



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



A Y FOR ALL...

VISION FOR THE FUTURE

As the greater Rockford area transforms to become a top 25 community, the YMCA of Rock River Valley plays a crucial role in that transformation -- to be an organization that improves the quality of life for all who live and work here and to be a supportive change agent that addresses some of the most vital community needs.

Through a phased capital campaign, the YMCA of Rock River Valley will grow to provide improved access, evolve to address the most important needs in our community, and partner to have a greater impact in the lives of our neighbors. We are committed to being a Y for everyone -- including the most vulnerable populations -- whether they are children, seniors, or anyone in between.



WWW.ROCKRIVERYMCA.ORG

OUR STORY

Founded in 1858, the YMCA of Rock River Valley is one of the region's oldest community organizations, serving more than 48,000 members through programs and services that strengthen the spirit, mind and body. Since the construction of our first modern facility in 1964, the Y has grown immensely. This growth and change has been in line with the ever-changing need of our community. Building on past advances, we have brought the Y's budget from red to black, increased membership retention rates, recruited more volunteers and raised more charitable gifts than anytime in the history of the organization.



WHY NOW?

Over the past five years, the YMCA of Rock River Valley has stabilized finances and reached out across the community to build relationships and partnerships. Highlights include:

- Debt reduced by more than \$2.5 million;
- More than \$1 million in program subsidies, scholarships and fee assistance provided to families in the past year;
- Expansion of before- and after-school care to more than 23 sites, providing care to nearly 1,000 children each and every day;
- Acceptance of a building that will become the Puri Family YMCA, serving Cherry Valley and the surrounding community and making the Y accessible to an anticipated 750 families.
- Development of the Mobile Community Center that brings the Y to schools, neighborhoods and communities, introducing wellness concepts to adults, teens and children;
- Assumed operations of the YMCA Children's Learning Center on Glenwood (previously Rockford Health System Children's Learning Center) to provide quality child care to even more children in our community;
- Established Project 505, a teen program that offers free Y memberships to teens who commit to 4 hours of community service each month. Teens receive mentorship, tutoring and positive recreational activities as a part of the program;
- Developed partnerships with healthcare, educational and social service organizations to make a wide range of services available to our community; and
- Expanded our professional staff to support branches and program staff to strengthen management and resources available community wide.

OUR GOAL

YMCAs enhance community life by offering support for families, enrichment for youth, adults and seniors, and a focus on good health and positive values. Our I.D. Pennock and Northeast Family YMCA branches are in need of updates and repairs to address changing community needs like crime prevention, belonging, safety, and health.

In order to grow, the YMCA will need to raise dollars to repair and remodel buildings, expand service offerings into additional communities and continue to build partnerships.

The first phase of our expansion will include changes at the I.D. Pennock Family YMCA. As the region's oldest and largest YMCA, the I.D. Pennock branch is so much more than a building, but rather a place where community is built and strengthened. As our community focuses on downtown beautification, cultural revitalization, and wide-reaching transformation, we believe that the Y is directly aligned with this vision.

As a charitable organization the Y is seeking the support and commitment of partners who wish to make a substantial investment in the movement to revitalize our city.

To help make the changes necessary to the I.D. Pennock Family YMCA, we are seeking to raise an additional \$5 million. The projects include:

- **Pool upgrade.** Improve mechanicals, add new slides, windows and pool deck. *\$1.2 million total cost.*
- **Main lobby renovation** improving accessibility to the lobby and improving the member experience. *\$430,000 total cost.*
- **Updated classrooms on the third floor** to accommodate a partner organization (the partner is paying for this portion of the remodel). *\$2 million total cost.*



- **Adventure Center Addition.** The space will include a trampoline park, indoor high ropes course, party rooms, a new entrance on the east side of the I.D. Pennock Family YMCA for easy access to the center and the classroom space. *\$2.3 million total cost.*
- **Addition of space for a new partner** on the first floor, including renovation of existing fitness center for partner (partner will pay for their portion of remodel), and a new corridor connecting the main lobby to the new fitness center addition. *\$1 million total cost to YMCA.*
- **Renovation of main gymnasium** to include new basketball courts and new flooring, skylights to improve lighting, reconfiguration of exercise studios and wall climbing area. *\$1.5 million total cost.*
- **Upgrade lighting** in racquetball courts to LED fixtures, reconfigure two racquetball courts into exercise studios (keeping 4 courts) and add windows to exercise studios. *\$360,000 total cost.*
- **New riverview fitness area** to increase program space. *\$2 million total cost.*

Thanks to many generous donors over recent years, the YMCA of Rock River Valley has raised more than \$4 million to help offset the costs of these projects -- including a \$500,000 challenge gift from Rick and Lana Engen to help encourage people and businesses in our community to join them in support of expansion of the YMCA of Rock River Valley. The Engen's have pledged to match up to \$500,000 given by others for these projects.

For more information or to make a gift to the YMCA of Rock River Valley's "A Y For All" Campaign, please contact the Mission Advancement department at the YMCA at **779-500-0800** or go to www.rockriverymca.org/give. We look forward to creating A Y For All.

GIVING FORM

Name

Address City State

ZIP Email

Phone

I'd like to support the A Y For All Campaign:

\$100,000

\$50,000

\$25,000

\$10,000

\$5,000

Other

I'd like to name the following area:

Adventure Center - \$500,000

Pool - \$500,000

Main Lobby - \$250,000

Fitness Center on First Floor - \$100,000

Main Gymnasium - \$100,000

Adventure Center High Ropes Course - \$50,000

Adventure Center Trampoline Park - \$50,000

Adventure Center Entrance - \$50,000

Exercise Studios - \$50,000 each

Teen or Senior Center - \$25,000

Adventure Center Party Rooms - \$25,000 each

Racquetball Courts - \$25,000 each

Payment type:

By check (payable to YMCA of Rock River Valley)

By credit card

Exp.

Invoice me

Name as I'd like it to appear:

I'd like to pay my pledge:

Monthly Quarterly Semi-Annually Annually

Over the course of:

1 year 2 years 3 years 4 years 5 years

Beginning: / (Month/Year)

Signature:

Mail To: YMCA of Rock River Valley
ATTN: Capital Campaign
220 E. State Street
Rockford, IL 61114

OR Email To: missionadvancement@rockriverymca.org

