



## February 2020 YMCA REACH Center Updates

- During the summer and early fall of 2019, the Y conducted a Feasibility Study to assess the opportunities to raise capital dollars for the YMCA REACH Center. Approximately 30 stakeholder interviews were held with many providing positive feedback of the Y's ability to make a difference in East Winston through the YMCA REACH Center.
- In late 2019, the Y partnered with Partnership for Prosperity (an initiative that is charged with implementing recommendations from the Poverty Study, completed in 2016). Partnership for Prosperity began utilizing two existing offices here at the Winston Lake Family YMCA. They will also have access to meeting rooms as needed. We're excited to have this important organization as our first partner in the YMCA REACH Center.
- The Y continues to meet with a wide variety of potential service providers about opportunities to occupy space and deliver various services at The REACH Center. We are hopeful more agencies will express interest, thus, you may often see us touring individuals around the building discussing the opportunities of being part of The REACH Center.
- The Y has been very blessed to have outstanding volunteer leadership throughout our long history of serving Winston-Salem and surrounding areas. We have identified our Capital Campaign Chairs with two former Association Board Chairs serving in that role, and we are in the beginning stages of putting our Campaign cabinet structure in anticipation of launching our fundraising efforts very soon.
- Our Y has just signed an agreement with a local consulting firm, who will provide leadership and support to our Capital Campaign fundraising efforts. Much of the foundation work has been completed as mentioned before, but we are excited about moving forward with our fundraising efforts very soon.