



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MOVING FORWARD TOGETHER

Case Statement
CARROLL COUNTY AREA YMCA

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WHO WE ARE

The Carroll County Area YMCA was founded and became a branch of the Grand River Area Family YMCA in late 2012. This incredible feat was made possible due to a successful Founders Campaign that raised more than \$500,000 in approximately one week. The campaign funds were designated for startup costs, including staffing, facilities rental, equipment, supplies, and overhead costs for the Y's first five years.

Due to our fundraising success, in 2014, we entered a 7-year lease and renovated the old grocery store building known as the Belcher Building. This move continued our growth, increased our membership base to more than 1,000 individuals, and allowed us to start new sports leagues, licensed childcare, fitness classes, and a year-round food program. In November 2021, the Y purchased the former Adams School Building and the 4-acres of land on which it sits. Now, we hope to renovate the space to create a Y-owned facility that will better meet the needs of our growing community.

OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



Exterior rendering depicting the remodel and large gymnasium addition to the existing Adams School building.

WHAT WE'RE DOING

2021 IN REVIEW

YOUTH DEVELOPMENT

- 900 kids participated in youth programs and child care.



HEALTHY LIVING

- 16,721 individuals swiped their cards to check in to the YMCA.
- We served more than 60,000 meals to kids ages 0-18.

"When my family and I were considering employment opportunities, we were impressed by the Carroll County community and what it had to offer. The YMCA was certainly a factor in our decision to relocate to Carrollton!

Our partnership with the YMCA has proven to be very impactful to kids in our community. The after-school programs help parents fill their childcare needs during that crucial time between when school is not in session and parents are off work. The Y also was a very strong presence during the pandemic as they helped the school meet the food and nutritional needs of our students when meals were being delivered to homes.

From providing nutritious after-school meals for our students to running year-round childcare and athletic programs - the YMCA has been outstanding for the youth of Carroll County!"

Danny DeWitt, Superintendent of Carrollton Schools



SOCIAL RESPONSIBILITY

- Since 2013, we have raised more than \$116,000 through our "Partner with Youth Campaign" to support families who cannot afford membership and program fees.

SERVING THOSE WHO SERVE US

- The YMCA is proud to offer Military & Clergy discounts to honor those who serve our country and community.

PROGRAM SITES & PARTNERS

Local partnerships and collaborations are crucial for the YMCA's success.

Carroll County Public Library
City of Carrollton Ball Fields & Parks
Carrollton R-7 School District
Carroll County 4-H
University of Missouri Extension Classes
Carrollton Aquatic Center
Carrollton Country Club
Carroll County Memorial Hospital
Shapes Dance & Acro Studio
Taking Shape Non-Profit
Missouri Department of Conservation
Missouri Special Olympics



"I have had the privilege to be a fitness instructor for the YMCA since it opened its doors ten years ago. Being a part of the YMCA community has not only built strong relationships and lifelong partnerships but has provided a strong foundation of youth programming for our children. I am proud to partner with the YMCA not only as a fitness leader to the YMCA members but as a business owner in our community that promotes healthy, strong, and confident kids!"

**Tracey Wozny, Owner
Shapes, Dance & Acro Studio
YMCA Fitness Instructor**



"My husband John and I were lucky to get involved with the YMCA while it was just a dream to many in our community nearly 11 years ago. While we weren't parents at the time, we now have a son. We are beyond blessed to have an after-school club and the YMCA summer camp as resources in our community. The importance of a reliable and safe environment where kids are allowed to be kids while mom and dad work within the community cannot be overstated. Just as we dreamt of the YMCA becoming a reality before we ever had a child, we continue to dream of its future success long after our need for childcare has passed. As our family ages, how we are involved with the Y will change. However, we know that with continued community support, our YMCA will continue to succeed and grow, supporting all phases of life in our community."

Jennifer Poston, Optometrist, Premier Eyecare Associates

WHERE WE'RE GOING

A PROMISING FUTURE

With our renovated space, the YMCA will have the ability to impact more youth through programs designed to keep them active, healthy, fed, supervised, and linked in an environment that is welcoming to ALL.



"In the 23 years that I served as the CEO of the Grand River Area Family YMCA, I was involved in six successful campaigns in three different cities. I've learned that the people of north central Missouri can be very generous if the sponsoring organization has a successful track record, if the project helps the community as a whole, or if it benefits children. The Carroll County Area YMCA checks all three boxes. I hope you'll join us as we work together to make the new YMCA facility a reality."

**Dave Rogers, Retired CEO,
Grand River Area Family YMCA**

LEADING THE WAY

In Carroll County, the YMCA is a focal point for our community's growth and future. Every day we provide health and wellness programs for adults and children. As the importance of healthy living becomes more evident, so does the demand for a larger space. A renovated and more spacious facility will allow us to meet this need while continuing to provide programs to keep our community active and healthy. In 2021, the YM-Café Food Program served over 60,000 FREE meals to children ages 0-18. This year-round food program provides nearly 375 kids a nutritious, after-school or summer meal every day. Many of these children would not have the opportunity to eat fresh, healthy foods without the YM-Café Food Program. The Y is committed to fighting childhood food insecurity and teaching healthy eating habits now and in the future.

FILLING THE GAP

When our community has a need or a gap to fill, the YMCA responds. Whether that need is after-school care, summer child care, health and fitness, or senior programming, the Y answers the call. Our Y is dedicated to working with local leaders in advancing our community and making what some think may be the impossible, possible.



"I have been fortunate enough to have been employed by the Carroll County Area YMCA since the beginning. Growing up, I was only familiar with the YMCA through sports, but now I see the bigger picture and the crucial impact we have in our community. Providing meals for our youth, helping our new members become familiar with the equipment, and sharing a cup of coffee with a senior patron while hearing stories of my parents and grandparents are instances that have shaped who I am today. Our YMCA will forever have an impact on my life."

Bret Lyon, Program Director, Carroll County Area YMCA

THE PROJECT - \$5 Million



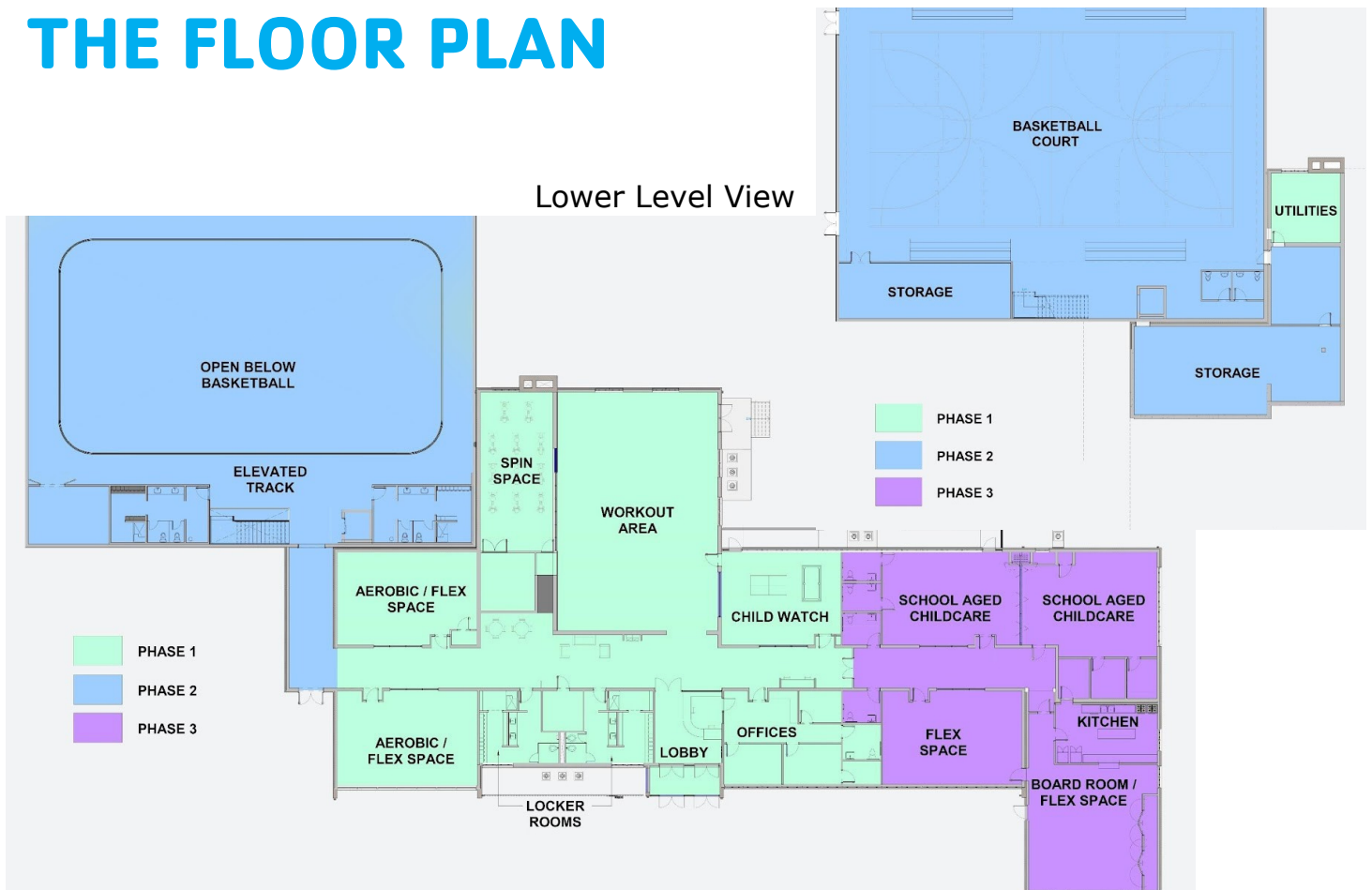
Interior renderings depicting the new check-in desk and fitness center.



All included renderings have been prepared by
STRATA Architecture + Preservation.



THE FLOOR PLAN



Main Level View



"When I first started working in Carrollton, my wife and I decided to register our kids in the programs at this branch. We had previously been enrolled in another program and we were amazed at how different the Carroll County experience was. People were so friendly and welcoming. I first started meeting people in the community because I was volunteering to coach just about any sport that was offered. It made my transition into the community much easier for an introverted person like me. Seven years later, our entire family made the move to Carrollton, and the relationships our kids had made through the YMCA programs helped make them feel more at home in a new school.

I believe in the mission of the YMCA enough that I volunteer any way I can, from coaching to serving on the board of directors. I cannot overstate enough what this new home will mean for the Carroll County Area YMCA."

**Tim Braun, Chief Operating Officer, Carroll County Memorial Hospital
Current YMCA Board President**

CAMPAIGN LEADERSHIP

CAMPAIGN CO-CHAIRS



Amanda Riley

Nurse Navigator, Carroll
County Memorial Hospital
Current YMCA Board Member



"Your support to the YMCA is reflected in so many more ways than just giving to a 'gym'. You're supporting the Y movement which is providing support and developmental programs for ALL. Our community's continued support has been the leading reason for our success over the last 10 years. Now, is the perfect time to invest in the next step of our YMCA's future."

Kathy Lock
Executive Director,
Carroll County Area YMCA

CAMPAIGN ADVISORY BOARD

Tim Braun

Chief Operating Officer,
Carroll County Memorial Hospital
Current YMCA Board President

Michelle Whitney

Assistant Vice President,
County Bank

Barb Lyon

Past YMCA Board Member
Current YMCA Building Committee
Member

Angee Germann

Farm Family

Dave Rogers

Finance Committee
Retired CEO,
Grand River Area Family YMCA

Jim Houseworth

Business Development/Business
Owner, Past YMCA Board
Member

Shelby Cauble

Loan Officer, BTC Bank

Tim Reid, MD

Past YMCA Board Member

Cohlby Jones

Area Vice President, BTC Bank
Past YMCA Board member
Current YMCA Building
Committee Member

Theresa Hendrix

CEO,
Grand River Area Family YMCA

Tarah Hilbrenner

Owner/Agent,
Shelter Insurance

Stan Kruse

Retired President, Home Savings
and Loan

Abbie Backes

Owner, Folger Street Inn &
Coffeehouse/River Bottoms
Brewing Company
Past YMCA Board Member

Anna Barlow

Executive Director, Carroll
County Chamber of Commerce

JOIN US

There are several opportunities to consider when deciding how you can best support the YMCA. Please consider one of these options:

- Contribution Pledge (can be paid over three years)
- One-time Cash Gift
- Gifts of Appreciated Assets, including Securities and Real Estate
- Corporate Gift Match/Employee Gift Match
- Planned Gifts
- Recognition and Memorial Gifts
- Grain Trade
- Potential NAP Credits



GIVING LEVELS

PaceSetter.....	\$100,000+
Major.....	\$25,000 – \$99,999
Investor.....	\$10,000 – \$24,999
Community Gift.....	\$1,000 – \$9,999

NAMING OPPORTUNITIES

When you donate \$50,000 or more, you may enjoy an opportunity to be recognized by naming areas of the facility. All naming opportunity donations will be recognized with a 6x10 acrylic plaque in the space named in their honor. Ask for a current list of naming opportunities still available.

Fitness Center.....	\$500,000
Lobby Reception Area.....	\$200,000
Child Rec/Social Room.....	\$75,000
Spinning Room.....	\$100,000
Aerobic Room.....	\$50,000

MOVING FORWARD

The YMCA is happy to accept donations for future phases with the understanding that all funds for that project must be secured before construction can begin.

Gymnasium.....	\$1,000,000
Walking Track.....	\$450,000
Licensed After-School Club and Summer Camp Room	\$200,000
Board Room/Meeting Room.....	\$200,000

ProForma Operating Budget

INCOME

Membership	\$178,000
Programs	\$214,200
Contributions	\$118,750
TOTAL	\$510,950

Total Membership Units Needed = 503



EXPENSES

Employee Costs (Payroll Taxes/Contractual Services)	\$371,600
Supplies	\$75,600
Building Equipment, Repairs, and Utilities	\$63,750
TOTAL	\$510,950



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As an investment in the YMCA's commitment to strengthening our community, I/we pledge \$ _____ to the Carroll County Area YMCA Capital Campaign.

Name: _____

Company (if applicable): _____

Address: _____

City/State/Zip: _____

Phone: _____ Email Address: _____

A total gift of \$ _____ is enclosed.

The balance will be paid over _____ years as follows:

\$ _____ Date: _____

\$ _____ Date: _____

\$ _____ Date: _____



Please send reminders:

- Annually Semi-Annually Quarterly

The pledge is: Personal Corporate
 My employer and/or spouse's employer will match my gift. I have included/will forward the paperwork.

Payment options:

- Enclosed is a check in the amount of \$ _____ payable to the Carroll County Area YMCA.
 Please charge my gift to my credit card. Visa MasterCard Discover Exp. Date: _____
Card #: _____ CSC: _____
 I would like to cover the 3% transaction fee that Y is charged for Debit/Credit Card donations.
 I am interested in fulfilling my pledge through a contribution of stock. Please send me the appropriate information.
 Please draft \$ _____ monthly from my bank account (a voided check is enclosed).

Donor(s) Signature

Date

**THANK YOU! Please return your pledge card to the
Carroll County Area YMCA, PO Box 184, Carrollton, MO 64633.**



www.carrollcountyareaymca.org
660.542.0011