

THE LAWRENCE YMCA

GROWING TOGETHER



CAPITAL CAMPAIGN AND STRATEGY



Imagine What
We Can Do
Together



Executive Summary

The Lawrence YMCA has a proud history of serving the community. The time has come to invest in its future – with a \$6 million dollar renovation and expansion that will better serve young people, adults, and families in the city for generations to come. This major, multi-phased project will improve and expand the facility, offering the community a modern, innovative space. More importantly, it will increase the Lawrence YMCA's capacity to offer essential programs that promote healthy living, social responsibility, and youth development.

Built in 1910, the Lawrence YMCA has had little renovation over the years. This proposal outlines the several phases of the project, which will be the most comprehensive renovation effort in the Lawrence YMCA's history. Improvements include enhancements to the Child Care Center, expansion of the health and wellness area, as well as the Welcome Center, lobby and other key areas of the facility.



The YMCA plays a vital role in Lawrence, anchoring its neighborhoods and continuously evolving to meet the needs of those who live there. Located in the heart of the city, it offers youth and families easy access to quality health and wellness programming as well as youth programming.

Project Objectives

The following are objectives that will guide the Association's facility development:

- Consolidate child care operations to one location
- Increase revenue in program & membership
- Effectively separate user groups
- Improve the functionality and performance of the Lawrence YMCA
- Align Capital improvements with fundraising campaign efforts
- Create a facility that amplifies our mission

Project Scope

The proposed project includes a total of 60,000 square feet, combining new construction and/or the renovation and refurbishment.

- Health and wellness programs
- Nutrition education
- Dedicated spaces for age-appropriate activities for teens and younger kids
- Specialized fitness programs for people living with chronic illnesses related to obesity and other diseases
- Intergenerational and community meeting room where people of all ages can gather to learn, work and play... And So Much More!

Resulting Impact

An expanded Y will have a larger community impact, allowing more members and participants to benefit from everything the Y offers.

- A facility that better accommodates the programs and services needed in the community.
- Greater increases in membership and retention.
- Positive effects on member service, program delivery, and financial performance.

Total Project Costs \$6,000,000



Child Care



Group Exercise Studio



Intergenerational Room

Profile of the City of Lawrence

Population: 79,337

- 77.1% of residents are Hispanic
- 76.4% speak a language other than English at home
- Median household income (2016) \$36,754
- 26.4% are living below poverty level
- 28.4% of population is under 18 years of age
- 44% childhood obesity rate - highest in the nation
- Lawrence ranked Level 5 (the highest) for prevalence amongst adults for diabetes, obesity and lack of physical exercise. (Behavioral Risk Factor Surveillance System)



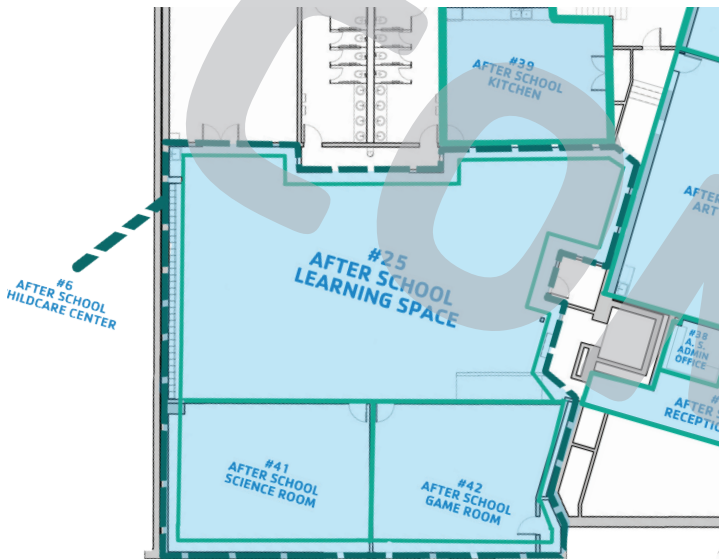
PROFILE OF THE LAWRENCE YMCA– Our vision is to create a safe, welcoming environment where children, teens and families can learn, grow and thrive at the Lawrence YMCA.

Current IMPACT	Future IMPACT
4,400 visits by members each month (45% participate for free or at a reduced rate)	5,500 visits by members each month
Child Care: 186 children served within 9 classrooms on two floors	Child Care: 240 children served within a consolidated, secure child care space which includes adjacency to the Music Clubhouse and multi-purpose rooms
School Enrichment Program <ul style="list-style-type: none"> • 2,105 unduplicated students impacted through School Day Enrichment • 1,585 students from 5 schools served at the Y • 520 students from 6 schools served at the school sites 	School Enrichment Program <ul style="list-style-type: none"> • Improved facilities and increased capacity to support growth within school partnerships
Active Science®: Operating in Child Care and School Enrichment programs	Active Science®: Improved facilities and increased capacity to support growth within Active Science® program
Youth Sports <ul style="list-style-type: none"> • Swimming- 300 youth per 8 week session • Youth Basketball- 350 youth per season • Smart Hoops- 150 youth per summer 	Youth Sports <ul style="list-style-type: none"> • Increase participation by 100 youth within Swimming, Youth Basketball, and Smart Hoops

PROFILE OF THE LAWRENCE YMCA– Our vision is to create a safe, welcoming environment where children, teens and families can learn, grow and thrive at the Lawrence YMCA.

Current IMPACT	Future IMPACT
Teen Programs <ul style="list-style-type: none"> • Music Clubhouse- 500 teens each month • Teen Achievers- 100 teens each year • Adelante Education Center <ul style="list-style-type: none"> • Adelante School Success- 40 middle school students • Adelante Summer Success- 40 middle school students • Adelante Scholars- 35 high school students 	Teen Programs Grow teen programs to serve 800 teens each year within Music Clubhouse, Adelante Education Center and Teen Achievers
Meals Served <ul style="list-style-type: none"> • 8,000 suppers served to teens each year (40 teens a day) • 30 backpacks of food distributed to families each week 	Meals Served <ul style="list-style-type: none"> • 15,000 suppers served to teens each year (75 teens a day) • 50 backpacks of food distributed to families each week
Housing and Supportive Services: The Y provides 73 formerly homeless men with housing and supportive services at the S.R.O. (Single Room Occupancy Program) located on the top two floors of the Lawrence branch.	Housing and Supportive Services: S.R.O residents who receive Y memberships will access improved and expanded Y programs and facilities
	<ul style="list-style-type: none"> • The Intergenerational Center will create a space for community members of all ages to converse and connect. • The new Family Locker Room will improve accessibility and safety for child care, youth programs and family members. • The walkway and outdoor area will be enhanced to improve entryway and increase outdoor activities for youth and adults.

Childcare - Schematics and Budget



Lower level



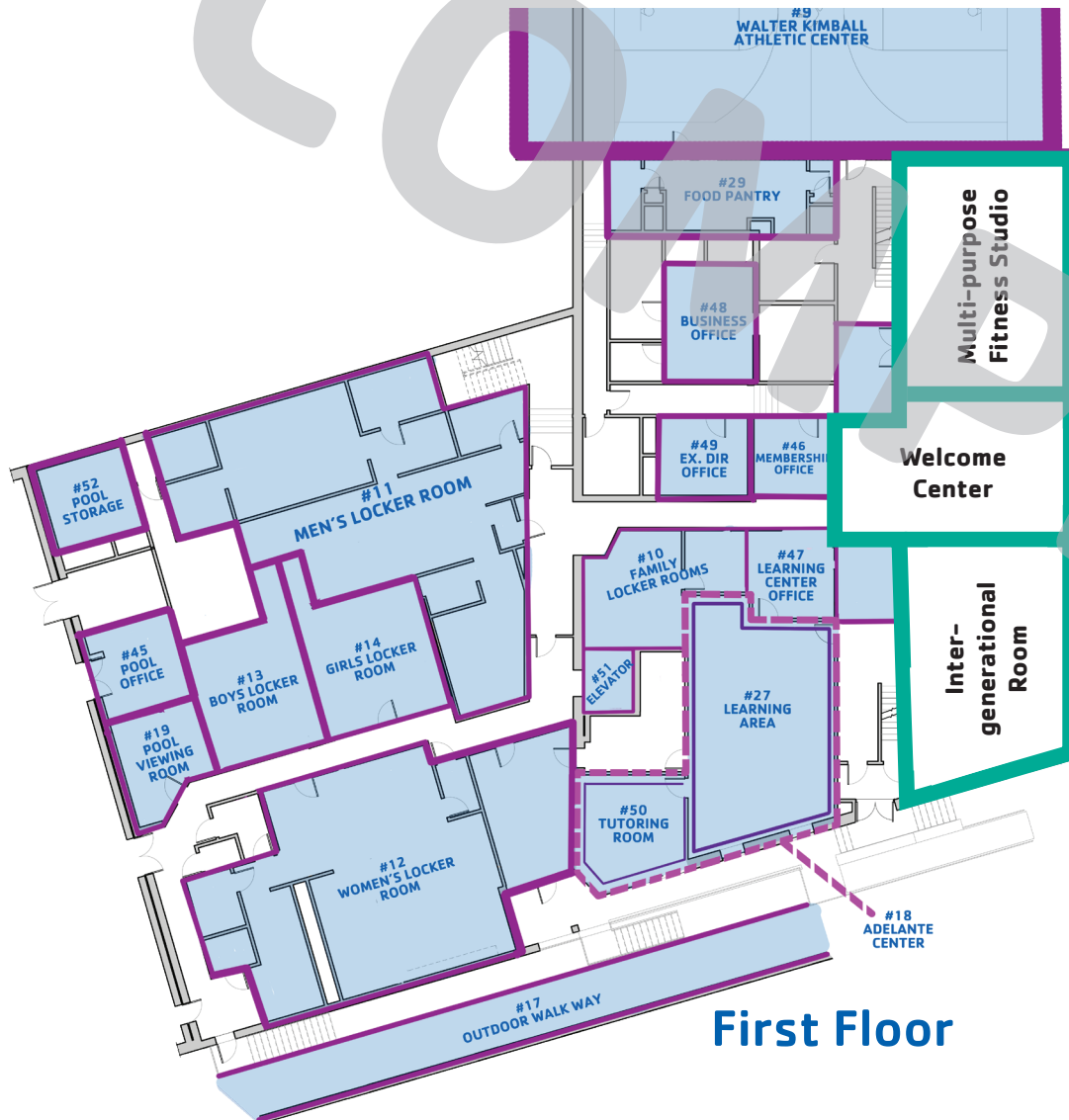
Second Floor

Project: Relocate and renovate childcare space

Future Impact: 240 Children served within a consolidated, secure child care space adjacent to the music clubhouse and multi-purpose rooms

Total Costs \$1,425,000

Welcome Center, Intergenerational Room and Multi-purpose Fitness Studio - Schematics and Budget



Project: Updated Welcome Center and lobby. New Intergenerational Room and Multi-purpose Fitness Studio.

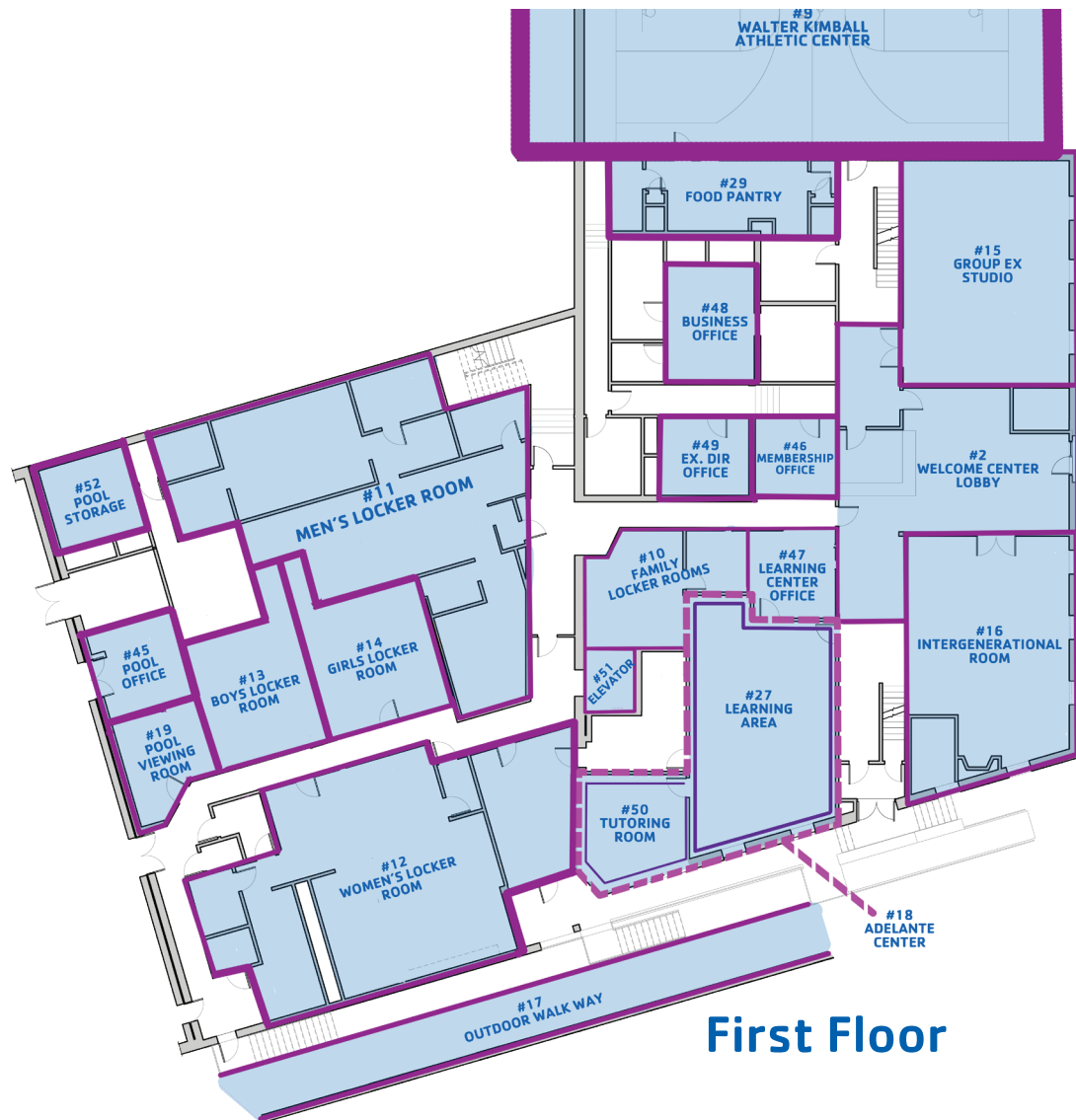
Future Impact: The Intergenerational Room will create a space for community members of all ages to converse and connect.

The Welcome Center and Lobby will enhance capacity to offer improved access and delivery of information and services to members.

The Multi-purpose Fitness Studio will offer various types of exercise and fitness classes for people of all ages and abilities to achieve their health and wellness goals.

Total Costs \$210,000

Locker Rooms & Pool Viewing - Schematics and Budget



First Floor

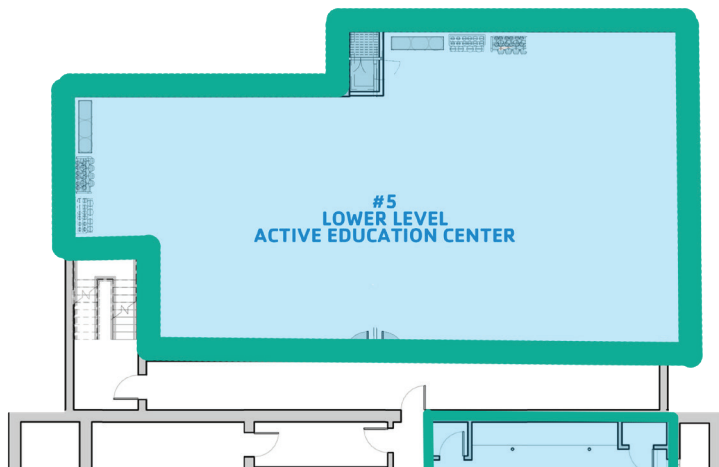
Project: New family locker rooms, new boys & girls locker rooms, NEW pool viewing area and adult locker room enhancements.

Future Impact: The new locker rooms will improve accessibility and safety for children, youth & teens, adults and family members alike.

New pool viewing area to allow observation of swim instruction and aquatics programming without interruption.

Total Costs \$1,175,000

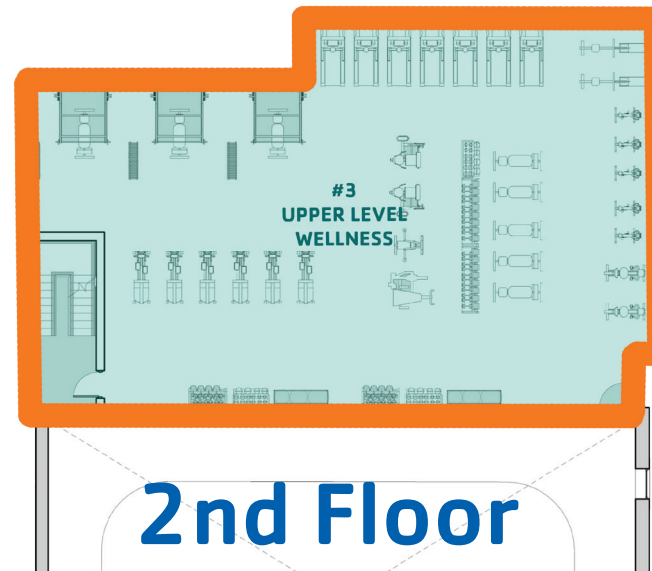
Community Wellness – Schematics and Budget



Lower Level



1st Floor

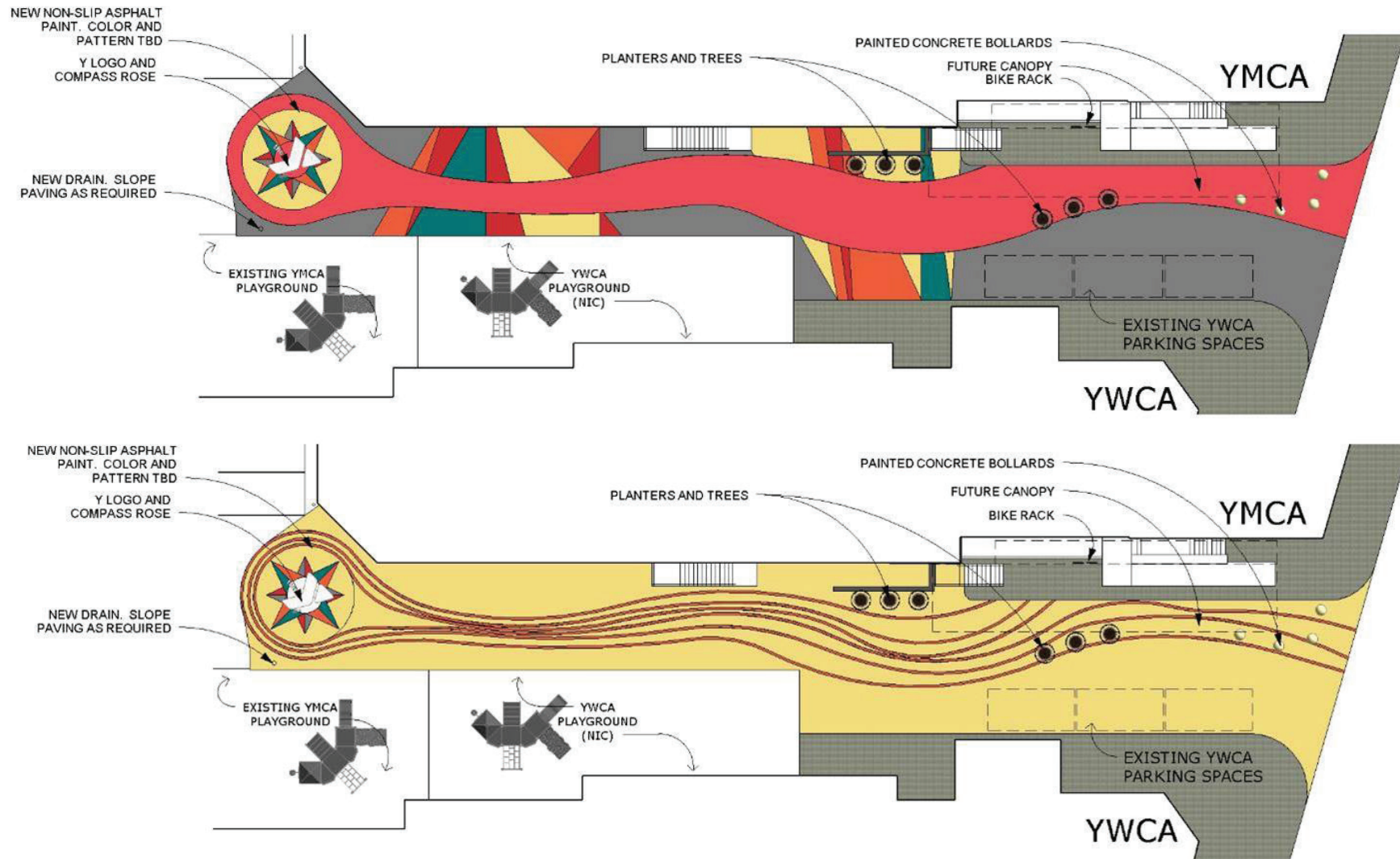


2nd Floor

Project: New 8,000 sq ft wrap-around two-story glass wellness area visible from Lawrence Street, new group exercise studios and Active Education Center.

Future Impact: Adult and youth participation increased by 25% (from 4,400 to over 5,500 visits each month).

Total Costs \$3,190,000



Proposed Walkway Plan – Outside Site Improvements

The walkway and outdoor area will be enhanced to improve entryway and allow for increased outdoor activities for all ages.

Now is the time for you to invest

The multi-year initiative and capital campaign will allow the Lawrence YMCA to make transformative changes and build additional resources to continue to enable us to strengthen communities through Youth Development, Healthy Living and Social Responsibility.



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Be part of the effort to ensure the Y has the resources to strengthen the community and make an impact directly in our own neighborhoods.

Learn more or make a gift at
[mvyymca.org/lawrence expansion](http://mvyymca.org/lawrence-expansion)

Why We Need an Expanded Y Now

Great communities have strong Ys that encourage good health, provide educational enrichment, foster connections through fitness, sports and fun and bring families closer together. The Lawrence community is no different; it is changing and developing rapidly. Working with business and community leaders as well as our members and friends, this vision for our new expanded facility will allow us to offer unparalleled recreational and social services to the Merrimack Valley community for years to come.