

YMCA OF THE OKOBOJIS

SUSTAINABILITY CAMPAIGN FAQs

THE "WHY"

Why did you decide to do a Sustainability Campaign?

In 2020, the YMCA hired a third-party consultant to gather input from a targeted group of staff members, Board members, YMCA/Camp Foster supporters, and local businesses regarding the possibility of the YMCA of the Okobojis moving forward with a sustainability campaign. After reviewing the findings and with much discussion among the YMCA Board of Directors and volunteer committees, the recommendation was to move forward with a campaign covering the following priorities:

- 1 – Organizational Sustainability (Elimination of Organizational Debt)
- 2 – Camp Foster Additions/Renovations
- 3 – Aquatics Center Upgrade
- 4 – Endowment Growth

Is something wrong with the current Y or Camp Foster?

No, we are very proud of the services and amenities we're able to offer at the YMCA and Camp Foster! In fact, prior to the pandemic, the YMCA of the Okobojis had its best 3 years financially since the Bedell Family YMCA was built. Our surpluses from 2017-2019 enabled us to pay down \$330,000 of debt, invest over \$500,000 in Camp Foster infrastructure, and replace over \$450,000 of YMCA facility infrastructure and equipment out of operating cash. However, further eliminating our debt is crucial to expanding programming and growing both Camp Foster and the YMCA, and will allow us to better serve our members and campers going forward.

Was the YMCA mismanaged? Why do you need to eliminate debt?

No, the YMCA and Camp Foster were not mismanaged. In 2005, the Bedell Family Y came into existence through the "Deliver the Dream" campaign. That campaign raised a majority of the funding for the Bedell Facility, but the community's needs continued to evolve. The Y expanded with the addition of two Healthy Living Program Centers, as well as two additions to the Bedell facility. Total funding was not able to be secured. To complete the projects, a bond was issued through the City of Orleans to secure the remainder of the financing. Our municipal bond will be paid in full by 2032 at our current schedule.

Eliminating debt and growing our endowment funds will allow us the potential to reinvest over \$250,000 annually, providing better services to members and campers and ensuring we're able to keep up with the needs of our community. Funds currently utilized for debt service can be redirected to expand programs, enhance facilities, and provide the best possible experience for children and families.

Why did the Y choose to close the Spirit Lake HLPC facility?

In 2019, the YMCA of the Okobojis began developing a strategy to reinvest in Camp Foster and the Bedell Family YMCA for improved camper/member experiences and long-term sustainability. To support this long-term vision, the Board of Directors determined it was in the Y's best interest to divest of the Spirit Lake HLPC and re-direct resources towards more strategic and mission-oriented initiatives. The COVID-19 pandemic accelerated this timeline, and with the financial losses we experienced in 2020, closing the facility was the fiscally responsible decision. We will continue to search for a buyer that will love & enhance the downtown community as much as we do, while taking seriously our responsibility to utilize organizational resources in a way that best meets the changing needs of our community.

We have a pretty significant YMCA presence for a community our size. Why do you feel it's important to renovate facilities?

Over the past several years, we have done an extensive examination of the YMCA's needs, and more importantly, the needs in the community. Through this process, we have identified opportunities for investment that will enhance our ability to provide services that our members, community, and campers desire.

Through this campaign, we will help assure that the YMCA and Camp Foster can continue to be a community hub and provide high level program offerings.

THE PHYSICAL PROJECTS

What improvements will be made at Camp Foster?

Improvements and additions will be made at Camp Foster in the areas of Paulson Lodge (Dining Hall), Visitors Center, Health Lodge, Welcome Center/Airnasium, and Double Cabin. Rejuvenated camp spaces will provide more kids the opportunity to experience the magic of Camp Foster. With the additional space, Camp Foster will have the potential to increase camping capacity.

What improvements will be made at the Bedell Family YMCA?

The Aquatics Center Refresh will involve an updated play structure, water features, diving blocks, interior design (paint and sound proofing), new surfaces, and corrosion repair. We feel it's very important to the quality of life for Dickinson County residents and the visitors of the Iowa Great Lakes to have access to a quality Aquatics facility.

What is the anticipated timeline for the project?

Fundraising is planned to be completed by February of 2022 for the overall campaign. It's our intention to have the Aquatics Center Refresh completed for the summer of 2022 and Camp projects ready for the 2023 camping season.

Are we using local contractors for these projects?

Our goal is to use local contractors as much as we can for these projects. We are also doing our due diligence and interviewing a variety of contractors. We will pick contractors based on pre-established criteria, with consideration given to reputation, budget, timelines, history with the organization, and other factors.

THE FUNDING

How much will the Campaign cost?

Through our research and studies, we've estimated the projects and initiatives will cost approximately \$6,500,000. This upfront investment will enable annual reinvestments into programs, staffing, and facilities for Camp Foster and the Bedell Family YMCA in perpetuity.

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

This project will be primarily funded through grants, foundations, and donor contributions.

How can I support the Sustainability 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 Sustainability 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 can I donate?

A one-time gift is always acceptable; however, donors have the option to pay overtime for larger gifts—up to five years. 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 my donation be designated to a specific portion of the campaign?

Yes! If there is a certain area that is special to you, please let us know so we can help you support what you love most.

Are their naming opportunities available?

Yes, we plan to recognize donors in a variety of ways at both Camp Foster and the Bedell Family YMCA. Please see the Naming Opportunities listing for more information about availabilities.

Can I split my donation between multiple naming areas?

Yes, your donation can be utilized across more than one area in accordance with availabilities of Naming Opportunities.

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!

How will you decide whether my gift goes toward the Capital Facility Projects, Organizational Sustainability or to the Endowment Fund?

The YMCA board will allocate the funds in keeping with the balance we have outlined in the campaign's priorities. However, if you have a preference you are welcome to designate your gift.

Will there be any long-term debt?

No, there will be no long-term debt. Our first priority in the campaign is to be debt-free and we plan to stay that way!

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. Sustainability Campaign dollars will support the cost of the campaign's building projects and initiatives as designated.

Everyone is asking me for money.

We realize that as the needs in our society increase, so do the 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 and Camp Foster 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 and Sponsorship Opportunities for anyone who wants to have their name be part of our new Camp building projects or YMCA spaces.

How does this campaign compare with the Annual Campaign of the YMCA?

This campaign will provide the resources to assure the success of the specified capital initiatives as well as position the organization for long term sustainability. 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.

Are you going to be applying for grants too?

Yes, we will be applying for grants to help us with these projects.

THE EFFECTS

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

Since it is our hope to use as 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. Our goal is to continue keeping the YMCA a valuable resource in recruiting families to the Iowa Great Lakes community.

How will this project impact our community?

The Sustainability Campaign will allow the YMCA to continue promoting positive, healthy lifestyles in the Iowa Great Lakes and the surrounding communities. 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.

Will membership fees be affected by this project?

Any membership dues changes are not related to the Sustainability 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 membership pricing and program fees relatively low while still running a balanced budget.