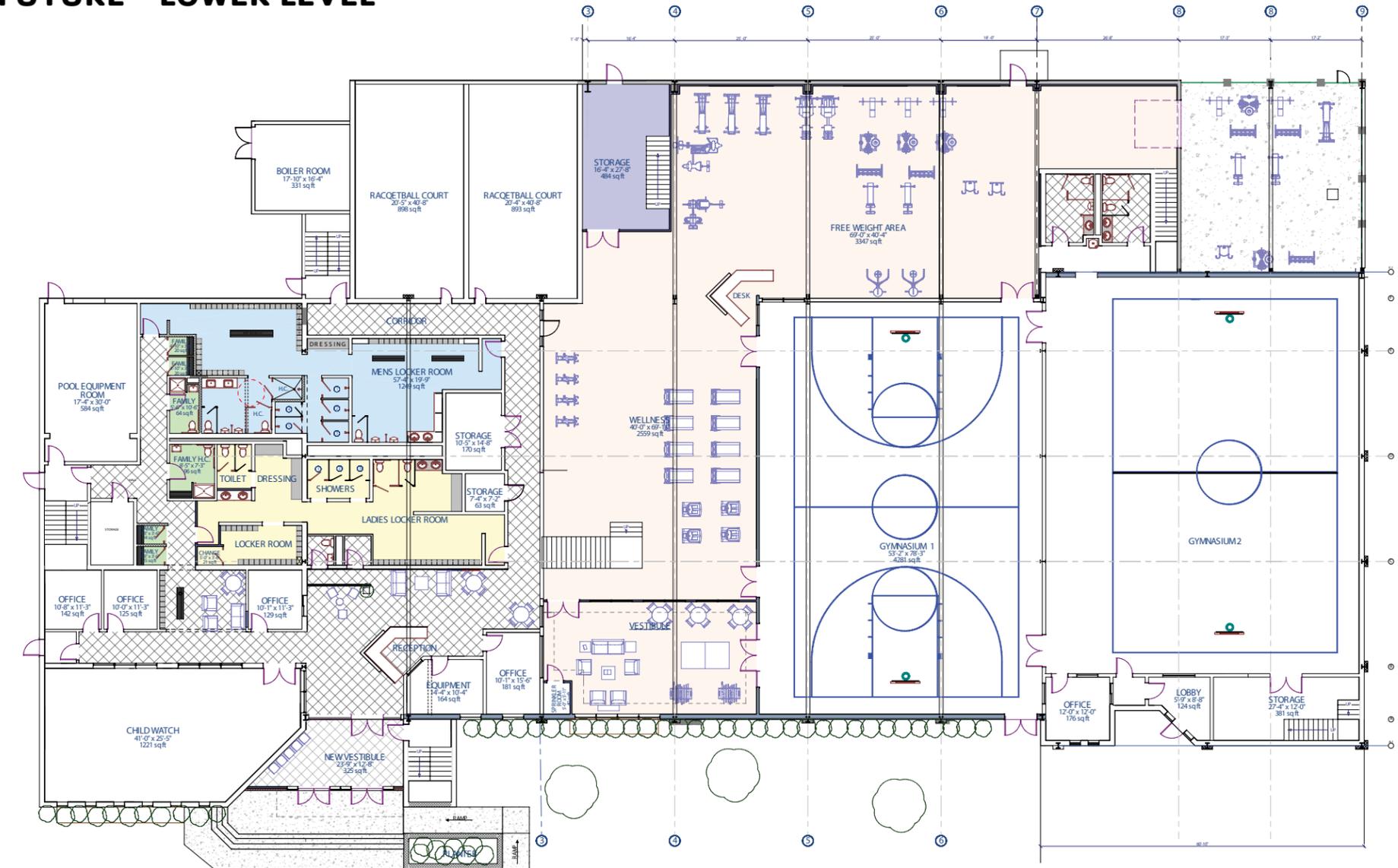
HOPKINS COUNTY FAMILY

YMCA RENOVATION PLANS

EXISTING - LOWER LEVEL



FUTURE - LOWER LEVEL



PROJECT SCOPE - UPPER LEVEL

GROUP EXERCISE STUDIOS

Expanding our Group Exercise Space to 3,366 square feet with three studios for the Y's 45+ Group Exercise classes each week.

UPPER LEVEL WELLNESS FLOOR

Renovating 2,100 square feet to accommodate additional cardio equipment overlooking the Wellness Floor below.

SPA

The Adult Spa features a 59 square foot sauna, 35 square foot steam room and whirlpool, with separate men's and women's locker rooms.



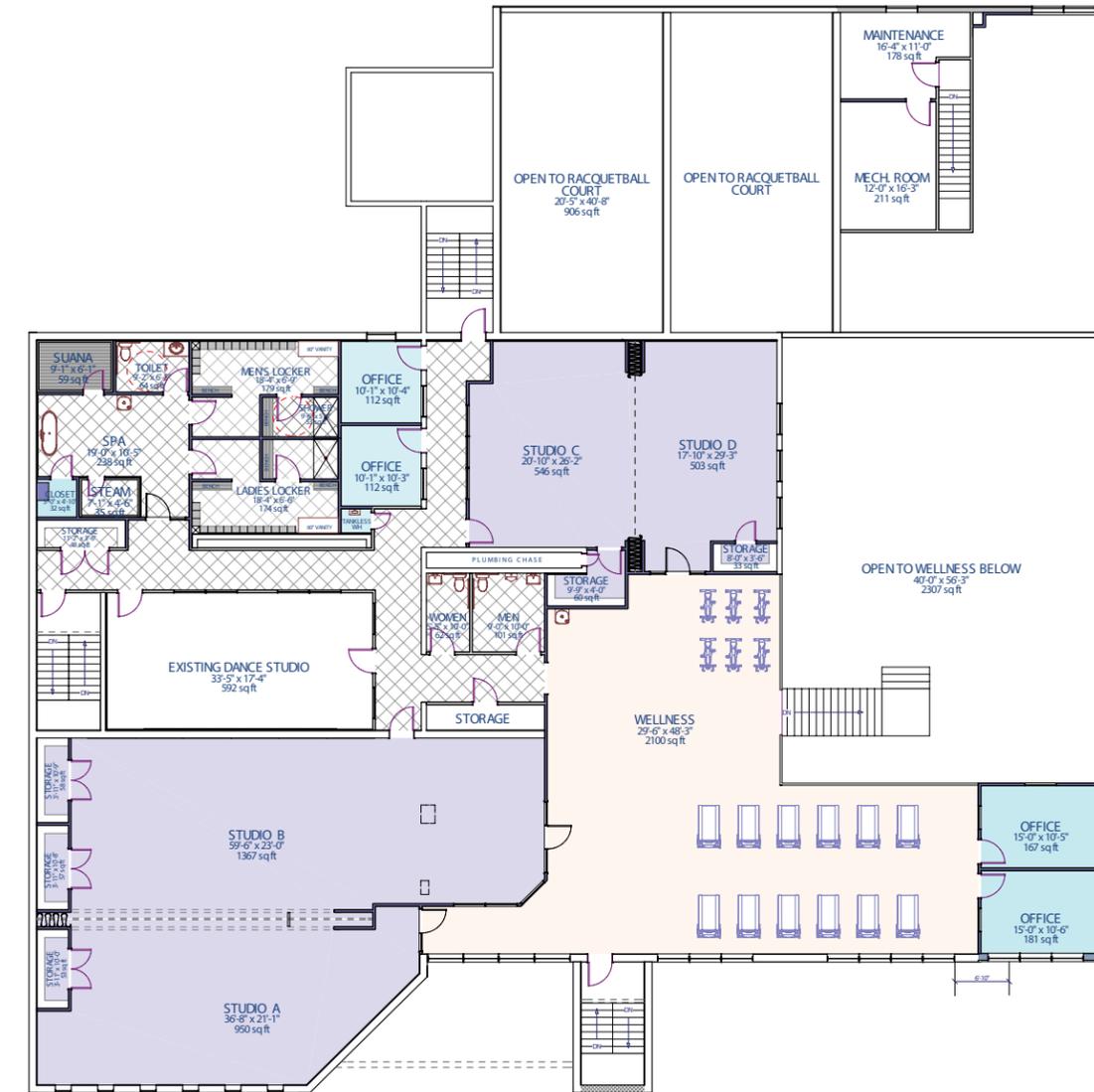
HOPKINS COUNTY FAMILY

YMCA RENOVATION PLANS

EXISTING - UPPER LEVEL



FUTURE - UPPER LEVEL



"I was a busy mom of two rushing from practice to practice. We lived on a fast food diet and I always put myself last. I developed blood pressure and blood sugar problems and needed medication to stabilize both. I felt miserable. A friend and I decided to lose weight and get healthy. We chose to attend YMCA Group Exercise classes together. We held each other accountable and motivated one other. This was a lifestyle change including healthy eating and regular exercise. The YMCA has been a huge part of my healthy lifestyle and it influences my children's lifestyle decisions today."

-Missy C., YMCA Group Exercise Instructor



"Thank you Hopkins County Family YMCA for being a sponsor. We have been able to go out and find those in need of more than a meal, but our love and time. Grades, overall moral, and the quality of the kids' lives has improved. With the help of the CACFP At-Risk program we have been able to not only feed these little ones, but also pay staff to help cook healthy meals and get van drivers to go out and pick them up. The kids in our area depend on us and we depend on you. Thank you for being there for us!"

-Staff at Grace Warehouse



DONOR RECOGNITION OPPORTUNITIES

We would like to extend the opportunity for your name to become part of the history of the Hopkins County Family YMCA. In appreciation for your support, a unique donor recognition display will showcase contributions. The size of each individual name recognition area will correlate with the size of the gift.

POTENTIAL NAMING OPPORTUNITIES:

- | | |
|-----------------|----------------------------|
| Gymnasium | Health & Wellness Center |
| Family Corridor | Group Exercise Studios (3) |
| Child Watch | Men's Locker Room |
| Lobby | Women's Locker Room |
| Adult Spa | Racquetball Court |
| The Zone | Intergenerational Center |

For more information on naming opportunities and contributions, please provide your contact information for future correspondence.

NAME: _____

ADDRESS: _____

EMAIL: _____



I would like to make a contribution to help the Hopkins County Family YMCA Capital Campaign. (Please fill out card below. Mail completed form to: Hopkins County Family YMCA, 150 YMCA Drive, Madisonville KY 42431)

Name: _____ Date: _____
 Address: _____ City, St, Zip _____
 Telephone (Home): _____ (Office): _____
 Signature: _____ Email: _____

I'd like to contribute \$ _____
 Check enclosed. Please make check payable to and return to the Hopkins County Family YMCA.
 Please bill me: Annually Semi-Annually Quarterly First installment enclosed
 Charge my credit card: Visa Mastercard Credit Card number: _____
 I would like to pledge over time. This pledge will be paid over a period of _____ years, beginning with the month of _____, year of _____.

"I was very excited to partner with the Hopkins County YMCA to bring the Y5210 program to the students in Hopkins County. I piloted the program in my second grade classroom. The second year we extended the program to three other elementary schools. The following year, we offered the program to all elementary second grade classrooms in the county.

The 12-week program is a wellness tool for students with a ten minute exercise video each day along with a fitness, nutrition, or wellness focus and challenge each week. Students learn about reading food labels, healthy choices, drinking water, and the importance of an active lifestyle. The exercises change each week from warming up/cooling down, yoga, strength and agility, to cardio and stretching.

I believed in the Y5210 concept and program so much that I completed an action research project for my master's degree. I tracked the results of my students, who participated in the exercise videos every day before math class. My students performed significantly better than the control class, showing that the activity in the classroom, specifically before math, had an impact on student focus and retention."

-Morgan R., Third Grade Teacher at West Broadway Elementary



"I was at my heaviest, and by January of 2016 I was diagnosed with Type 2 Diabetes. I began to change my eating habits and to lose some weight, but it was not enough. My friend said to me, 'let's partner up as health and fitness accountability partners.' We met at the YMCA every morning and started out just walking a couple of miles. Before long we were going to some of the fitness classes offered. It is now a year later and I have lost 100 lbs, I consider [myself] diabetes free, and I have never felt better!"

-Michelle H.,
YMCA Food Service Coordinator



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CAPITAL CAMPAIGN 2017 / HOPKINS COUNTY FAMILY YMCA



HOPKINS COUNTY FAMILY YMCA
150 YMCA Drive
Madisonville KY 42431

