



Safe spaces for kids to learn and grow. Food for neighbors in need.
Outreach to seniors who are feeling isolated.
These are just a few of the many reasons to give to the Y.

The Watertown Area YMCA is a part of the fabric of our community. The Y works hard to build and strengthen the community of Watertown, and beyond, through youth development, healthy living and social responsibility. In support of this endeavor, the YMCA asks for your charitable support. Funds raised go towards nurturing the potential of children and teens, improving health and well-being, and supporting neighbors, making YMCA programming affordable for all.

Find your reason to give. **DONATE TODAY.**
For a better us.®



A STRONG FOUNDATION

OUR HISTORY

The YMCA originated in 1844 in London, England and came to North America in 1851. The YMCA presence in this area had its start as the YMCA of Waukesha County in 1926 when a group of community leaders came together to organize a YMCA because they felt it had the potential for improving the quality of life for youth in the Oconomowoc area.

The Watertown Health and Wellness Center (HAWC) was established in 1998 by Bill Ehlinger and other business leaders to serve the community. In 2008, the YMCA at Pabst Farms (now the Glacial Community YMCA) was asked to manage the facility and in 2009, the Y and the HAWC officially joined traditions of excellence to bring a community YMCA to Watertown. The Watertown Area YMCA has since become a pillar in Watertown and the surrounding communities. It has seen increased participation in adult group fitness programs and youth development continues to be a primary focus.

The Greater Watertown Health Foundation purchased the Bethesda Corporate Center and 90 adjacent acres along the Rock River in August of 2022. This \$16.8 million purchase and renovation for "The Collective" includes a YMCA Early Education Center, the Ehlinger Center (a satellite Express YMCA), Head Start, and several other non-profits.

The Collective is designed to be an innovation center to inspire collaboration, mobilize resources and encourage innovation to contribute to the well-being of citizens of Dodge and Jefferson Counties. The YMCA is one of many organizations calling The Collective home.



YMCA ANNUAL CAMPAIGN

The Annual Campaign provides resources to assure that no one is turned away because of inability to pay for YMCA programs and services.

YMCA CAPITAL CAMPAIGN

The Capital Campaign ensures the Y will continue to be a hub for the community in a new location with facilities that will serve future generations. Your contribution will help ensure that we can take the next steps together.



WATERTOWN AREA YMCA

415 S. Eighth Street, Watertown, WI 53094 • 920-262-8555 • www.glcymca.org

Y MISSION:

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

BUILDING COMMUNITY

Today and for the Next Generation

ANNUAL & CAPITAL CAMPAIGN • WATERTOWN AREA YMCA





Whenever we see a neighbor who needs support, the Y stands ready to help with open arms and caring hearts. Join us and discover what a gift it is to give.



THE COMMUNITY SPOKE

Ongoing Community Needs Assessments and conversations have helped determine how the YMCA could best meet the needs of the community.

PROGRAMS WITH A PURPOSE

Programs offered at the Y go well beyond physical activity with a focus on building healthy, confident, connected, and secure children, adults, families and communities.

YOUTH DEVELOPMENT:

- » Y after-school programs and Summer Day Camp provide **220 kids in the Watertown community** with activities and enrichment opportunities to ensure they continue learning outside the classroom.
- » When surveyed, 89% of after-school participants felt a sense of belonging to the program and 94% indicated they built lasting friendships.

HEALTHY LIVING:

- » The Y is serving nearly **4,000 children, adults, and families**.
- » More than **890 Active Older Adults** stayed healthy and connected at the Y.
- » Fully accessible spaces at the Ehlinger Center and The Collective allow for **expanded fitness and social programs for individuals with disabilities**.

SOCIAL RESPONSIBILITY:

- » Beyond subsidizing mission driven programs, the Y will provide nearly **\$50,000 in direct financial support** to ensure everyone is welcome and no one is turned away from the Y due to inability to pay.
- » In addition, the Y is committed to service in our community. In 2022, the Y's Service Without Boundaries Adult Day Program packed more than **715 weekend take-home food bags** that were distributed to Y camp families and the Watertown community over the summer. Also, the Y's teen volunteers collected and assembled **160 Thanksgiving take-and-bake meals, feeding almost 640 people** in the communities we serve.

Develop Potential for Youth

- Half of those surveyed said that Watertown needs non-athletic programs that build skill, creativity, and confidence.

Serve More Youth and Families

- 25% of those surveyed felt a need for more services that engage the entire family.

Empower Healthy Living

- 25% of adults and 45% of youth were seeking support for physical activity and healthy living.



YOUR GIFT MAKES AN IMPACT

The YMCA seeks your support to continue providing essential programs and services through the Annual Campaign, and a Capital Pledge that will create a new YMCA on the campus of The Collective to serve future generations! There are a variety of ways to fulfill your commitment and the YMCA staff is prepared to help you maximize your tax-deductible contribution.

Every gift makes a difference! Thank you for your support.

ANNUAL CAMPAIGN

The Annual Campaign helps keep youth membership and program fees reasonable by subsidizing real costs. Even so, we know that some families will need financial assistance to participate in YMCA activities.

The Annual Campaign helps to ensure that the YMCA is indeed "FOR ALL".

Funds raised through our Annual Campaign remain in our community and are made available to local youth, families, and adults. Gifts of any amount may be made toward the Annual Campaign or toward a specific program at any time during the year. Your donation may also be made through a gift of stock or other securities.

CIRCLES OF GIVING

Circles of Giving are special groups of Annual Campaign donors who have made an extraordinary commitment to strengthening our community with an annual gift of \$1,000 or more to the Y.

CHAIR'S ROUNDTABLE CIRCLE
\$1,000 – \$2,499

AMBASSADOR CIRCLE
\$2,500 – \$4,999

VISIONARIES CIRCLE
\$5,000 – \$9,999

PRESIDENTS CIRCLE
\$10,000

Scan the QR Code for details on recognition at each level of giving.



CAPITAL CAMPAIGN

The Capital Campaign will provide resources to ensure the Y can continue to deliver on its commitment to strengthening community for years to come.

This campaign will fund the replacement of our full facility YMCA (currently on 8th St.), which has presented limitations due to its aging infrastructure and barriers to access.

Your contribution to the Capital Campaign will support the needs in our growing community and will help the Y provide positive opportunities for today's generation and the next.

RECOGNIZING YOUR GENEROSITY

Most gifts to the Capital Campaign are pledged over 3-5 years. Recognition levels are as follows:

\$1,000,000 and up

\$500,000 – \$999,999

\$250,000 – \$499,999

\$100,000 – \$249,999

\$25,000 – \$99,999

\$10,000 – \$24,999

\$5,000 – \$9,999

\$2,500 – \$4,999

\$1,000 – \$2,499

*Gifts of \$1000 or more will have permanent recognition in the new facility.

Naming opportunities may be available at certain levels.

OUR FUTURE IS TAKING SHAPE

On July 11, 2023, the Greater Watertown Community Health Foundation (the Foundation) dedicated The Collective which included the Ehlinger Center and the new YMCA Early Education Center.

As a next step, the Foundation plans to transform the 90-acre campus into a thriving work-live-play neighborhood that models best practices in community connectedness, health, and well-being.

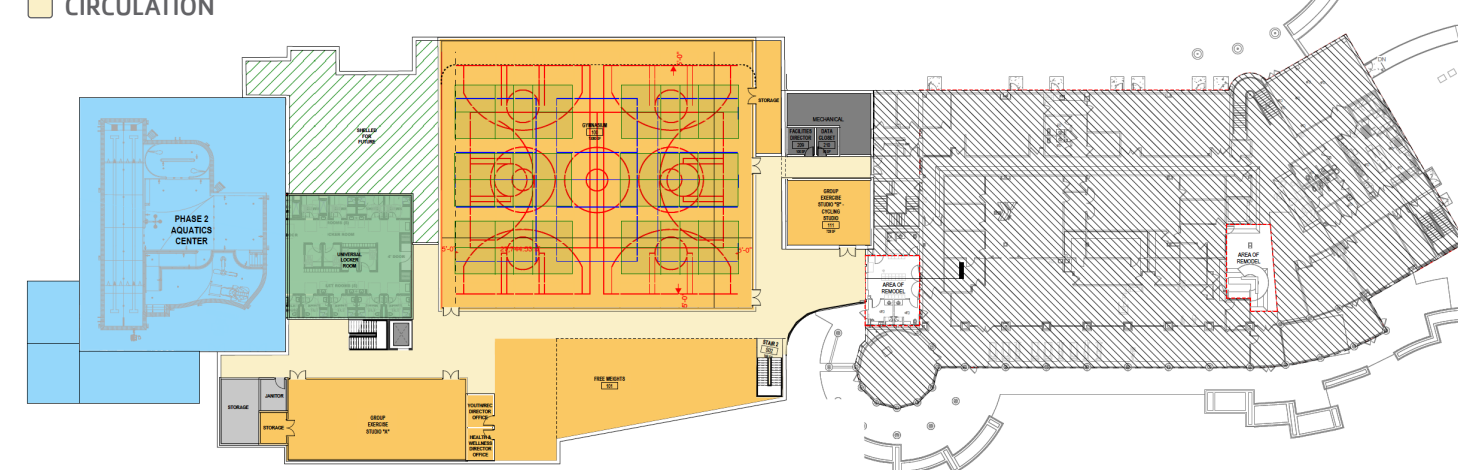
The Collective will also be the new home of the new YMCA. Our campaign goal for the first phase of the project is \$17.8 million, with the public campaign portion set at \$1.7 million. Phase I will replace the current facilities at the former High School, including:

- Community Gathering
- Wellness Studios and Multi-Purpose Space
- Large Free Weight Center
- Kid's Corner
- Gymnasium
- Track

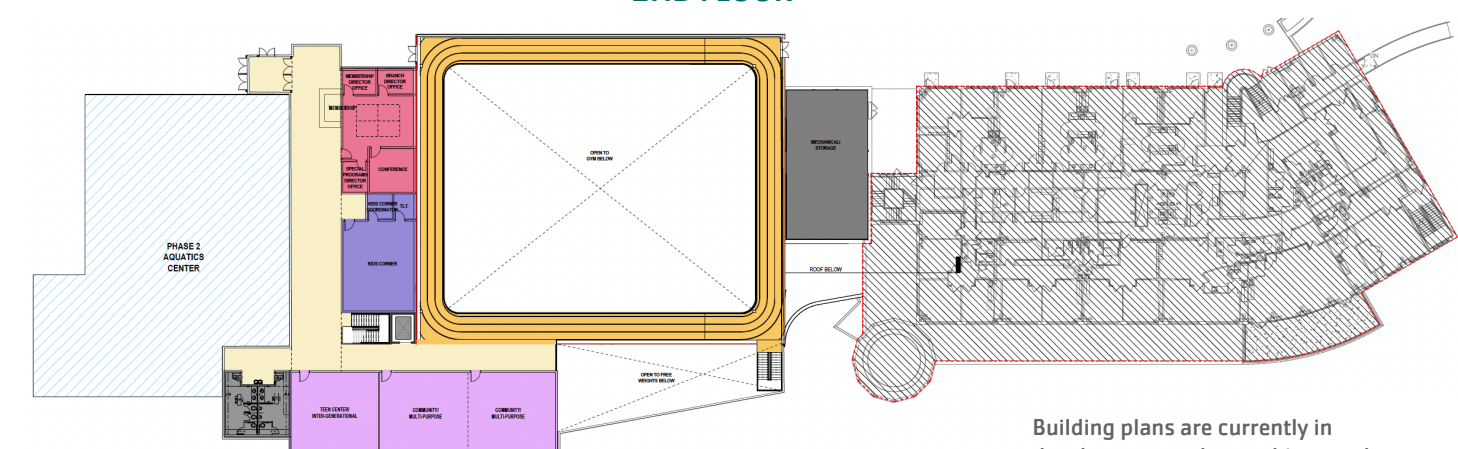
The Aquatic Center is the next phase planned and will be built when funding becomes available.

- FITNESS VENUE
- LOCKER ROOMS
- AQUATIC CENTER
- BUILDING SUPPORT
- LOBBY & AMENITY
- KID'S CORNER
- COMMUNITY VENUES
- CIRCULATION

1ST FLOOR



2ND FLOOR



Building plans are currently in development and are subject to change.



BUILDING COMMUNITY

WATERTOWN AREA YMCA CAPITAL CAMPAIGN/ANNUAL CAMPAIGN PLEDGE FORM

Name: _____ Date: _____
Organization: _____ Date of Birth (Required): _____
Mailing Address: _____
City/State/ZIP: _____
Phone Number(s): _____ Email: _____

To share in the vision as set forth by the YMCA and in consideration of the gifts of others, I/We subscribe and promise to contribute an unrestricted gift to the Watertown Area YMCA as follows:

Capital Campaign Total Gift: \$ _____

- ☐ Entire gift now or
- ☐ Amount contributed (paid) at this time: \$ _____ The balance of my/our gift will be pledged over _____ years.
Please remind me: ☐ Annually ☐ Semi-Annually ☐ Quarterly ☐ Monthly
Beginning in (Month/Year): _____
- ☐ I am interested in fulfilling my pledge through a contribution of stocks, appreciated assets, insurance policy, IRA transfer, or required minimum distribution. Please contact me with information.

Annual Campaign Total Gift: \$ _____

- ☐ I would like to join the Triangle Society* with a gift of \$ _____ for the next three years (2024, 2025, 2026.)
*Gifts of \$1,500/yr. qualify.
- ☐ I am interested in fulfilling my pledge through a contribution of stocks, appreciated assets, insurance policy, IRA transfer, or required minimum distribution. Please contact me with information.
- ☐ My gift will be matched by: _____
- ☐ Yes, I have/would like to make a gift to the Y in my will.

Gift Recognition (please print clearly)

I/We wish to have this gift recognized as: _____

This gift should be recognized as: ☐ Anonymous ☐ In Honor of _____
☐ In Memory of _____

Contributor Signature: _____ Date: _____

YMCA Volunteer: _____

Please make checks payable to: Watertown Area YMCA

Mail to: WATERTOWN AREA YMCA CAPITAL CAMPAIGN, c/o YMCA Association Office, 1750 E Valley Rd, Oconomowoc, WI 53066