



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF NORTHWEST NORTH CAROLINA

East Winston Initiative – Comprehensive Overview

YMCA BRAND

- The Y is committed to strengthening community through Youth Development, Healthy Living and Social Responsibility
- The Y is a Cause Driven, Charitable Organization – not just a swim & gym.
- To make the greatest impact on our community, the Y identifies community issues and strategically, with great intentionality, connects them to existing programs or creates new programs that can help address the issue.
- Partnerships with other organizations ensure the greatest opportunity for collective impact.
- Community Issue + YMCA Program + Partnerships = IMPACT

YMCA EAST WINSTON INITIATIVE – “The question is not how we fix the Winston Lake branch; the question is, how do we best serve East Winston?”

- First Conclusion of Yearlong Assessment: long term, we cannot operate Winston Lake as a traditional YMCA membership operation.
- We are taking a new path and new process to develop how we best serve East Winston. The process is not linear, but instead, based on the foundations of collaboration and partnerships, which is RELATIONSHIP BUILDING.
- We will build or renovate based on a successful fundraising effort and successful partnership development.

THE CASE FOR SOMETHING UNIQUE

- City of Winston-Salem ranks third worst in America regarding “Economic Mobility”. Behind two Indian Reservations in North Dakota.
- City of Winston Poverty Study – East Winston is most challenged of all areas of Winston-Salem; the areas covered by the Poverty Study include:
 - Education, Health, Housing, Hunger/Food Insecurity Jobs/Workforce
 - East Winston is a “Food Desert” – lack of quality grocery stores
 - All East Winston schools are Title 1 and perform among the lowest in the school district.
 - Winston-Salem is now the 7th most segregated city in the country.
 - Unfortunately, there is likely a high incidence of ACEs (Adverse Childhood Experiences) in communities such as East Winston.
 - The three types of ACEs include abuse, neglect, and household dysfunction.
 - All studies show significant negative impact on youth and their future development.

THE YMCA REACH CENTER CONCEPT - Resources for Economic Development, Academics & Community Health

Logo represents the vision and philosophy of The YMCA REACH Center where we inspire residents to reach their full potential but knowing that it requires support from others -- A hand up versus a hand out.



YMCA REACH CENTER

Resources for Economic Development, Academics and Community Health



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Resources for Economic Development, Academics and Community Health

Potential Services

Academics:

- Preschool
- Before / After School
- Day Camp / Summer Learning
- College & Career Prep
- Saturday Academies

Health/Safety:

- YMCA Safety Around Water
- YMCA Chronic Disease Programs
- Active Older Adult Programs
- Fitness / Sports
- Health Screenings / Health Care
- Food Access / Nutrition Education
- Mental Health Services
- Individual & Family Counseling

Life Skills:

- Job Training
- Computer Training
- Financial Literacy
- Life Skills/Parenting Skills
- Entrepreneurship
- ESL (English as a Second Language)

Experiences:

- Book Lending Library
- Church / Civic / School Volunteer Opportunities
- University Internships

Potential Partners

Academics:

- G.I.D.E.
- Smart Start
- WS/FC Schools
- City of Winston-Salem
- Winston-Salem State University
- Wake Forest University
- UNC School of the Arts
- YMCA of NWNC

Health/Safety:

- FC Health Department
- Food Bank
- Senior Services
- W-S Police Department
- Hospitals
- Community Health Center
- WSSU and WFU
- YMCA of NWNC

Life Skills:

- G.I.D.E.
- FC Department of Social Services
- Goodwill Industries
- Urban League
- Family Services
- Habitat for Humanity
- Hispanic League
- Catholic Services
- Neighbors for Better Neighborhoods
- Forsyth Tech

Experiences:

- Churches
- Rotary Clubs / Civic Organizations
- Fraternities and Sororities
- WSSU, WFU, Salem, UNC School of the Arts

THE YMCA REACH CENTER – SPACE (SEE DIAGRAM)

Current:

- 2 – Multi-Purpose Room / Kitchen
- 3 – Fitness Center
- 4 – Childwatch, Community Room, part of lobby
- 1A – Men’s and Women’s Locker Rooms
- 5 – Two Racquetball Courts, Hallway, Teen Room
- 1B – Boy’s and Girl’s Locker Rooms
- Six-lane, 25-yard pool with deep end
- Above 1B – Group Exercise Studio

Proposed:

- 2 – REACH Center Space, likely Preschool
- 3 – Large Multi-Purpose Space with wall dividers
- 4 – Medium-sized Multi-Purpose Space and 4 Unisex Restrooms
- 1A – Large Multi-Purpose Space, 2 Unisex Restrooms with exterior entrance
- 5 – Fitness Center and Wellness Space
- 1B – Individual Unisex Changing/Shower Rooms
- Fill in deep end of pool allowing for water aerobics, Safety Around Water and water walking simultaneously.
- Above 1B – Office space for YMCA REACH Center agencies

THE YMCA REACH CENTER

- Will utilize the Asset-Based Community Development philosophy in all of its programs and services offered.
- The Asset-Based Community Development philosophy was developed in the 1980s by Jody Kretzmann and John McKnight out of Northwestern University as a way to work with economically disadvantaged communities utilizing assets instead of deficits in its approach.
- The foundational truths about ABCD are:
 - Everyone has gifts.
 - Everyone has something to contribute.
 - Everyone cares about something and that passion is his or her motivation to act.
- The YMCA REACH Center addresses 28 out of 56 recommendations from the City of Winston-Salem Poverty Study:
 - Education = 6 of 9
 - Health = 4 of 10
 - Housing = 2 of 11
 - Hunger/Food Insecurity = 10 of 14
 - Jobs/Workforce = 6 of 12

EAST WINSTON INITIATIVE 2019 ACCOMPLISHMENTS

January 2019 – August 2019:

- Received very positive responses from presentations to: Local Foundations (KBR, WSF, ZSR), City Officials, County Officials and United Way regarding The REACH Center
- Determined projected renovation numbers:
 - \$3,100,000 Construction
 - \$400,000 to \$600,000 (FF&E)
 - 90-day plan development and permit process
 - 9 month renovation
 - Possible “Phased” Renovation
- Presented to W-S Capital Campaign Committee on April 5, 2019; approved to move forward with quiet campaign
- Formalized “Stakeholder” list for Feasibility Study Interviews
- Conducted “Feasibility Study” testing \$3.5 – \$4.0 million dollar capital campaign and \$1.5 million dollar endowment campaign at a cost of \$20,000
 - Study was very favorable for the project itself, but presents challenges on the ability to raise the total dollar amount
 - Developed “Top 50” Y donor prospect list and “Top 15” community prospect list
- Continued to work with agencies to explore participation in the YMCA REACH Center

EAST WINSTON INITIATIVE – YMCA REACH CENTER SUSTAINABILITY STRATEGIES

- Develop timeline for informal dialogue with select branch Board leaders and Executive Staff, regarding Annual Giving Campaign support for YMCA REACH Center (March – May)
 - Branches: Fulton, Jerry Long, Kernersville, Robinhood, William G. White, Winston Lake
- Conduct formal presentations to branch Boards when invited
- Concept:
 - Branches would add the YMCA REACH Center as a component of their overall Annual Giving Campaign case
 - An annual goal would be established (on top of their existing case) for each branch to aspire to raise
 - Example: Branch raises \$200,000 for Annual Giving Campaign; Goal increases to \$250,000 with \$50,000 allocated toward the YMCA REACH Center.
 - Based on number of branches willing to participate in Annual Giving Campaign “sharing”, ultimately \$300,000–500,000 could be raised annually to sustain the YMCA REACH Center.
- Annual proceeds from a successful endowment campaign would produce additional resources annually



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THINGS UNDER CONSIDERATION

- Based on multiple meetings with potential service provider agencies, we believe that expansive audio/visual technology must be used throughout the YMCA REACH Center. The ability to stream videos and use technology in teaching youth and adults alike will enhance the impact we desire.
- We will explore the use of color and how that creates the “feelings” we desire in the YMCA REACH Center. Research shows that colors make a huge difference in how we as humans feel and thus impact our ability to approach our tasks.
- We are committed to lifting up the history of the Winston Lake and Patterson Avenue YMCA branches. We will locate pictures and documents and dedicate areas of the YMCA REACH Center to celebrate this history.
- We see an opportunity to lift up the history of particularly people of color and the successes, inventions and accomplishments. We plan to display these throughout the YMCA REACH Center in an effort to inspire those who would utilize the variety of services provided here.
- We are exploring the concept of creating YMCA REACH Center pricing strategies that will incentivize East Winston residents to participate. Although financial assistance is and will always be available, a lower cost membership may provide increased usage among residents.
- We are exploring the concept of offering unique fitness and wellness opportunities at the YMCA REACH Center. These include:
 - A specialized group exercise offering that will not only provide an excellent “workout” option, but one that engages participants and attracts followers
 - A fitness center that offers instructor or technology-led cardio, strength and small group training that engages participants and demonstrates results through data tracking

NEXT STEPS

- Additional meetings with potential agency service delivery partners
- Development of YMCA “Image and Positioning” campaign to increase awareness of the YMCA as a Cause Driven Charitable Organization
- Begin donor cultivation meetings with key stakeholders focused on YMCA REACH Center education and request for support