

# FREQUENTLY ASKED QUESTIONS

## HEALTHIER TOMORROWS MISSION EXPANSION CAMPAIGN



### Why did the Kearney Family YMCA decide to do a Capital Campaign Project?

The Kearney Family YMCA serves our community and helps improve the physical, spiritual, and emotional health of residents young and old, but we have outgrown our current facility, built for a previous generation. We need adequate space to continue to carry out our mission. We also know that we can't do it alone. We need to involve community partners in our vision.

### EXPANSION QUESTIONS

#### What is the estimated increase in membership and/or revenue for remodel?

Any membership dues increases are not related to the capital campaign/ expansion project. We review our membership pricing structure every year and work hard to make our membership affordable and the Y accessible to everyone. Our goal is to keep minimal membership prices and program fees while still running a balanced budget.

#### What's the anticipated timeline for the project?

Phase 1: Super Gym flooring completed  
Phase 2: Locker room completed in February 2021  
Phase 3: Groundbreaking for parking lot in October 2021  
Phase 4: Groundbreaking of Expansion: Spring 2022

#### What new equipment part of the project?

The expansion includes new cardio and weight-room equipment.

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

The capital campaign will allow the YMCA to continue promoting positive, healthy lifestyles for Kearney 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. We believe this will enhance the offerings that Kearney currently offers as a healthy and active community.

#### Are we using local contractors for the project?

Yes.

#### Will there be an elevator?

Yes, we will continue to offer an elevator to assist those members access to our second floor.

#### Why is the pool not a part of the renovation?

Our current pool meets our needs for our current aquatic programs.

#### Is the market analysis available to the public?

Add a link on the brochure or website so people can read into it.

#### Are there any plans for future expansions?

Yes, the YMCA has plans for green space and outdoor field development utilizing land donated to the YMCA.

#### How much bigger will the fitness center be compared to the current area?

The current Wellness center is 5,812 sqft and the expansion Wellness center will be 13,572 sqft.

#### Will operational cost after the expansion increase or sustain?

No.

#### Will there be additional parking?

Yes, while losing parking to the east we will be adding parking to the south. There will be more efficient and safer ways for parents to drop off their children.



## **PROGRAMMING QUESTIONS**

**Will we lose or gain any facility programming such as classes, youth activities, and childcare?**

We will be able to expand our program offerings. For example, by adding a Learning Kitchen and Community meeting space. Also, meeting space for afterschool programs will be increased.

**Will the expansion increase the level of inclusiveness for handicapped kids and older adults?**

Even though our current facility addresses those needs, our expansion will enhance inclusiveness.

**Will additional staff be added with expansion?**

With the additional program opportunities staffing will be added as needed.

**How will the expansion affect the after-school and child care programs?**

With the added space we will be able to expand our after-school and childcare programs.

**Will we lose fields or green space?**

No, we will be expanding green space and outdoor fields with land that has been donated to the Y and being developed by the Y.

## **DONATIONS/FUNDING QUESTIONS**

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

The goal is to have it all donor-funded.

**Are you applying for grants as well?**

Yes, we are actively applying for grants and have received some generous grants thus far, they include.

**Will you promote me or my business for donating?**

We have numerous naming opportunities for individuals or businesses that would like to have their name be part of our new expansion. I would be happy to go over those amounts that will allow us to promote your business and facilitate a naming opportunity options.

**What happens if you don't receive the goal amount for project?**

We are well on our way to reach the goal. However, we will remain open to adjusting and reviewing our plans and timeline.

**How are payments taken?**

Payments can be made in many ways. A one-time gift is always acceptable; however, donors have the option to pay overtime for larger gifts—up to five years. Payments will be accepted in the form of cash, check, credit cards or even stock transfers.

**Is my gift tax deductible?**

Yes. The YMCA is classified as a 501c3 organization. Contributions are 100% tax-deductible.

**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!

DONATION & FUNDING QUESTIONS CONTINUED ON PAGE 3

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### What other ways can I donate?

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

### How does this campaign compare/differ from other campaigns at the Y?

This campaign will provide the resources to assure the success of this capital initiative and building expansion. The annual Strong Families campaign supports the efforts of the YMCA by seeking to meet the needs of the community and ensuring that everyone can receive the assistance they may need for YMCA programs and membership. The Give Where You Live campaign will continue to support the LiveStrong Program that the Y currently offers to those individuals that have received or are currently receiving treatment for cancer.

## CONSTRUCTION QUESTIONS

### What's the anticipated timeline for the project?

The anticipated start for the project is October of this year (2021 beginning with the parking lot), with a Grand Opening slated for some time in the Fall of 2023.

### Will hours change during construction?

There is no anticipated change in hours of operation during construction.

### Access to the facility, parking, sidewalks, safety to enter the YMCA while coming in to use the YMCA or drop my children off for program and or day care. How will this look?

Two new entrances will be constructed to provide safe, accessible access to the facility. Wilkins and Associates are in the process of preparing drawings of building modifications for review. The Day Care will enter from the south, off a new parking lot, while the general public will enter from the west through access doors located by the existing racquetball courts.

### Will youth sports be affected?

No

### Will aquatics be affected?

No

### Will After School programs be affected?

No

### Will hours change during construction?

No, the contractor will work around special events and planned programs so as not to interfere with the Y's daily activities or events.

### Will there be enough parking / how will parking be adjusted during construction?

The first phase of construction will be to install new parking with an additional street entrance to south side of the existing building. All construction areas will be fenced to separate work activities from public traffic arriving at the Y. New access points to the site and to the building will be provided with signage.