

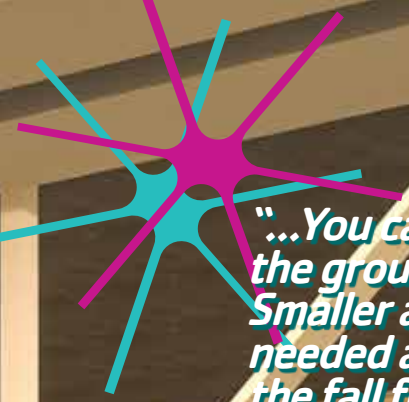


FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



FULL OF POSSIBILITIES

THE CAPITAL CAMPAIGN FOR THE BERKSHIRE FAMILY YMCA
Case for Support



"...You can't expect to jump from the ground floor to the 50th. Smaller accomplishments are needed along the way to make the fall from those failures a lot shorter and easier to get up from and to keep the drive to achieve that big, overarching goal you glance at out of the corner of your eye alive and strong."

Maybe you want to run your first 5K, shed a few pounds or get in better shape. The Y has people that can help, and if you put in the work and don't cheat yourself, you will get there.

"I'm scheduled to leave Oct. 14 for basic, and while there's no guarantee I'll make it through two years of training, I am forever indebted to the YMCA staff for their support."

**CENTRAL BERKSHIRE'S ONLY INDOOR WALKING TRACK
OVERLOOKING BASKETBALL COURT**

MISSION AND VISION

At the Berkshire Family YMCA, we fulfill our mission by strengthening the communities we serve through three areas of focus:

- **Youth Development:** Nurturing the potential of every child and teen
- **Healthy Living:** Improving the nation's health and well-being
- **Social Responsibility:** Giving back and providing support to our neighbors

Additionally, the organization's staff, board members and volunteers have a personal responsibility to integrate the following core values into every aspect of their experience at our branch and program locations:

- **Team Player:** Working Together, Ownership, Reliable & Dependable
- **Humble:** Having a Positive Attitude, Not Being Arrogant or Conceited, Working with a Servant's Heart
- **Engagement:** Welcoming All People in All Departments, Great Customer Service

Through our personal commitment to these values, we can create a culture in which all can achieve their full potential.

The **FULL OF POSSIBILITIES CAMPAIGN** is being led by a committed group of community volunteers to raise the funds necessary from the Y family and the Berkshire County community to enable construction to begin in 2020. We invite you to be a part of the Campaign. Interested individuals, families, corporations and foundations can bring this important project to life by making a multi-year pledge to the **FULL OF POSSIBILITIES CAMPAIGN**.



Dear Friend:

The Berkshire Family YMCA plays an essential role in the lives of the 131,000+ residents of Berkshire County. For over a century, we have provided high-quality programs, services and activities for children, families, adults, seniors and persons with special needs. As our population and demands have changed, the Y has responded accordingly, expanding to meet new and ongoing needs efficiently and effectively.

Our downtown Pittsfield facility at 292 North Street has been sorely in need of major modernization for many years. After careful planning, we are now undertaking an exciting and strategic renovation and restoration project to enable the Y to meet community needs far into the future.

The components of the project are important to Pittsfield and Berkshire County's long term success. We will upgrade child care facilities and expand the number of slots available to young families. We will add a new indoor track – unique in the county – and expand and improve our much-used basketball court. We will unbrick windows that have been shut for decades and add natural light to brighten the Y, creating a downtown beacon that says “welcome to all.” The end result will bring increased health, vitality and dynamism to Pittsfield. Enhancing the physical fabric of our neighborhood will make downtown safer and more attractive, and will boost pride among residents. These factors contribute positively to our local economy and civic life.

This is our home, and we are deeply committed to making the project happen. After all, the need is clear and one seldom has the opportunity to create significant, long-lasting impact that is essential to the future of so many. Please join us. Your support will make a huge difference for you, your family, and the entire community.

To that end, a campaign volunteer will be calling to discuss your role and answer any questions you might have. We urge you to read the following pages, and consider how you can participate. Thank you for your careful consideration and support of our community YMCA.

Sincerely,



Jessie Rumlow
Executive Director



Matthew J. Scarafoni
Full of Possibilities Campaign Chair



**“A LIFE IS NOT IMPORTANT EXCEPT IN THE IMPACT IS HAS
ON OTHER LIVES.” – JACKIE ROBINSON**

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Project Partners



"I'm excited about the Full of Possibilities Campaign because it allows endless ways for people to connect and grow as individuals and a community!"



PROGRAM SITES & FACILITIES

**From Bennington,
VT to Lenox, MA**

8 Program Sites

**2 Year-Round
Facilities**

4 Child Care Sites

**3 Summer Day
Camps**

NEARLY 140 YEARS OF SERVICE

Since 1886, the Berkshire Family YMCA has put values-oriented principles into practice to strengthen our community through youth development, healthy living, and social responsibility. We work tirelessly to meet the health, fitness and social challenges of area residents while focusing particular attention on at-risk children and families. Our service area now reaches all Berkshire County and beyond.

Every day we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, feels welcome and can be a part of the Y. In addition to health and wellness, aquatics and fitness, the YMCA is the region's largest nonprofit provider of high-quality full-day, year-round early child care and preschool. We provide older adult services, teen programs, rehabilitation, family activities, a wellness program for cancer survivors, literacy, after-school programs and much more.

Together we work to nurture the potential of children and teens, improve our community's health and well-being, and give back and support our neighbors.

Who does the Y serve?

The Y serves all of Berkshire County (approximately 131,000 people), with an emphasis on Pittsfield and North Adams where our two year-round facilities are located.

Berkshire County is vibrant and vital, but there are vulnerable populations here. For instance, approximately 10.6% of all county residents live below the federal poverty line, and that percentage is higher in Pittsfield (15%) and North Adams (19%). Our population is also aging, with more than 20% now over 65 and trending higher in the future. Many aging residents have limited resources and need the Y to stay healthy, active and safe.

The Y plays an important role in the lives of parents and caregivers. We provide high-quality, affordable child care and Pre-K education, regardless of income level. For working families and business people, the Y is a vital social and health center for the whole family—our facilities and programs serve as an important hub that helps people thrive.

IN 2018

- **Total YMCA membership (children, adults and seniors)**

Over 4,000 (65% are from Pittsfield).

- **Total individuals served**

Over 10,000 individuals participated in one or more Y activities.

- **Children and Youth served**

More than 50% of our participants are children.

- **High-Quality Licensed Child Care Slots**

70 in Pittsfield and 25 in North Adams.

- **Financial Aid**

12% of all members and more than 40% of children served receive financial aid.

- **Staffing**

Over 100 full and part-time staff.

2018 Volunteer Support Totals

319 Volunteers

33,176 Hours

**Value:
\$364,936**

Y PROGRAMS AND SERVICES

Each day, the Berkshire Family YMCA opens its doors to hundreds of children, adults and families.

- Children and Teens (6M-17) are offered programs that nurture their potential, including sports leagues, swim lessons, summer camps, family nights and community events.
- Adults participate in sports programs, weight training, personal training, yoga, health and wellness, and aquatics.
- Seniors (65+) have opportunities to connect with others and engage in meaningful activities, including Silver Sneakers, free health fairs and screenings, nutritional advice and more.



AN INTEGRAL PART OF THE BROADER COMMUNITY

Everyone is welcome at the Y and the Y is an active collaborator to help improve the community. For instance:

- The Y works closely with the Berkshire Housing Residence project.
- We host supervised visits for families involved with the Department of Children and Families.
- Berkshire Health Systems has named the Y as a key partner to address their County Health Initiative Priorities - supporting healthy weight, nutrition and exercise for families and seniors.

Last year alone, for every dollar that was donated to the Berkshire Family YMCA, over 100% was given back to the community in the form of scholarships or financial assistance. Promoting volunteerism is a key part of Y culture and we see the positive impact our volunteers have throughout the community. By mobilizing volunteers, we are able to effect lasting change. We are locally driven by an ongoing assessment of community needs and controlled by a local board of community volunteers.

**YOU CAN
MAKE
THIS POSSIBLE
IN DOWNTOWN
PITTSFIELD!**





THE NEED TO MODERNIZE

Built in 1909, our building at 292 North Street has served Pittsfield well and without pause for more than a century. The historic structure is a downtown fixture-- both architecturally and as a health and recreation facility-- but generations of continuous heavy use have taken their toll on the original building and the 1980s expansion. Fortunately, the building is structurally sound and able to be modernized to 21st century standards. The Y is committed to downtown Pittsfield's revitalization by providing a key anchor of activity seven days a week throughout the year.

"Being a single mom, I didn't know how I was going to do this. You have taught my kids so much, and I just wanted to thank you." – Jenny, Y Parent

Currently, the Y is the largest licensed, full-time, year-round child care program in Berkshire County. There is strong demand for child care, and each year we have long waiting lists, particularly for infant and toddler spots, as families appreciate our schedule (open from 6:30am-5:30pm) and high-quality care. We are rated a Level 2 in the Quality Rating and Improvement System (QRIS) that assesses the quality of early education programs. The modernization we have planned will bring us up to a Level 4.

Expanding early education is important, as we know that when parents lack reliable child care, they miss an average of 8 days of work each year. A lack of quality child care correlates with decreased worker productivity, which has a negative impact on familial economic stability.



THE SOLUTION

Improved facilities provide us with the tools to fulfill our mission. The **FULL OF POSSIBILITIES** project will position the Y to serve more people effectively and efficiently. Here's how:

CHILD CARE RENOVATION

REGULATION BASKETBALL COURT

INDOOR WALKING/RUNNING TRACK

STRUCTURAL AND FACADE IMPROVEMENTS



NOW!



THEN ...

Child care renovation will significantly increase the quality and size of the YMCA's nationally accredited child development program. It will increase available slots from 70 to 95. Features include a new multi-purpose room, a STEAM (Science, Technology, Arts and Math) room, a staff break room, plus open play space to develop gross motor skills. High-quality, durable materials and a bright, inspiring theme will be used throughout.



THEN ...

A regulation basketball court will be installed to support the Y's thriving basketball program. The court will also provide space for group exercise classes, programs for older adults, and youth programs. Youth programs cultivate the values, skills and relationships that lead to positive behaviors, better health and educational achievement.



NOW!



THEN ...

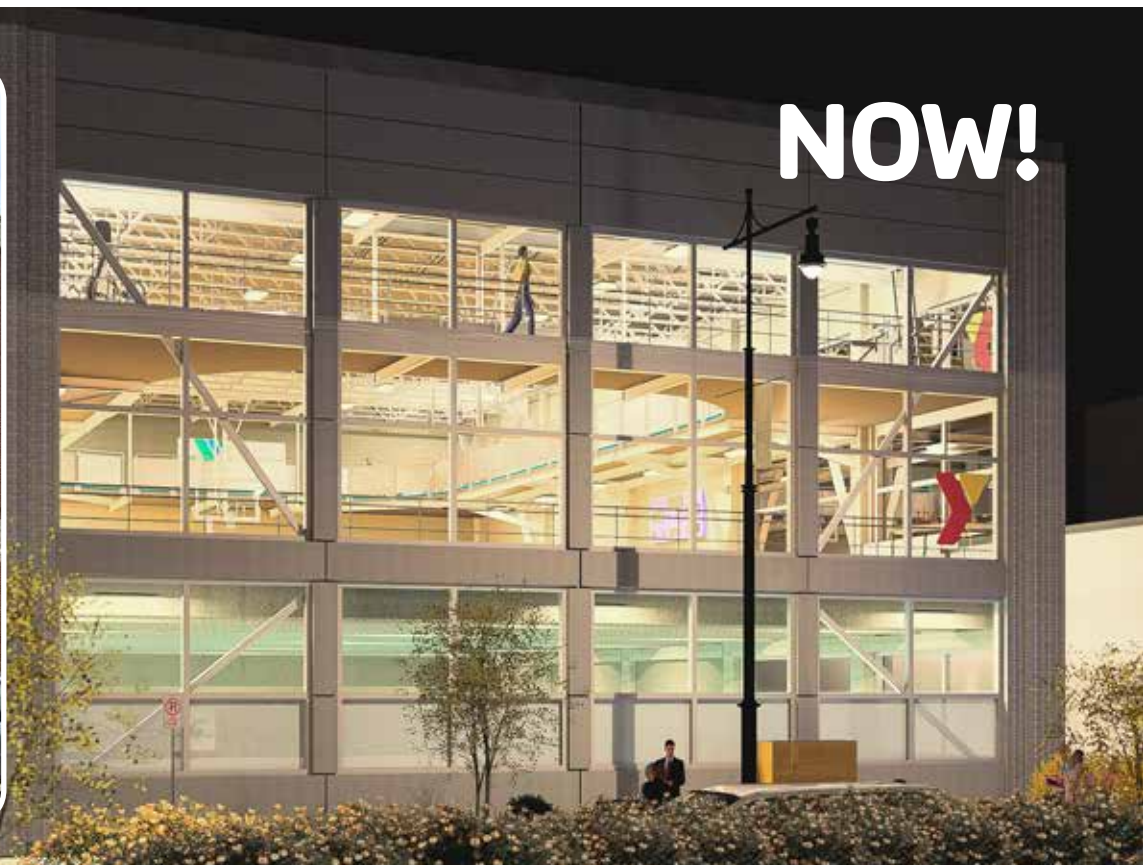


NOW!

An indoor walking/running track for year-round use will be added above the basketball court to offer flat, smooth-surfaced exercise options in a monitored, climate-controlled setting. The Y will be the only facility in central Berkshire County with an indoor walking/running track, which encourages movement year-round.



THEN ...



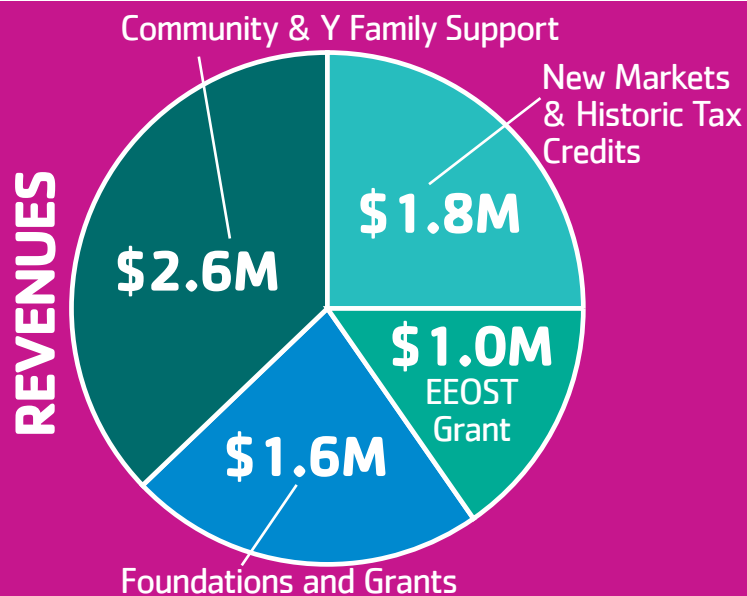
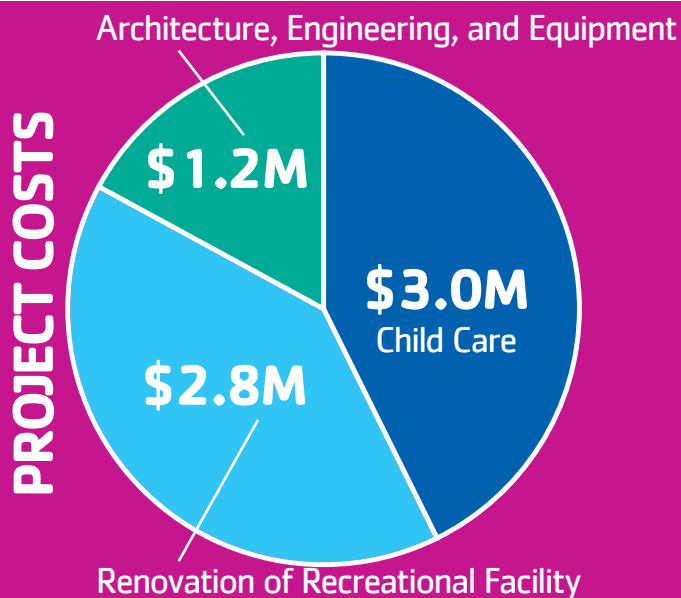
NOW!

Structural and façade improvements will bring vibrancy to North Street. Drafty and bricked up windows will be replaced with energy efficient glass to let natural daylight in. Failing mortar joints will be repointed at the façades on North and Melville Streets. LED lighting, and an energy-efficient heating and cooling system will conserve energy.

In sum, **FULL OF POSSIBILITIES** will make the YMCA more energy efficient, increase the number of child care slots, modernize health and wellness facilities, and conserve an important part of our city's architectural landscape and history. It will also have a long-term positive impact on Y membership and bring more people, more often, to downtown Pittsfield.

PROJECT COSTS AND REVENUES OF THE FULL OF POSSIBILITIES CAMPAIGN

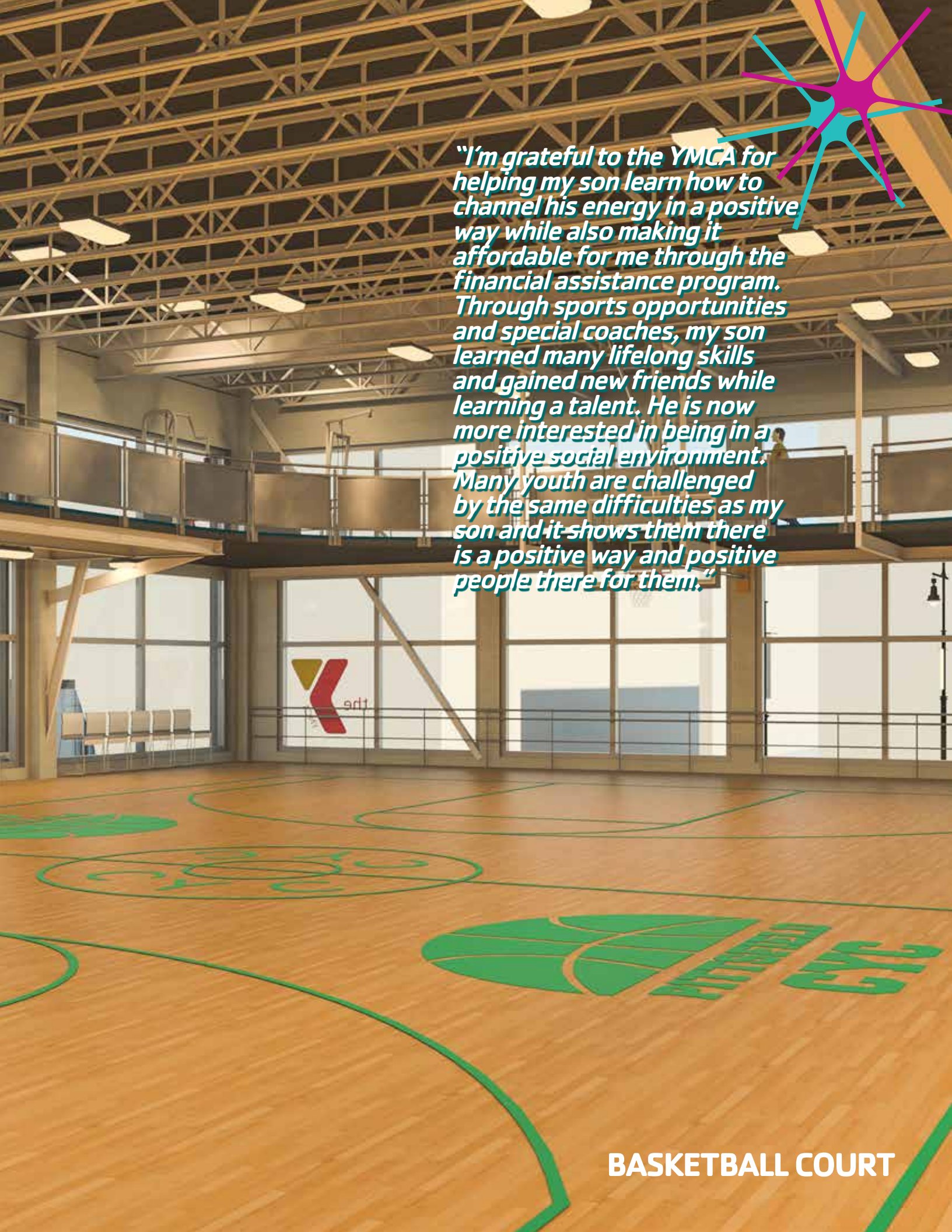
The total cost for the full renovation, restoration and modernization is projected at approximately \$7 million.



We are committed to raising resources both from within and beyond Berkshire County through a variety of sources including Historic and New Markets Tax Credits, foundation and corporate grants, and individual gifts. We are working diligently to secure a major grant for the child care portion of project from the Massachusetts Department of Early Education and Care – but we must show them that our community is solidly behind the project.

We welcome your participation in the **FULL OF POSSIBILITIES CAMPAIGN**. Thank you for your consideration.





"I'm grateful to the YMCA for helping my son learn how to channel his energy in a positive way while also making it affordable for me through the financial assistance program. Through sports opportunities and special coaches, my son learned many lifelong skills and gained new friends while learning a talent. He is now more interested in being in a positive social environment. Many youth are challenged by the same difficulties as my son and it shows them there is a positive way and positive people there for them."

BASKETBALL COURT

THE IMPACT

- 25 more high-quality child care slots
- A facility ready to meet 21st century health, wellness and fitness needs for all
- Increased capacity and efficiency
- A stronger anchor to downtown Pittsfield
- A major point of community pride

HOW CAN I HELP?

All contributions to the Berkshire Family YMCA a 501(c)(3) charitable organization are tax-deductible to the fullest extent of the law.

Ways of Giving

- Cash Gifts (In-Person, Mail, Online, Multi-Year Pledge)
- Gifts of Securities and Security Transfers
- Matching Gifts
- Memorials and Tributes
- Bequests, Annuities and Remainder Trusts

BERKSHIRE FAMILY YMCA

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Serving Berkshire County and Southern Vermont



THE CAPITAL CAMPAIGN FOR
THE BERKSHIRE FAMILY YMCA