



# BE WHY

**FAMILIES  
SOAR**

**STRENGTHENING OUR COMMUNITY**  
YMCA OF NORTHERN COLORADO CAPITAL CAMPAIGN



# THE \$7 MILLION RENOVATION CAMPAIGN FOR THE YMCA OF NORTHERN COLORADO

The Y is more than it seems. We support families in their moments of need, uplift our most vulnerable neighbors and ensure that young people have caring, inclusive environments and mentors. We provide crucial social services and ensure everyone has access to the resources they need to live healthy, happy lives. Truly, the Y makes a positive impact during the good times and the bad.

Since 1874, the YMCA of Northern Colorado has strengthened the foundations of communities along the northern Front Range. Tens of thousands of youth, families and adults from all walks of life are served annually among our six locations: Boulder, Lafayette, Longmont, Johnstown, Cheyenne, and YMCA Camp Santa Maria overnight camp in Bailey. The Y's reach includes countless after school and summer camp sites, pools, sports fields, gyms, and more. One in three members and participants access YMCA offerings with the help of financial assistance.

In 1970, the population of Boulder County was 66,870. Today it is 324,682, an increase of 485 percent. The population of Larimer County was 89,900. Today it is 350,523, an increase of 389 percent. The population of Weld County was 89,297. Today it is 315,389, an increase of 353 percent. Northern Colorado is one of the fastest growing areas in the nation and is expected to grow by 100,000 people per year for the next 10 years.

For the last decade, the YMCA of Northern Colorado has more than doubled its impact and services for children, families, and seniors. Through a merger, a new municipal partnership as well as continued expansion of childcare programs into new school districts, the organization has grown into Larimer and

Weld counties to meet the needs of its fast-growing northern service area. Cheyenne merged with the YMCA of Northern Colorado in 2021 and the Loveland Y will open in 2023.

At the same time, fundraising efforts have focused primarily on providing financial assistance to ensure low-income families and individuals have access to the Y's expanding offerings, including childcare, preschool, summer camps, after school care, fitness and wellness programs, swim lessons and much more. These funds have provided more than \$1 million annually in financial assistance to thousands of individuals and families.

## CAMPAIGN BACKGROUND

The Board of Directors conducted a thorough inspection and analysis of each branch, including the newly added Cheyenne YMCA, to identify essential physical/structural improvements. At the same time, a Strategic Planning Committee assessed the Y's overall goals and plans for the next five years including Diversity, Equity, Inclusion and Global initiatives. A Project Selection Committee was formed, and the six branch Executive Directors presented their comprehensive wish lists of expansions, repairs, and improvements. The list resulted in \$8.5 million in renovations, repairs, and improvements.

Based on a Philanthropic Assessment conducted by The Kellogg Organization, Inc., a national fundraising counsel firm headquartered in Denver, to determine the scale, components, and feasibility of this potential \$8.5 million capital campaign, the recommendation was made to conduct a \$7 million Capital Campaign to address the most pressing needs, determined to be in Boulder, Cheyenne, Lafayette, and Longmont.

# THE NEEDS



## BOULDER YMCA UPGRADES

### COST

#### Expanded Childcare Center and Services

The Boulder Y's future childcare center will expand its ability to serve our most vulnerable residents: 120 preschoolers, 250-day campers and 250 children in after school care (compared to 100 day camp and after school children who we serve now), as well as 70 adults with disabilities.

The building will also include space for building partnerships and community and health equity programs.

The new facility will be a revenue source in addition to providing resources through grant funding.

**\$1,700,000**

#### Create Indoor and Outdoor Fitness Spaces for Youth and Adults

During COVID, we saw how critical the Y and our commitment to health equity are for our communities. Simultaneous attention to spaces for health, fitness and childcare will highlight our commitment to our membership and healthy living.

##### Outdoor—\$105,000

- Additional concrete to the east-facing patio
- Permanent shade structure
- Concrete pad for outdoor social gatherings

##### Indoor—\$320,000

- Remodeling of cardio/strength space
- Refresh equipment selection

**\$425,000**

#### Playground and Spray Park

Safe, interesting and fun play areas are required for youth in our day camp, after-school and preschool programs. The new playground and refreshed spray park will have a major impact on our children's development.

**\$100,000**

#### Total—Boulder YMCA

**\$2,225,000**

# CHEYENNE YMCA UPGRADES

	COST
<b>Increase Childcare Capacity through Outside Acquisition or Internal Expansion</b> When complete and operating, the Y's expanded childcare programs will be a source of revenue for the branch, as well as fulfilling the Y's mission to serve its members and community.	<b>\$300,000</b>
<b>Pool Filter</b> The Cheyenne YMCA's pool is a significant draw for members and is fundamental to the branch's service to the community, key to its mission to promote healthy spirit, mind, and body, and a major revenue producer. It is also the location for most of Cheyenne Public School swimming meets. The filter, which is 40 years old, is critical to keeping the pool clean and operational. The new filter will clean the water more efficiently and be more cost-effective.	<b>\$75,000</b>
<b>Pool and Gym Sound Baffles</b> The Cheyenne Y pool and gym are two of the most highly used facilities in the region: They are home to school and adult swimming and basketball leagues and are major revenue producers. The existing 40-year-old baffles, which help reduce sound, need to be replaced as they exacerbate the sound and echo problem. This will help us continue to create spaces that are welcoming and accessible to all and ensure our communities find comfort and connection within the Y.	<b>\$50,000</b>
<b>Total—Cheyenne YMCA</b>	<b>\$425,000</b>





## LAFAYETTE YMCA UPGRADES

	COST
<p><b>Ice Rink Chiller Plant</b></p> <p>The replacement of the Ice Rink Chiller Plant is critical to the continuation of the Lafayette Y's ice programs, which generate more than \$500,000 per year in revenue. The current ice chiller plant is at the end of life, out of date, and parts are unavailable.</p>	<b>\$1,200,000</b>
<p><b>School-Aged Program Room</b></p> <p>Space will be converted for new and innovative childcare programs through Creative Community Programming, including:</p> <p>Creative Space Lab video, sound, and editing equipment for members aged 10-18; frequent workshops; open lab time outside of traditional school-age/camp hours; and becoming a perfect place for birthday parties.</p>	<b>\$33,000</b>
<p><b>Shade Structures</b></p> <p>New cantilevered umbrellas will provide much-needed shade for the baby pool and childwatch areas. The structures will be an extension of the building and provide shade to the surrounding areas, eliminating the need to continuously purchase and repair existing umbrellas.</p>	<b>\$50,000</b>
<p><b>Turf Field</b></p> <p>The Lafayette Y turf field is used by thousands of children and adults each year for youth sports, fitness classes, summer camps and more. However, the turf has reached the end of its life, and renovation is desperately needed. A new turf field ensures that programs like youth soccer and day camps have a home at the Y long into the future.</p>	<b>\$500,000</b>
<p><b>Land Acquisition</b></p> <p>The Lafayette Y is nearly at capacity for day camp programs, filling every available space in the facility. When camps are at capacity, some working families, inevitably, lose out on vital childcare. To ensure that no child who needs camp is ever turned away, the Y plans to purchase a 13-acre parcel of land next to the Lafayette Y to develop into a regional day camp location.</p>	<b>\$1,100,000</b>
<b>Total—Lafayette YMCA</b>	<b>\$2,883,000</b>

# LONGMONT YMCA UPGRADES

	COST
<p><b>Retractable Pool Roof</b></p> <p>The current pool roof has effectively reached the end of its intended life. Most importantly, the brackets on the steel structure are rusted. Rust falls into the pool and compromises the pool that was resurfaced in March 2022. The air-handling system is not sized correctly for the pool driving up operating costs and pushing equipment beyond its intended capacity.</p> <p>Eight reasons why your Longmont YMCA and all our members will benefit from a retractable roof:</p> <ol style="list-style-type: none"> <li>1. <b>Promotes Health and Hygiene</b>—Opt for fresh air circulation and daylight for a healthier environment and a new standard in future design.</li> <li>2. <b>Maximizing Space and Revenue</b>—Convert unused space or extend ‘useable’ space into a year-round revenue generator.</li> <li>3. <b>Lower Lifecycle Costs</b>—Reduced operating costs add up to drastic savings.</li> <li>4. <b>Natural Light and Illumination</b>—Welcome the outdoors inside with a retractable solution that allows for flexibility.</li> <li>5. <b>Perfect Conditions Year-Round</b>—Rain or shine, our pool converts to an indoor or outdoor space in minutes</li> <li>6. <b>Create a Place People Want to Visit</b>—Attract people to our bright, airy, stunning venue any time, any day.</li> <li>7. <b>Maintenance-Free</b>—Never repaint again means no more extended closures for maintenance.</li> <li>8. <b>Energy Efficient</b>—Natural ventilation allows heat to escape and for reduced use of mechanical air-handling equipment.</li> </ol>	\$1,000,000
<p><b>Expand Pilates Studio/Office Space</b></p> <p>The current Pilates Studio needs to be expanded to add more equipment, reduce wait lists for classes and address member requests to offer more classes. The conference room/workspace/offices will be relocated.</p>	\$65,000
<p><b>Turf Field Lighting</b></p> <p>The addition of six light poles to the 60 x 40 yard turf field, with approval by the City of Longmont, will expand the field’s sports programming to evening hours, giving families more options. Other evening plans for the field include Health and Wellness exercise classes for working members and renting to neighboring schools and organizations for special events, increasing the branch’s financial stability.</p>	\$55,000
<b>Total—Longmont YMCA</b>	<b>\$1,120,000</b>





**PLEASE JOIN US**

**BE WHY**



**YMCA OF NORTHERN COLORADO**

BOULDER • LAFAYETTE • LONGMONT • JOHNSTOWN • CHEYENNE • CAMP SANTA MARIA

[ymcanoco.org](http://ymcanoco.org)