



Explore the Development of a New YMCA

Who We Are

The Young Men's Christian Association (YMCA) is a charitable not-for-profit organization whose mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all. YMCAs in the United States must be recognized as a member association in the National Council of Young Men's Christian Associations of the United States of America (YMCA of the USA).

YMCA of the USA charts and annually certifies local YMCAs based upon established certification standards for being a YMCA.

Each member YMCA is an independent and autonomous 501(c) (3) tax-exempt corporation, governed by a volunteer board of directors and locally funded. Member YMCAs must be self-supporting with revenue derived primarily from contributions, membership and program fees. Each YMCA has an established service area, usually defined by ZIP Codes.

Not every community is of sufficient size with appropriate capacity and resource to support the development of an independent corporate YMCA.

- It is important to note that a YMCA is an **association of people**. YMCAs get their start as a program center or a branch of an existing YMCA or as a new independent corporate YMCA by **providing programs and services to meet the needs of people in the community**. When program participation and community support are sufficient to develop facilities, the funds needed to build and maintain facilities must be raised by local YMCA volunteers.

Minimum capacity required for communities interested in delivering programs and services as a YMCA:

1

Community size—the community making inquiry should have a minimum year-round permanent population of 25,000 residents within a 12-mile radius of the location under consideration.

2

Community has collected data through a feasibility study, community leader surveys, primary market analysis and other studies that indicate community need and capacity to support a YMCA. This information is usually coordinated with data from the local United Way or Chamber of Commerce.

3

Community has the capacity to initially raise a minimum of \$500,000 for three years of program site operations and can develop and document a system for ongoing and long-term fundraising capacity to sustain the future of the YMCA as a charitable 501(c)(3) organization.

Questionnaire

This questionnaire is the first in a series of steps in determining the feasibility of starting a YMCA in your community. Upon receipt of this completed document, Y-USA staff will assess the information to determine if the community is within the service area of an existing YMCA or if there is opportunity to take the next steps in development of a new independent Corporate YMCA. You will receive communication from YMCA of the USA within the 90 days of the receipt of this inquiry regarding any options for bringing YMCA programs to your community.

Contact Information

Date:

Mailing Address:

Name:

City:

State: Zip:

Email Address:

Occupation:



Please complete all of the information requested above and return to:

YMCA of the USA, Certification and Membership Standards, Email: glynda.bowers@ymca.net

Phone (daytime): (other):

Past YMCA involvement:

Community and Surrounding Area Information

1. What is the name of the community that is interested in starting a YMCA?
2. What is the estimated permanent and year-round population of the area to be served within 12 mile radius of proposed program site and that demographically is not separated by any natural or man-made barriers to prevent travel to and from the site?
3. What other communities are nearby? (Please provide community names and zip codes for the areas under consideration.)
4. What is the nearest YMCA to your community and have you had conversations with it about bringing YMCA programs to your community?
5. Have you done a feasibility study in your community to determine the need for a YMCA? If yes, please indicate what studies have been completed.
6. Have you or your community done any other data collection such as community leader surveys, United Way needs assessment; community/chamber of commerce needs assessments? If yes, please indicate what data has been collected.
7. What other agencies are currently serving your community?



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8. If there is a United Way in your community, is it successful in meeting its campaign goal each year?
9. What drives the economy for your community?
10. Who are the top five employers in your community?
11. What major programs that serve children and families are currently in place in the community?
12. It is estimated that the initial start-up cost for the first three years of operation is approximately \$500,000. This amount must be fundraised within the local community before a YMCA is recognized to do programs in a community. Do you believe that this amount could be readily fundraised in your community?
13. Who would be the likely major contributors to this fundraising effort? (Please provide names of businesses, foundations and individuals.)
14. Recognizing that YMCAs are usually begin as a program center and operate in temporary or borrowed facilities for at least the first three years, what space exists within your community that the YMCA might use to conduct programs initially?
15. Please provide the names and positions/occupations of the other people interested in starting a YMCA in your community.



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