

AQUATIC CENTER CAPITAL CAMPAIGN

For the Robert M. & June Kueny Aquatic Center

OUR MISSION

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



Kenosha YMCA

*We Build Strong Kids
Strong Families
Strong Communities*



DEAR FRIEND AND NEIGHBOR,

Dear Friend,

The Kenosha YMCA continues to grow and expand its programs and services, thanks to the many who met the challenge by contributing 6.2 million to the capital campaign. Membership and program growth has more than doubled since the opening of the Callahan Family Branch in 2003.

In the fall of 2005 we celebrated the two year anniversary of the Callahan Family Branch. The latest equipment, expanded programs and new Wellness Center not only offer greater services to Kenosha, but to surrounding communities as well.

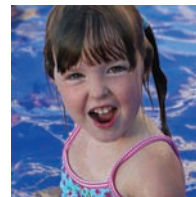
Through generous contributions from corporations and individuals who consider the YMCA part of their family, the YMCA was able to open its **Miracle Field** in May 2005. This ball field is constructed of a unique playing surface that accommodates wheelchairs and walking devices. Children who have only been able to sit on the sidelines and dream of playing America's favorite sport activity are now able to participate. In this program all players get to bat, get to base and cross home plate.

Once again we have a challenge before us, which is to complete the facility with a state-of-the-art aquatic center. An aquatic center will provide a place where active older adults can get physical activity without the muscular stress. It will provide a place where the physically impaired can gain mobility not available on land, while maintaining muscular strength. Further it will provide a great recreational place for the entire community. Most importantly, **an aquatic center will provide a tool where one can learn how to save their own life as well as a life of another.**

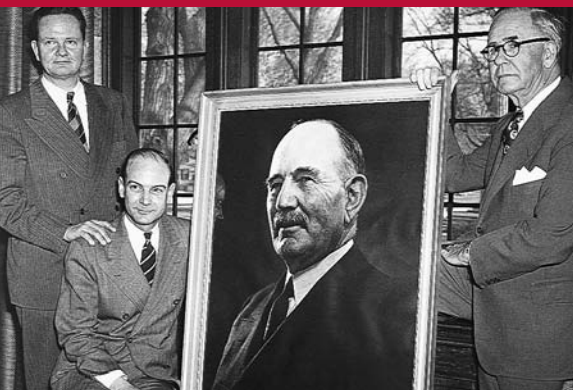
On behalf of the Board of Directors, volunteers and staff, we appreciate the history of commitment and contributions in the past and look forward to the future. Together we can build strong kids, strong families and strong communities.



Patrick P. Monaco
Kenosha YMCA President



Kenosha YMCA



REASONS FOR EXPANSION

The Callahan Family Branch has proven to be a great success. Membership and potential participants are yearning for the missing link, an aquatic center.

For some population groups, aquatic activities are their only option due to physical restrictions. The geographic location of Kenosha, next to Lake Michigan, makes water safety education a priority. A state-of-the-art aquatic center will

address these voids, as well as provide another quality choice of recreation for the community.

The YMCA will continue to utilize its facilities and community resources as tools in which to provide program and services. When the construction is complete, the Kenosha YMCA's long range plan and vision for serving the entire community with quality programs will be fulfilled.

1880-90

1885-1897 - Kenosha establishes a YMCA—conducts first capital campaign. Building purchased at Main and South Avenue.

1920

1928-1929 - Charles Nash challenges community to match his \$400,000 gift. KYF Downtown facility is constructed.

1930

1937-1938 - Kenosha YMCA incorporates as Kenosha Youth Foundation. First KYF outpost is established.

1940

1940s - KYF's 10th anniversary. Fr. Flanagan, guest speaker states, *"It cost so little to teach a child to love and so much to teach him to hate."*

1950-60

1950s - Four new outposts were constructed around the city.
1960s - Programs increased to include boxing, karate, soccer and scuba diving.

BENCHMARKS OF EXCELLENCE

The management, staff and volunteers have demonstrated a true stewardship of financial and human resources. These ten benchmarks of excellence demonstrate our stewardship over the last two decades.

1. Financial Growth—In 1990, program fees totaled \$127,745. In 2004, program fees exceeded \$1.75 million.

2. Facilities—We've shown our commitment by spending over \$3 million in repairs and renovation of the downtown facility. We invested \$6.5 million in building the Callahan Family Branch.

3. Membership Growth—Membership revenue has tripled and membership has grown to 10,000 members.

4. Program Development—Over 40 new programs and events have been added. Close to 300 classes and programs in fitness, aquatics, sports and before and after school care are offered each eight-week session.

5. Program Enrollments—Program enrollments have grown from 12,000 in 1990 to over 60,000 in 2004.

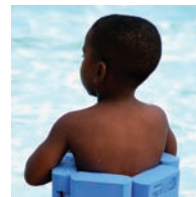
6. Community Partnerships—The YMCA has embarked in collaborative efforts with 35 community organizations.

7. Fund-raising—The YMCA Callahan Family Branch Capital Campaign Phase I raised \$6.2 million.

8. Board Development—The Board consists of a diversified cross section of individuals who are leaders at some of the top businesses in the community. Each member gives their time and financial resources, and assumes financial responsibility for the organization.

9. Staffing—We provide jobs and training for over 200 full and part-time employees.

10. Scholarships—We give over \$100,000 of membership and program scholarships annually.



1970

1975-1977 - Capital Campaign was launched that doubled existing space and constructed Korf Pool.

1980

1980s - Indoor running track was given a facelift. New Lifestyle Fitness Center was added.
1989 - KYF Board and staff develops ten year strategic plan.

1990

1995 - 2nd downtown renovation completed. KYF committed to Caring for Kids.
1997 - Land purchased for KYF West project.
1999 - *Answering the Challenge* Capital Campaign Launches.

2000

2003 - *Callahan Family Branch opens.*
2003 - KYF incorporates as Kenosha YMCA
2005 - Aquatic Center Capital Campaign is launched.



Kenosha YMCA



SERVING THE COMMUNITY

The Kenosha YMCA Callahan Family Branch benefits Kenosha's diverse population. A state-of-the-art aquatic center will enhance the current programs as well as better serve the entire community. The Callahan Family Branch is centrally located thus supported by the demographics of Kenosha.

Aquatics Programs & Facilities

- Youth Progressive Swim Lessons
 - Competitive Swim Lessons
 - Lap Swimming
 - Open Swim
 - Pool Parties
 - Parent/Child Programs
 - Family Swim
 - Private Swim Lessons
 - Learn to Swim Program
 - Adult Lessons
 - Lifeguard Training
 - Water Aerobics
 - Arthritis & Fibromyalgia Classes
 - Lap Pool
 - Instructional Pool
 - Family Fun Area
-

Serving The Downtown Needs

Facilities are tools through which the YMCA is able to provide services. The association remains committed to being fiscally responsible for its facilities within the organization.

Community demographics are forever changing and thus the needs of the community change. While providing needed programs and fulfilling its mission, the YMCA will continue to analyze the best use of the Downtown facility. The Kenosha YMCA is committed to continue to serve the downtown community at the current location or an alternate site.

The Kenosha YMCA remains committed to serving the entire community through programs and services, thus building strong kids, strong families and strong communities.



CAPITAL CAMPAIGN GOAL

The goal of the Kenosha YMCA Callahan Family Branch Robert M. and June Kueny Aquatic Center is \$5.2 million.

Over 500 donors gave to build phase one of the Kenosha YMCA Callahan Family Branch. These donors understand that the programs and services of the YMCA are vital to the community. The Aquatic Center Capital Campaign is the next phase of the Callahan Family Branch. Over 98% of those solicited for financial support of phase I, gave to the project. Many of these individuals and companies are ready to recommit to the aquatic center.

During the first phase of the Capital Campaign, it cost the YMCA 5.4 cents to raise one dollar. National fundraising statistics indicate that it costs the average fundraising campaign 15 cents to raise one dollar. The YMCA will utilize over 120 volunteers to conduct this second phase. At the dedication of the Callahan Family Branch, \$300,000 was given as the first contribution for the aquatic center.

We place before you a challenge, not only of brick and mortar, but more importantly of lives. Your tax-deductible contribution will create a lasting legacy. A legacy, that future generations will look back upon and proclaim, yes, they answered the challenge.



Project Management

Solicitation of a construction manager and architectural services for the Kenosha YMCA Aquatic Center project began in 2004 when letters were sent out seeking candidates for these two important roles in our project. Applications from interested candidates were then submitted to the Kenosha YMCA. Applications/proposals were reviewed utilizing industry standards for the bid

process. Selection of the construction manager and architectural services was based on a combination of items, including: qualifications, experience, involvement with the organization (Kenosha YMCA), being a local business and preparation of a preliminary budget. Approximately 90% of the remaining individual sub-contract work will also be bid out in a competitive bid process.



REASONS TO GIVE

Corporate Benefits

- Knowledge that your gift to build brick and mortar will last for generations.
- Satisfaction of supporting a project that provides your employees with preventative health maintenance or improved wellness benefits, which can lower corporate health care costs.
- Positive corporate image within the community where your employees live and work.
- Dedication opportunities within facilities based upon level of contribution. (Minimum level of contribution is needed in order to receive this benefit.)
- Corporate name recognition in a centralized donor recognition area within the facility.
- Unlimited marketing impressions enhance your corporation's identity for years.
- Corporate tax advantages.



Individual Benefits

- Knowledge that your gift will benefit a million people over several generations.
- Satisfaction in knowing your gift will support:
 - Families spending valuable time together;
 - Children learning values through sports, swimming and other YMCA programs;
 - Positive recreational options for youth, thus preventing negative behavior.
- Name recognition in a centralized donor recognition area within the facility.
- Named facility dedications for specific areas. (Minimum level of contribution is needed in order to receive this benefit.)
- Charitable tax deduction.



LEVELS OF GIVING

Aquatic Center Dedications

Dedications (naming rights for facility areas) range from \$5,000 to \$1 million. (See page 11 for details.)

Circle of Friends Program

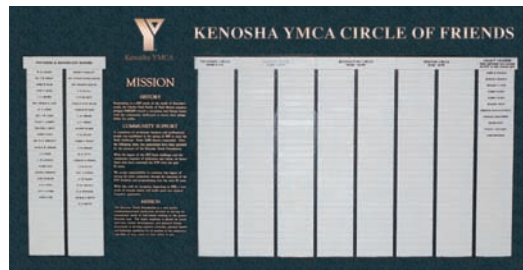
A large plaque in the lobby contains individualized name plates recognizing donors under each of four categories:

- **Friends Circle** (\$5,000-\$9,999)
- **Benefactors Circle** (\$10,000-\$24,999)
- **Patrons Circle** (\$25,000-\$49,999)
- **Founders Circle** (\$50,000 and up)

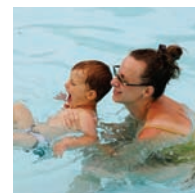
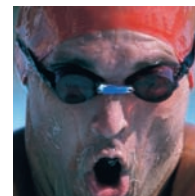
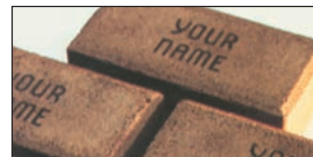
Personalized Bricks

Personalized bricks in the outdoor entrance walkway denote various levels of giving.

- **4" x 8"** (\$200-\$499)
- **8" x 8"** (\$500-\$1,999)
- **12" x 12"** (\$2,000 and up)



Individuals who donate to the Aquatic Center Capital Campaign at the levels indicated are recognized on the Circle of Friends Wall and/or added to the engraved bricks in the entrance walkway of the Kenosha YMCA Callahan Family Branch.



HOW TO MAKE A PLEDGE

Making a pledge is easy. Simply complete the pledge card included with this packet. Pledges can be made in any amount and may include cash, check, securities of stocks, bonds, and land for resale by the YMCA. Please contact the Kenosha YMCA for more information.

Kenosha YMCA
Patrick P. Monaco, President
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Kenosha, WI 53140-4196
Phone: 262/654-2104
Fax: 262/654-2860





KENOSHA YMCA'S FISCAL PHILOSOPHY

The YMCA is a non-profit tax-exempt charitable organization. Its major sources of income include program fees, membership fees, special event income, United Way support, grants and private fundraising. The YMCA historically generates 92% of its operating income from earned revenues produced by program fees and membership fees. From a non-profit perspective, this high percentage of earned revenue is exemplary and helps insure a balanced budget and financial stability, largely unaffected by influences outside of the YMCA's control. The YMCA has enjoyed more than a decade of balanced budgets due to a sound fiscal philosophy and responsible Board vigilance.

YMCA expense categories include: management and general, program services, scholarship and fundraising expense. The YMCA projects the cost to manage the YMCA Capital Campaign at below national average cost. The YMCA believes that a donor's confidence in the organization is earned, and to that end, seeks to insure that the maximum of each contributed dollar goes to finance brick and mortar.

The YMCA's volunteer and staff leadership believes that no person should be turned away from its programs and services due to inability to pay. The organization's focus on sound fiscal management and good stewardship allows it to be charitable to those that need it the most.

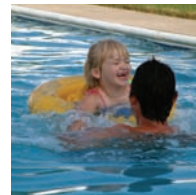


FACILITY DEDICATIONS

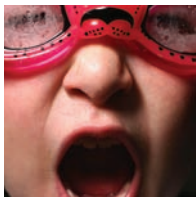
Contributors to the YMCA's Aquatic Center Capital Campaign will have the opportunity to dedicate available facility areas on behalf of a corporation, family or individuals upon qualifying at specific dollar contribution levels. These specific levels of giving do not represent the real cost of constructing the dedicated areas, but help insure the vitality and success of the overall capital campaign project. Key "high profile" areas in and around the facility offer excellent opportunities for a good-will presence and name recognition within the community that endures with the life of the building. In addition, all donors will be recognized in a centralized donor recognition area in the new facility. Priority of facility dedications will be confirmed upon receiving pledged gifts. We are grateful for our contributors' support to underwrite this capital project on the merits of its value to families, children and individuals who will use it in the future. We welcome and encourage all members of our community to join our mission.

Certain areas that could have special meaning to groups of donors who frequent the YMCA will be reserved for those groups for dedication at qualifying contribution levels. Corporations or other organizations should contact the YMCA if they have interest in conducting an appeal within their organization to qualify for a dedication as a group.

Facility Area	Qualifying Contribution
Family Fun Area	\$1,000,000
Lap Pool	\$750,000
Instructional Pool	\$500,000
Aquatic Mechanical Room	\$250,000
Pool Storage Room	\$100,000
Lap Lanes (8 available).....	\$50,000
Family Locker Room (8 available).....	\$25,000



Kenosha YMCA



AQUATIC CENTER TIME LINE

January 2006 ▶ **Launch Aquatic Center Capital Campaign**

January 2004-Present ▶ Ongoing assessment of YMCA program and facilities to fulfill community needs

December 2005 ▶ Initiate preliminary layout and design

January 2006 ▶ Complete Aquatic Center Capital Campaign communication documents

February 2006 ▶ Develop Aquatic Center Campaign committee structure

March 2006 ▶ Launch Aquatic Center Capital Campaign solicitation with YMCA board and staff

March-June 2006 ▶ Submit major grant applications

April 2006 ▶ Launch major donor solicitation

June 2006 ▶ Develop preliminary business plan model

August 2006 ▶ Launch all other solicitation

January 2007 ▶ Secure funding of major grants

February 2007 ▶ Aquatic Center Capital Campaign completion and celebration

March 2007 ▶ YMCA Board approves level of options for construction

April 2007 ▶ Secure construction financing only

April 2007 ▶ Finalize Aquatic Center Business Plan

May 2007 ▶ Ground Breaking

May 2008 ▶ Dedication

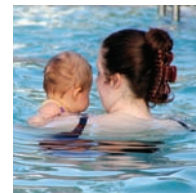
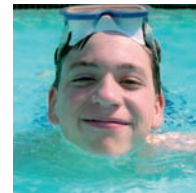
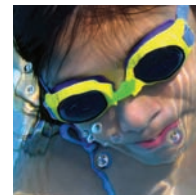
December 31, 2009 ▶ All pledge commitments fulfilled

PROJECT OPTIONS

Option I	Project Cost	Total Sq. Ft.	Ground Breaking	Opening
Lap Pool	\$5.2 Million	31,250	May 2007	Summer 2008
Family Fun Area				
Instructional Pool				
Family Locker Room				
Multipurpose Space				
Administrative Offices				

Option II	Project Cost	Total Sq. Ft.	Ground Breaking	Opening
Lap Pool	\$3.6 Million	25,500	May 2007	Summer 2008
Instructional Pool				
Family Locker Room				
Multipurpose Room				
Administrative Offices				

Option III	Project Cost	Total Sq. Ft.	Ground Breaking	Opening
Lap Pool	\$2.8 Million	21,450	May 2007	Summer 2008
Family Locker Room				
Administrative Offices				
Multipurpose (Rough-In Only)				

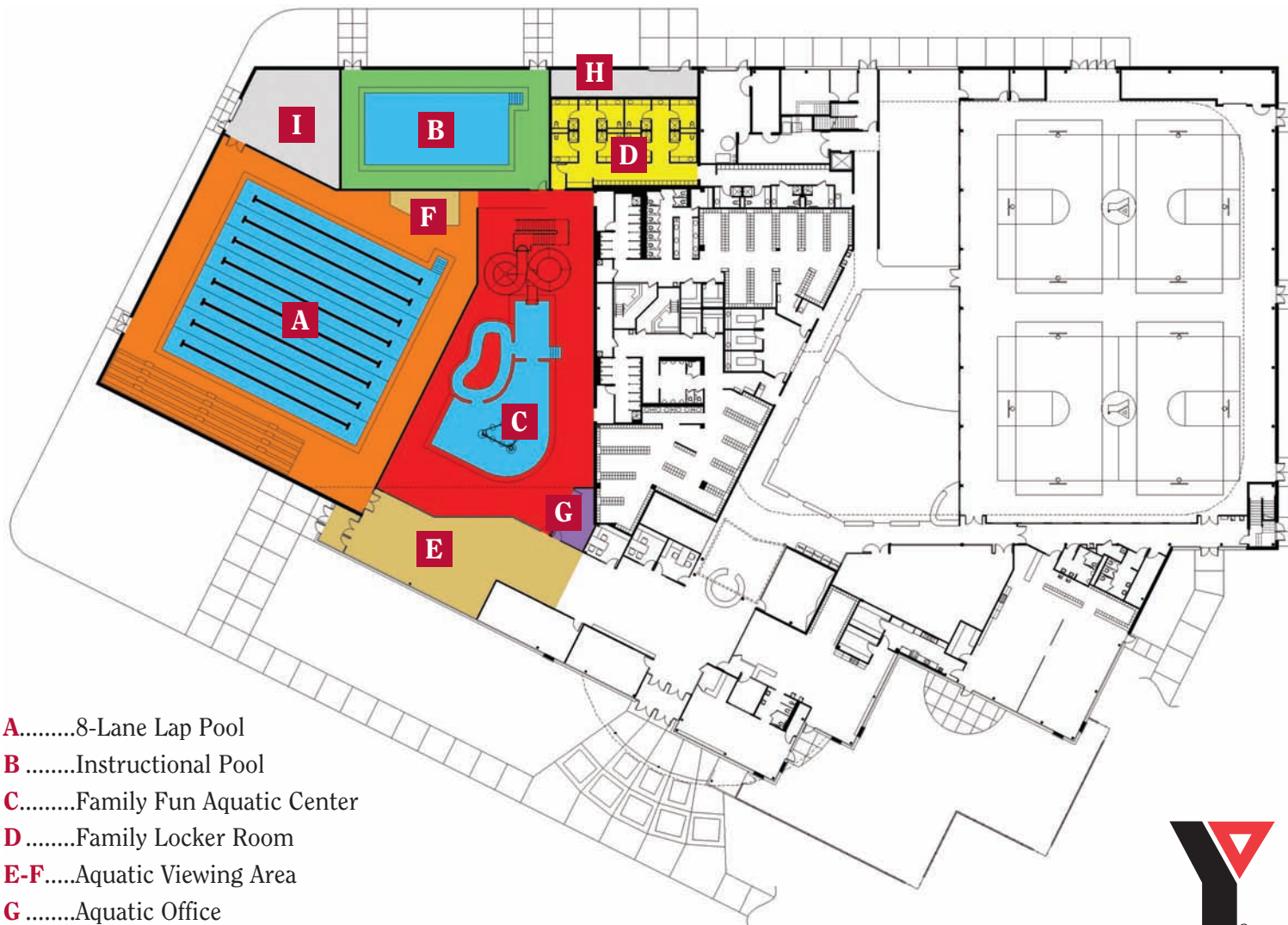


Kenosha YMCA

CALLAHAN FAMILY BRANCH SITE MAP



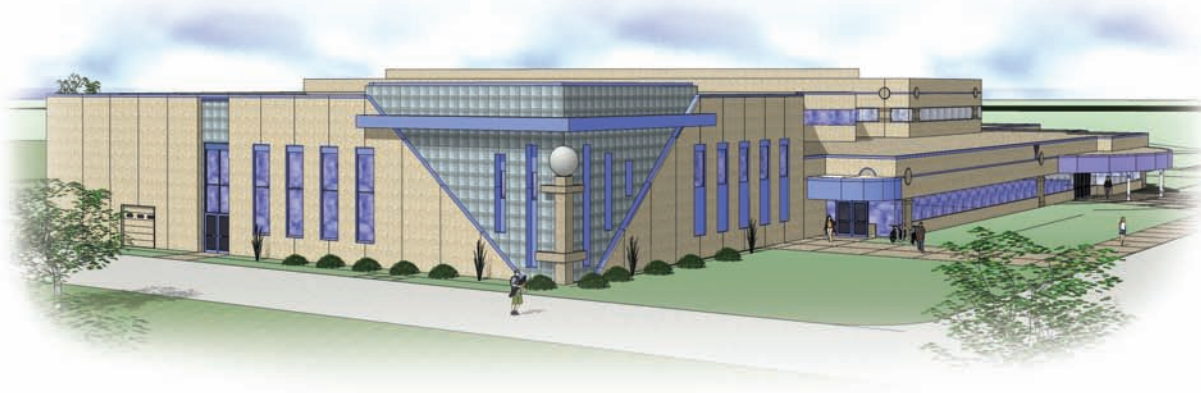
AQUATIC CENTER FLOOR PLAN



- A**.....8-Lane Lap Pool
- B**Instructional Pool
- C**.....Family Fun Aquatic Center
- D**Family Locker Room
- E-F**.....Aquatic Viewing Area
- G**Aquatic Office
- H-I**Storage & Equipment



Kenosha YMCA



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Kenosha, Wisconsin 53140

Kenosha YMCA Callahan Family Branch
7101 53rd Street
Kenosha, Wisconsin 53144

**For information on the Aquatic
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