



FREQUENTLY ASKED QUESTIONS

MADISON AREA YMCA COMMUNITY CAMPAIGN

Recognizing the needs of our members and neighbors, and the challenges and limitations of our child care and early education center, the Madison Area YMCA has launched a community fundraising campaign to expand our F.M. Kirby Children's Center and to continue our mission of providing financial assistance to those who need us for child care, programming, membership, summer day camp, Paths to Wellness programs and more. With your help, we will provide additional services to encourage a healthy and active community. Together, we will connect neighbors and families, strengthening the social bonds that promote understanding and reduce stress. Through your generosity, the YMCA mission will reach more people in our community, making sure we can say "yes" today and in the future.

WHAT IS THE PURPOSE OF THE RENOVATION PROJECT?

Our growing waitlists indicate the increasing need for quality early childhood education in our community. This renovation project will allow us to better optimize our existing footprint into more usable classroom space, including space intended to serve existing students and to accommodate additional students at our facility. There will be no changes to the existing hours of operations or other operating components. It is critical to us that all currently enrolled families continue without disruption of services, and that all children continue to be cared for in a safe and nurturing environment.

WHAT DOES THE RENOVATION PROJECT INCLUDE?

The project's scope includes two construction phases. Both spaces are designed to meet the universal needs for children ages 0-5, in addition to maintaining licensing, quality rating and state standards for early childhood education and care. The Renovation Project also positions us to better serve emerging and most critical needs of the community.

The existing stage, next to our gymnasium, will be repurposed into a fully functional classroom. The interior redesign will allow for a 762 square foot classroom with added plumbing for a children's bathroom, built-in storage, and cabinetry. The exterior design will match the other classrooms along that side of the property, including an outside door and stairs. Phase 2 of the construction includes an expansion to our smallest classroom. The exterior wall will be pushed out by 17 feet. The added square footage will allow for a full-size classroom and will be equipped with similar features to the other classrooms.

WHAT IS THE COST OF THE RENOVATION PROJECT?

The total amount needed to fully fund this project is currently estimated at \$1,100,000.

WHEN WILL THE KIRBY CENTER RENOVATION PROJECT BE COMPLETED?

Many factors will determine the timing; however, we anticipate the project to be completed by summer 2024.

DO TUITION FEES OR Y MEMBERSHIP FEES GO TOWARD THIS PROJECT?

No. Tuition and Membership fees are used for operations including utilities and salary.

THE KIRBY CENTER RENOVATION PROJECT IS UNDERWAY ALREADY. HOW WILL YOU PAY IF YOU DON'T RAISE THE FULL AMOUNT?

Our goal is to raise as much money as we can through individual, foundation and corporate support. If we do not reach our total fundraising goal, we will return to the Madison Area YMCA's Board of Directors for further discussion and determination of our next steps.

THE Y IS THRIVING FROM THE LAST EXPANSION, WHY DO YOU NEED FINANCIAL SUPPORT?

As we grow, so do our increases in operating costs and staff-related expenses to support programs and projects that are critical to our mission. To enhance our programs and expand our impact, we invest in new talent and ongoing professional development of current staff. This ensures we continue to deliver high-quality services and innovative solutions to any challenges we face to meet the needs of our families and community. To ensure our team members can maintain their standard of living amidst rising costs, we continue to adjust salaries in line with inflation rates.

FAQS CONTINUED

MADISON AREA YMCA COMMUNITY CAMPAIGN



DO YOU HAVE A CAPITAL EXPENDITURES FUND?

Yes. Our Capital Expenditures (CapEx) funds allow us to invest in new technologies and sustainable practices to enhance our operational capabilities. It currently costs us between \$800K – \$1.2M each year to keep equipment running, maintaining technology (including data and systems security) and all buildings (flooring, roofing, heating, air conditioning, doors, etc.) maintained to quality standards. These costs apply to maintenance to our Family Center on Kings Road and our F.M. Kirby Children’s Center on East Street, both in Madison. Regular updates and maintenance of our facilities and equipment ensure that we operate at peak efficiency, reducing the risk of unexpected breakdowns and costly emergency repairs. Proactive investment in our facilities leads to significant long-term saving by avoiding more substantial costs associated with deferred maintenance. Meeting regulatory compliance and ensuring a safe environment for our members, families, staff and all who we serve is critical. Our CapEx investments help us adhere to these standards.

WILL YOU RECEIVE FUNDS FROM THE NATIONAL OFFICE / YUSA FOR THIS PROJECT?

No, while the YMCA of the USA provides training, guidance and expertise, the Madison Area YMCA is an independent and locally owned nonprofit organization. We rely on our fundraising efforts to support the needs of our community.

WHAT IS THE DIFFERENCE BETWEEN THE Y’S ANNUAL FUNDRAISING CAMPAIGN AND THE CAPITAL CAMPAIGN?

A capital campaign builds facilities. Our Annual Campaign provides financial assistance to ensure access and participation for all people, regardless of their ability to pay. Nearly 1 in 10 members of our Family Center and 1 in 6 children at the Kirby Center receive financial assistance. A successful YMCA needs generous donors for both annual and capital campaigns. As the Kirby Center expands to accommodate more children, the demand for Financial Assistance may also increase to support a greater number of families in need.

SHOULD I GIVE TO THE ANNUAL CAMPAIGN OR THE CAPITAL CAMPAIGN?

The Annual Campaign is at the heart of the work the YMCA does and provides the funds needed for people in our community to have life-changing access to the programs and services the Y offers. As a charitable organization, it is our mission to provide access to membership, programs and services to all in our community regardless of their ability to pay. The need for financial assistance continues to grow, and the Madison Area YMCA is committed to meeting this need each year. However, it is our belief that each donor should make or apportion their gift based on their personal preference.

I USUALLY MAKE A GIFT TO THE ANNUAL CAMPAIGN, BUT THIS YEAR, I WOULD LIKE TO MAKE A GIFT TO THE CAPITAL CAMPAIGN INSTEAD. IS THAT OK?

Yes! While raising funds for financial assistance and program support is foundational to our mission as a charitable organization, we understand that individuals may prefer to support our Capital Project this year. We hope that you will consider renewing your Annual gift next year.

HOW CAN I HELP FINANCIALLY AND / OR BY FUNDRAISING?

Thank you for asking! Please contact Development Director Melissa McGurrin at MMcGurrin@madisonymca.org. We would be happy to talk about how your generous support will make a difference and explore ways you can help.

ARE THERE ANY NAMING OPPORTUNITIES?

The Madison Area YMCA’s Growing Stronger Together Campaign is an opportunity to make a difference in our community as a whole, now and for years to come. Together, we can leave a legacy for future generations, just as community members of the past made our current facilities possible. While gifts of any size will help shape the future of the Kirby Center, special recognition opportunities exist for gifts of \$500 or more to the Kirby Center Capital Campaign. A Legacy Tree Donor Wall will be placed at the Kirby Center and include nameplates of different sizes for gifts from \$500-\$5,000+. Consider donating in honor or memory of someone special. Additional naming opportunities exist. Please contact Development Director Melissa McGurrin for more information.

CAN I MAKE A DONATION TO BOTH THE ANNUAL CAMPAIGN AND THE CAPITAL CAMPAIGN?

Yes! Donations to both the Annual Campaign and the Capital Campaign can be made by cash, check, stock transfer or online at www.madisonareaymca.org/GIVE.

MY COMPANY MATCHES GIFTS. AM I ABLE TO MATCH MY ANNUAL DONATION AND MY CAPITAL DONATION?

Each company has their own requirements for matching employee gifts. It is best to check with your Human Resources department for the matching requirements. If your gift is eligible for a match, please submit your completed request form (from your HR department) to Development Director Melissa McGurrin.

FAQS CONTINUED

MADISON AREA YMCA COMMUNITY CAMPAIGN



I STILL HAVE QUESTIONS. HOW CAN I LEARN MORE ABOUT THE KIRBY CENTER RENOVATION PROJECT AND CAPITAL CAMPAIGN AND/OR THE ANNUAL CAMPAIGN?

Thank you for supporting the Madison Area YMCA community as we advance our efforts to expand the Y's services to the community now and for the future. Please reach out to Development Director Melissa McGurrin at MMcGurrin@madisonymca.org or call 973-822-9622 x2248 should you have any questions related to our Annual or Capital Campaigns. Please reach out to F.M. Kirby Children's Center Executive Director Karé Matrisciano at kmatrisciano@madisonymca.org or call 973-377-4945 x3227 should you have any questions or if you are interested in further project details.



"Having attended the F.M. Kirby Children's Center as a child myself, it was the easiest decision I had to make when my first son was born - it simply felt like home (with many of the same teachers still caring for children)! As a mother, I have a newfound appreciation for the teachers and staff and the care they show to our kids. As the Renovation Project gets underway, I am so grateful and excited to welcome more families in our community into our Kirby family!

While our family always supports the Annual Fund to ensure other families have the same opportunities my family has had, this year we are also supporting the expansion of the Kirby Center by giving to the Capital Fund. I am so excited for what the future holds for the Kirby Center and its ability to continue to benefit and support our community!

-Allie Shearman

(Kirby Center Parent, Madison Area YMCA Board Member and Donor)

PHASE 1 NEW CLASSROOM EXTERIOR (STAGE CONVERSION)



PHASE 2 NEW CLASSROOM EXTERIOR (YOUNG 3S EXPANSION)

