



BUILDING A BETTER TOMORROW

NEW BEDFORD YMCA
CAPITAL CAMPAIGN



YMCA SOUTHCOAST
ymcasc.org



Case for Support

Our city is a stunning place with a rich history and vibrant beauty. At the New Bedford YMCA, community members from diverse backgrounds come together for healthy living, lifelong learning, and community connections. Established in 1867, we've been a cornerstone of the city for over 160 years, welcoming more than **300,000 visits a year**.

Youth members thrive through programs focusing on social-emotional learning, team building, preschool education, and sports activities. Adults have access to wellness centers and health-focused programs that cater to their well-being. Additionally, seniors engage in activities designed to keep them active and socially connected.

As we continue to grow, our undersized and outdated facility no longer meets the needs of our community. Now is the time to elevate and modernize our YMCA, creating a community center that excels in function, service, programming and design; to serve our diverse and culturally rich population. From early childhood education to senior wellness services, together we can Build a Better Tomorrow for our city.





Case for Support

Despite our city's pride and beauty, poverty remains a significant issue. Among 351 cities and towns in Massachusetts, New Bedford ranks 347 in per capita income, and it's the New Bedford YMCA that helps this severely underserved population.

Half of our family members and **95% of children in our school-age programs receive subsidies or financial aid.** We believe everyone deserves to feel safe and connected, to be healthy, and to thrive.

IN A RECENT SURVEY TO 10,000 RESIDENTS AND MEMBERS, THE TOP COMMUNITY NEEDS WERE IDENTIFIED AS:

- Providing a safe and secure space for youth and teens
- More childcare, preschool, and other programs for children
- Furnishing a place for individuals to develop social connections
- Improving healthy habits of the citizens within our community
- Expanding our food distribution for those in need
- Increasing water safety education
- Accessibility for all

IN RESPONSE, THE NEW BEDFORD YMCA WILL PROVIDE THE FOLLOWING EXPANDED FEATURES IN THE NEW FACILITY:

- Enhancing safety through increased natural light
- 6 new classroom spaces for children ages 3 mos – 13 yrs (10 total)
- A zero entry pool will increase lap swim, family activities, lessons for all ages and abilities, and water therapy
- A state-of-the-art fitness center with a new functional training space
- New men's, women's and family locker rooms
- New dedicated group exercise & spin spaces
- A safe space for teens to grow and thrive



Current view



New view from Union St. and South Water St.

Current view



New view from Welcome Center entrance



Addressing Community Needs: How YMCA SouthCoast Makes a Difference

The Youth are our Future



New Bedford lacks sufficient preschool and daycare options - in fact we fall below the state average by 35%



Here's how we're making a difference: The new YMCA will be able to serve close to 3,000 children annually. An additional preschool and the introduction of an Infant toddler program will allow us to more proactively implement the Basics Strategy - A strategy grounded in five proven, science-based principles for early learning and brain development.

Given that 90% of brain development occurs by age 3, we will incorporate 'The Basics' throughout the new YMCA to support every child's potential. The Basics program will address achievement gaps for children of diverse racial, ethnic, and socioeconomic backgrounds; children will start school better prepared for learning and life.





Addressing Community Needs: How YMCA SouthCoast Makes a Difference

Aquatics



The YMCA has the only public pool in New Bedford. Drowning is one of the leading causes of death among young children. As a waterfront community, water safety is crucial.

Here's how we're making a difference:

The new YMCA will teach over 2,000 kids (89% increase) to swim each year, reinforcing our commitment to safety around water. This will provide more opportunities for children's swim lessons but will also foster a sense of community and inclusivity, allowing everyone to participate without fear or hesitation. A new warm water walk in pool will allow all ages and abilities to enter the pool with ease. There is no need to climb down a pool ladder or jump in. With this option, anyone can easily transition into the pool for lap swim, water based physical therapy, fitness classes or play time.





Addressing Community Needs: How YMCA SouthCoast Makes a Difference

Wellness



New Bedford has unique health challenges. With higher-than-average rates of diabetes, obesity and high blood pressure, it's imperative that we provide the facilities and programs for residents to improve physical and emotional health.

Here's how we're making a difference. We will create a state-of-the-art wellness center with views of New Bedford's historic district and waterfront. A functional training space, increased group exercise spaces, new weight training equipment-plus basketball, pickleball and more will serve people of all ages and all income levels.

Evidence based health initiatives will grow to help thousands of people every year – with a focus on diabetes prevention, cancer Livestrong programs, and collaborations with partners including the Greater New Bedford Community Health Center and Southcoast Health.



Addressing Community Needs: How YMCA SouthCoast Makes a Difference

STATISTICS

82% of New Bedford school students are considered low income (36% statewide)

20% of New Bedford residents live below the poverty line (10% statewide)

35% fewer preschool and daycare options available in the SouthCoast compared to the state average.



15% of New Bedford Residents (2nd highest statewide) are over the age of 65.

YMCA RESPONSE

Subsidize 95% of after-school, preschool, and summer camp tuition based on financial need

Support **\$300,000** in financial aid for camps, memberships and youth offerings for local families

Create 10 classrooms for children age 3 months to 13 years + gathering space for teens

Increase preschool slots and introduce an infant/toddler program for 80 children ages 5 and under

First YMCA to integrate THE BASICS principles into early education and childcare

Increase programming & activities to serve 1,500+ seniors each year.



Addressing Community Needs: How YMCA SouthCoast Makes a Difference

STATISTICS

10% of New Bedford residents suffer from diabetes (7% statewide)

33% of New Bedford residents suffer from high blood pressure (27% statewide)

29% of New Bedford residents suffer from obesity (23% statewide)

DROWNING is one of the leading causes of death in young children

23% of New Bedford residents are on S.N.A.P. benefits (15% statewide)

YMCA RESPONSE

Provide Diabetes Prevention Program (DPP) free of charge

Deliver specialized nutrition and exercise programs for members of all ages

Increase membership to help more than 10,000 people improve their overall health each year

Provide additional free swim lessons for all children enrolled in childcare and camp - introduce safety around water in the schools

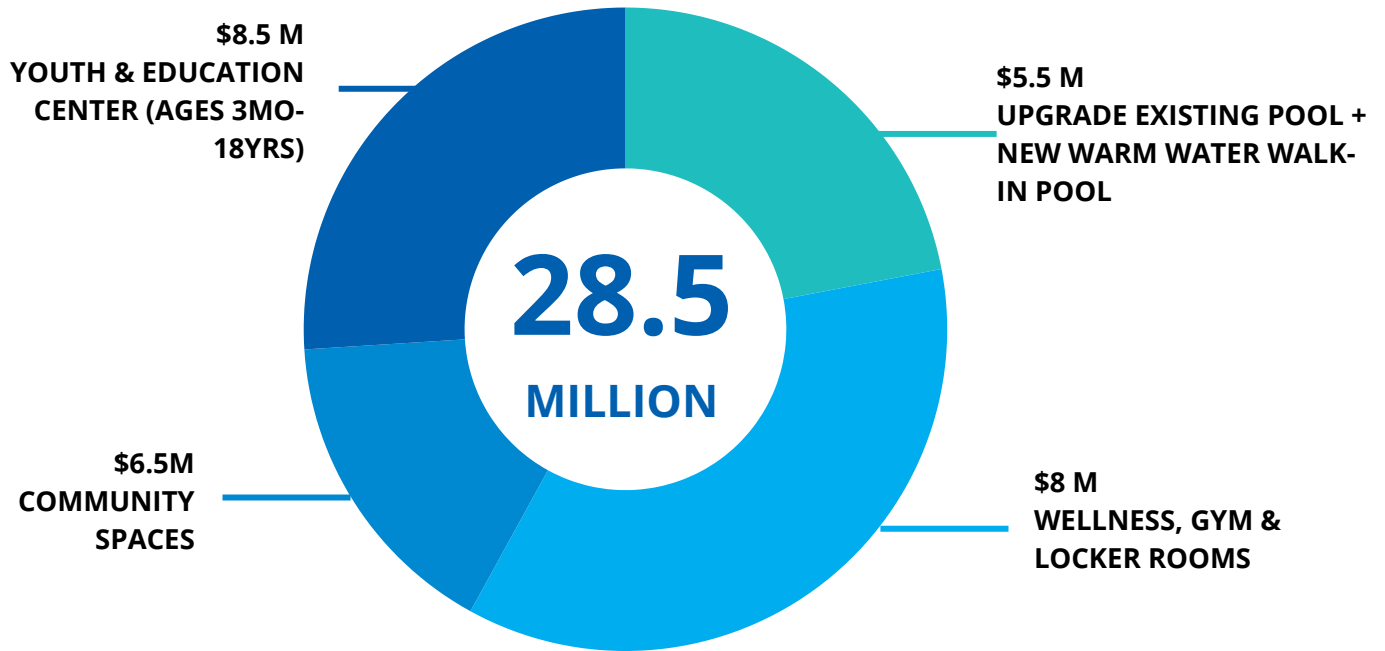
Will serve 380,000 meals annually through mobile food market at New Bedford YMCA





Project Cost & Funding Source*

PROJECT COST



THE \$28.5 MILLION TOTAL INCLUDES MODERNIZING THE BUILDING TO MEET CURRENT CODES (\$14 MILLION).

SOURCE OF FUNDS	REQUIRED	SECURED
New Market Tax Credits	1.6M	
YMCA Operating Reserves	3M	3M
Public Funding	5.5M	2.3M
Philanthropy & Grants	18.4M	7.2M
TOTAL	28.5M	12.5M



Size and Number of Gifts Necessary to Achieve \$25,000,000

GIFT SIZE	GIFTS NEEDED
\$3,000,000 +	 
\$2,000,000 +	 
\$1,000,000 +	  
\$500,000 +	      
\$250,000 +	         
\$100,000 +	               

Key:



committed



pending request



Proposed Timeline & Steering Committee



Campaign Steering Committee

Terry Gomes Co Chair	Gerry Kavanaugh Co Chair	David Tatelbaum Co Chair
Peter C. Bullard	Arthur DeAscentis	Nancy McFadden
Kate Carney	Heike Milhench	John Quinn
Kathleen R. Corkum		David Wright

Campaign Visionary Committee

Eric Braitmayer	Jeffery E. Riley
Bunny Forbes Hickey	Steven Silverstein
Jean F. MacCormack	Eric Strand

YMCA SouthCoast Campaign Leadership

Robyn Branco | YMCA SouthCoast Chief Development Officer
Heather Monoson | YMCA SouthCoast Chief Financial Officer
Tara Pacheco | New Bedford YMCA Executive Director

"If you want to help as many people as possible in New Bedford, the YMCA is the place to support."
-Peter C. Bullard



Naming Opportunities

* Signage visible from outside the building
Opportunities in **bold** are available

\$5,000,000	<ul style="list-style-type: none"> A donation of \$5 million will name the YMCA campus, spanning the full block encompassed by Union Street, S Water Street, School Street and S2nd Street in the heart of New Bedford's Historic District.
\$2,500,000	<ul style="list-style-type: none"> Aquatics Center/Natatorium: 2 Pools & Splash Pad *
\$1,000,000	<ul style="list-style-type: none"> New Zero-Entry, Warm Water Pool & Splash Pad Camp & After-School Wing - Five classrooms / activity rooms will serve children ages 6-13 year round *
\$500,000	<ul style="list-style-type: none"> Preschool Center * Welcome Center Wellness & Fitness Center (Second floor) * Basketball Gymnasium Outdoor Common Space
\$250,000	<ul style="list-style-type: none"> Large Group Exercise Studio Family Locker Room Men's or Women's Locker Room Turf Functional Fitness Area Indoor Walking Track
\$100,000	<ul style="list-style-type: none"> Basketball: Full Court Scoreboard STEAM Lab Classrooms (11) Community Meeting Space Outdoor Play Spaces (1) * Teen Lounge
\$75,000	<ul style="list-style-type: none"> Small Group Exercise Studios (2) Childwatch Indoor Play Space Elevator Cycling Studio
\$50,000	<ul style="list-style-type: none"> Half Court Scoreboard (1) Admin Offices (8)

If there is a specific area or level you are interested in, we are happy to tailor a customized sponsorship to your interests, including a naming opportunity at a different YMCA Southcoast branch.



BUILDING A BETTER TOMORROW

NEW BEDFORD YMCA

S. WATER STREET

NEW BEDFORD, MA 02740

ymcasc.org