



the



YMCA

Y FOR ALL

A campaign to honor our legacy and build our future.

TRI-CITIES FAMILY YMCA | CAPITAL CAMPAIGN

1963



1976

Our current facility opens in the Mulligans Hollow location.



1979

The first annual Baas Memorial Day Festival Run (precursor to the Kick-Off to Summer Run) is held, and the Y takes leadership of the annual Coast Guard Run.



1985

Local sponsors step up to help fund a Youth Basketball League so that all participants can develop sport and teamwork skills.



1995

A 35,000 sq. ft. addition is completed, including the west gym, weight room, indoor track and preschool classrooms.



TODAY

Our Y engages with over 10,000 community members annually and our facility serves close to 4,000 members with programs and services for infants to seniors.



HERE IS Y

All of us, as a community, are so fortunate to be part of the Tri-Cities Family YMCA at this moment in time. For the next generation, we will be the ones who answered the call to build the future of the YMCA and preserve its sustainability.

More than 10,000 people belong to our Y or attend programs every year. That's approximately one out of every five residents in northwest Ottawa County! This incredibly high usage reflects the unique value of the Y as an intergenerational resource. From toddlers learning to blow bubbles in the pool to seniors walking the track or participating in chair yoga, the Y is a health and wellness destination for all.

The Y is a pillar of our community. Through early childhood education and summer camp, from fitness classes to Y Tea Time, the Tri-Cities Family YMCA is dedicated to strengthening our community with youth development, healthy living and social responsibility.

The Y For All campaign is a response to community needs and a thoughtful approach to modernizing a sustainable Y. We have the opportunity and responsibility to steward this amazing facility and ensure that future generations enjoy access to its essential programs and services. Thank you for joining us in this significant effort.

CAMPAIGN CO-CHAIRS

HONORARY CAMPAIGN CHAIRS



Jeff Beswick
Jeff Beswick
Counsel
Varnum Attorneys at Law



David Redeker
David Redeker
Vice President Sales and Marketing
Eagle Quest International



Erick Johnson *Holly Johnson*
Erick Johnson **Holly Johnson**
Vice Chair President
JSJ Corporation Frey Foundation

CELEBRATING 60 YEARS OF COMMUNITY IMPACT

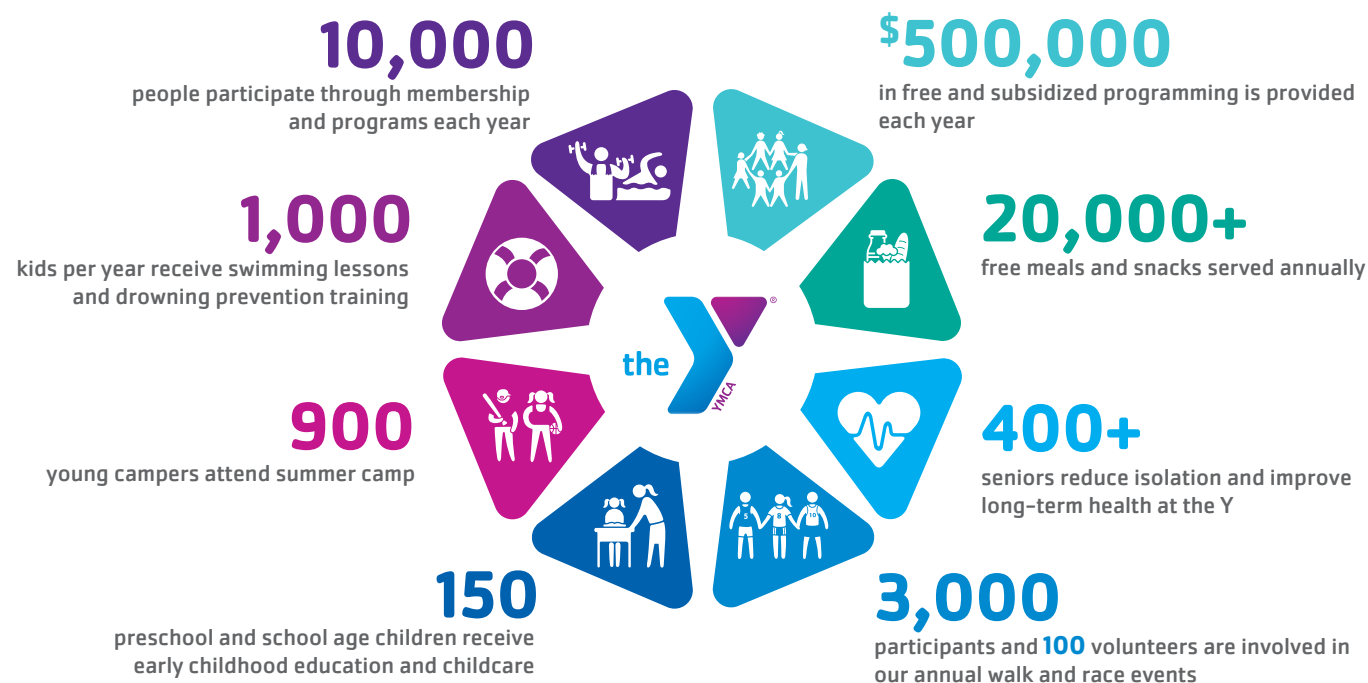


Dr. David Seibold "ran" the fundraising campaign for a new YMCA.

On a cold January day in 1963, Dr. David Seibold gathered 54 friends and family members together in Spring Lake. To the cheers of the neighborhood crowd, they lit a torch and ran a relay all the way to Grand Haven. This run kicked off a \$15,000 campaign to charter a new YMCA. A mere 45 days later, with fundraising complete, the Tri-Cities Family YMCA came to life in the Grand Haven Armory Building.

Eleven years later, the incredible growth of the Y prompted another campaign, this one to build a dedicated YMCA building in Mulligan's Hollow. Once again, the community stepped up to invest in wellness and youth development. In 1976, the Tri-Cities Family YMCA moved into its new home.

THE Y IS A BELOVED AND IMPACTFUL COMMUNITY RESOURCE.



Y WE MATTER

The Tri-Cities Family YMCA fills a vital role in the health and wellness landscape of this community. Our priorities fulfill deep-seated community needs.

› WHERE WE FOCUS



YOUTH DEVELOPMENT

NURTURING development and building potential from infants to teens.

- › Quality, affordable childcare and preschool
- › Summer camp
- › Swim lessons
- › Team sports instruction and leagues
- › Trauma-informed care from staff members
- › First job opportunities for teens
- › Red Cross babysitting certification

› HOW WE IMPACT OUR COMMUNITY



Manny W.

I feel as if the YMCA and its staff brought back the joy of being a kid for my little brother. The camp counselors loved him unconditionally from the first day he joined.

- DREW W.



HEALTHY LIVING

BUILDING an intergenerational community through programs that focus on wellness and the prevention of chronic disease.

- › Health and wellness workshops
- › Fitness classes for all ages
- › Corporate wellness program
- › Pedaling for Parkinson's
- › Onsite mental health services
- › Diabetes prevention program



When we moved to Grand Haven eleven years ago, the classes at the Y enabled us to meet new friends and focus on fitness. Everyone is so friendly and welcoming. It's really a home away from home for us.

- DON & KATHY D.



Don D.



SOCIAL RESPONSIBILITY

CREATING a barrier-free culture that nurtures a sense of belonging and strengthens the bonds of our community.

- › Free and subsidized programs
- › Volunteer opportunities
- › Clothing, food and blood drives
- › Free memberships for 7th graders
- › Free meal and snack distribution
- › Water safety training



Anne B.

A police officer at the Family Fun Run got out of his car with about 100 feet to go so that he could help a woman in a walker cross the finish line. That's how the Y brings community together.

- HOLLEIGH U.

Y WE'RE NEEDED

› NOW MORE THAN EVER

This community has changed a lot in the 50 years since our building was built. Here are three primary areas of concern facing the Tri-Cities and the Y.



1.

EARLY CHILDHOOD DEVELOPMENT

If you're a parent looking for childcare in Ottawa County, you're in for a challenge. Our county has approximately half as many slots as there are children age 0-5, and those are mostly paid out-of-pocket by parents. In the Tri-Cities, families who meet ALICE¹ requirements make up 30% of the total households. If you're a low- to medium-income working family with two parents, you'll be hard pressed to afford the care even if you can find a spot.

Children's brains develop at an exponential pace prior to age three. Early childhood learning is essential for kindergarten readiness. The shortage of spaces in Ottawa County impacts children's learning proficiency:

- › 53% of 3-4 year olds are not enrolled in preschool.
- › 60% of 3rd graders are not proficient in reading and math².

THIS COMMUNITY NEEDS MORE HIGH-QUALITY, AFFORDABLE EARLY CHILDHOOD EDUCATION RESOURCES.

2.

ACCESS FOR ALL

Our current building was not designed with today's standard accessibility features, like elevators sized to accommodate wheelchairs.

Locker room design also looked much different in the 70s. They were large open spaces; one for men and one for women. The current locker rooms do not honor the need for privacy, accommodate special needs, or serve the needs of families.

Our new, state-of-the-art cardio equipment and indoor track are located in the lower level. There is an elevator, but it is small and it compounds the difficulty for anyone with a mobility challenge who wants to use these resources.

OUR SPACE AND SERVICES NEED TO INVITE, WELCOME AND SUPPORT EVERY PERSON WHO COMES THROUGH OUR DOORS.

¹ALICE: asset-limited, income constrained, employed
²Source: restoreottawa.com. Scores reflect test results from 2021-2022 school year.

3.

SUSTAINABILITY

Our 70s-era building has been in continuous use since it opened. It is well built and occupies a prime location. However, it is out of date and requires the maintenance that would be expected in a 50-year-old building.

WE NEED TO INVEST IN THIS BUILDING TO MAINTAIN ITS VALUE AND MODERNIZE IT FOR OUR MEMBERS, BOTH TODAY AND IN THE FUTURE.



Y NOW

After seeking community input, the Board of Directors has developed an exciting plan for a renovated and expanded health, wellness, and early childhood learning center. It is designed to serve our community today and into the future.



GERRY WITHERELL, SR.

Past Board President and 1993 Capital Campaign Chair



“The Y has been here so long that it’s been taken for granted. It’s extraordinary that such a small town has a YMCA. This is a success story and should never be considered anything else.”

INVESTING FOR A SUSTAINABLE FUTURE

› STEWARDING ESSENTIAL INFRASTRUCTURE

We are blessed with a stunningly beautiful location and access to all our lakeshore has to offer. But just like a responsible homeowner, we need to sustain and improve this building to better serve our community.



New Exterior Elevation

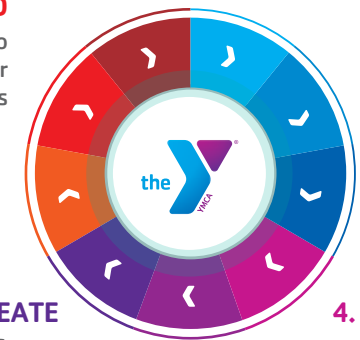
A MODERN FACILITY WILL REFLECT OUR TRUE ROLE AS A VITAL, THRIVING COMMUNITY HUB.

Our priorities include:

- › **POOL REPAIRS**
This pool was the pride and joy of the Y when it was built, and it’s still one of our most popular features. We need to stabilize the pool infrastructure and upgrade mechanical systems.
- › **NEW ROOF**
The roof, part of which dates back to 1992, is constantly in need of repairs for leaks.
- › **NEW HVAC**
The original boiler still heats this entire building. It’s inefficient by today’s standards.
- › **REFRESH SPACES**
It’s time to modernize furniture, flooring, wall coverings and lights.

ADDITIONAL IMPROVEMENTS

- 9. REPLACE**
and add windows to improve energy efficiency
- 8. BUILD**
new storage sheds to protect summer camper belongings
- 7. INSTALL**
a fire protection system for the entire building
- 6. CREATE**
a brighter Welcome Center
- 5. ENHANCE**
the strength training area
- 4. CREATE**
spaces where people can socialize together
- 3. ENLARGE**
the elevator to better accommodate mobility needs
- 2. BRING**
all restrooms up to current Americans with Disabilities Act (ADA) standards
- 1. ADD**
wayfinding signage and color-coding to help people navigate the building



ALTHOUGH SOME AREAS WILL BE TEMPORARILY UNAVAILABLE DURING VARIOUS PHASES OF THE PROJECT, WE WILL KEEP THE Y OPEN DURING CONSTRUCTION.

HELPING EVERY CHILD SUCCEED

› ELEVATING & EXPANDING EARLY CHILDHOOD

The quality of the current childcare space does not reflect the quality of education provided. This area in the lower level consists of repurposed racquetball courts, with no bathrooms in the room and no windows. It's time-consuming for busy parents to get in and out, and there's no room to expand.



SCOTT GRIMES

Grand Haven Area Public Schools Superintendent
and Tri-Cities Family YMCA Board Member



“ The Y programs foster healthy youth development, which is critical for kids to succeed in school. They have always embraced opportunities to partner with the schools. Now it's time for all of us to step up for the Y.



Our new, purpose-built early childhood education space on the main floor will reflect our longstanding reputation for quality.

All rooms will have built-in bathrooms, daylight windows, and age-appropriate surroundings. We will also create a secure outdoor play area.

In addition to creating a quality environment, this renovation will increase our early childhood education capacity by 40%.

Having childcare on the main level will also allow us to support future community needs, such as second-shift childcare.



Inspiration Spaces

CREATING A Y FOR ALL AGES

› INVESTING IN INTERGENERATIONAL WELLNESS

The Cardio Theater is currently located on the lower level, which creates barriers to access. The track is too narrow for multiple people to walk abreast, and it takes 19 laps to complete one mile.

We're moving our cardio equipment and track to a new space on the main floor. Floor-to-ceiling glass walls will flood the space with light and capitalize on the inspiring view of Mulligan's Hollow.

› Bringing the track and Cardio Theater to the first floor will improve access for people of all ages and abilities, especially seniors.

A wider track will invite people to walk and talk together. The larger, brighter welcome center will increase our capacity to support social connection, promoting mental health and wellness in our community.

› An open atrium will showcase a space designed specifically for kids.

This move frees up space on the lower level, where we will build additional program spaces for all ages, including a new gymnastics gym.

SHELLEYE YAKLIN

President, Trinity Health Grand Haven

“ We have partnered with the Y on events and programs to strengthen the community. Supporting the Y through this next stage of growth and expansion will ensure they remain a viable community resource for generations to come.



Inspiration Spaces



› Beautiful new locker rooms on our lower level will make the Y much more accessible.

A new universal family locker room will have multiple private changing spaces with benches, toilet and sink, and room for several people. Our new locker rooms will welcome everyone: from a father with his two young daughters, to a modest teen seeking privacy, to a member who needs space for mobility support such as a walker or wheelchair. In addition to the new changing rooms, we will also provide plenty of lockers for grab-and-go storage.



Inspiration Space



THE TIME IS NOW

SOURCES OF REVENUE (PROJECTED)

● Public Funding	5,000,000
● Private Philanthropy & Grants	5,000,000
TOTAL	\$ 10,000,000



PROJECT EXPENSES*

● Construction	\$8,000,000
● Contingencies	800,000
● Design & Development	500,000
● Furniture, Fixtures & Equipment	550,000
○ Campaign Costs	150,000
TOTAL	\$ 10,000,000

HOLLY JOHNSON

Honorary Campaign Co-Chair



It is hard for me to envision our community without the Y. We must ensure that this community asset is supported and thrives.

*The YMCA expects to make a significant contribution to maintain and underwrite operations during construction.

WAYS TO GIVE

ONE-TIME GIFTS

Contributions to the campaign can be made in the form of a one-time gift of cash, or a gift of appreciated assets such as stocks or securities.

PLEDGES

For your convenience, pledges can be payable over a three-year period.

COMMEMORATIVE OPPORTUNITIES

We invite you to honor friends, family, the memory of a loved one or a business through a commemorative gift. We will work with you to determine the appropriate vehicle for permanent recognition of substantial gifts.

ONGOING SUPPORT

There are two additional ways you can give to the YMCA. First, our Annual Campaign raises funds each year to support programming, services and scholarships. Secondly, our Endowment fund, held by the Grand Haven Area Community Foundation, provides ongoing revenue that will support expanded operations.

Your gift to either of these funds is also appreciated.

The Tri-Cities Family YMCA is a qualified 501(c)(3) nonprofit organization. Your charitable gift is tax deductible to the full extent of state and federal law. Please check with your tax advisor to determine how your gift may affect your personal tax situation. (Tax ID 381717502)



For more information please contact:

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Gerry Witherell, Jr., MD
Physician, Exponential Health

Gerry Witherell, Sr.
Retired President, Oakes Agency Inc.

Shellee Yaklin
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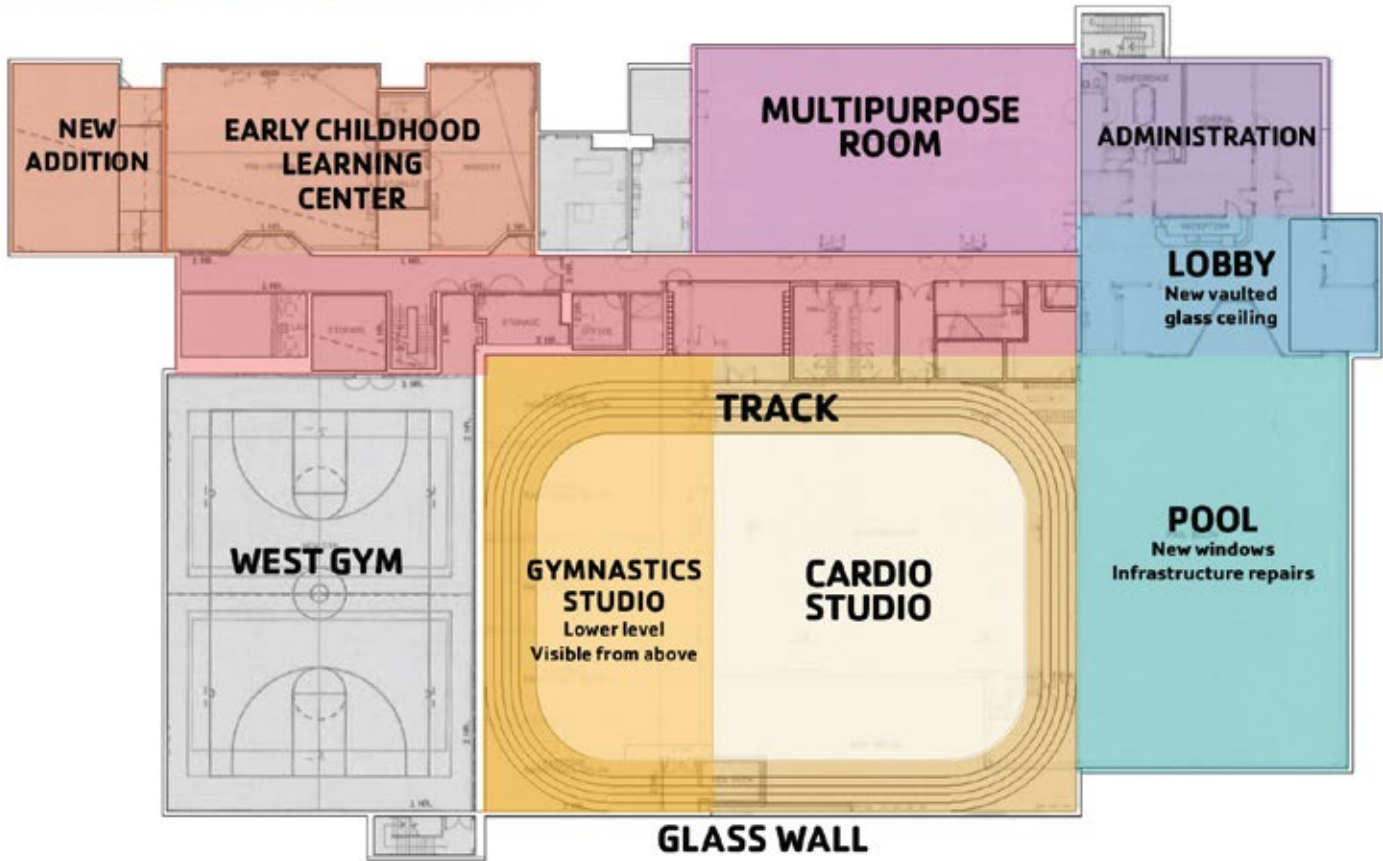
MULLIGAN'S HOLLOW VIEW



ENTRY VIEW & CHILDCARE ADDITION



MAIN FLOOR PLAN



LOWER LEVEL FLOOR PLAN

