

**FREQUENTLY ASKED  
QUESTIONS**



**1. What is the campaign's financial goal?**

A: The goal for the Sturgeon Bay renovations/expansion is \$9.9 million.

**2. What is the timeline of the campaign?**

A: Work on the Major Gifts "quiet phase" of the campaign is currently underway. It is hoped to break ground in early fall 2022.

**3. Are there naming rights opportunities for donors?**

A: Yes, there is a list available with opportunities ranging from naming rights for the entire facility to individual rooms. Each member of the campaign team has copies of the list and will share the information with you.

**4. What is the pledge period of time?**

A: Gifts to the capital campaign may be pledged over three to five years.

**5. How many square feet will be added to the facility?**

A: The total square feet of additional construction is 16,300 square feet.

**6. What effect has the pandemic had on the planning for the Sturgeon Bay YMCA renovation needs?**

A: All of the improvements are more relevant today than they were when we launched the campaign effort. Now that our doors are open, the need for additional space is more critical than ever. The expanded spaces for the wellness center, entryway/lobby area and locker rooms will be welcomed in a post-pandemic operation.

**7. How many members do you expect to add once the construction is complete?**

A: YMCA's that have undertaken this type of renovation/expansion have realized a 10% to 20% increase in membership. Our recent \$2.5 M renovation/expansion of the Northern Door Program Center in Fish Creek resulted in a 15% increase in membership. It is anticipated we will realize a gain of 1,000-1,100 new members when the renovated facility is operational.

**8. How much additional capacity will this give the Y?**

A: The Door County YMCA has undertaken the capital effort to: increase group exercise program space, including the Wellness Center and Community Room spaces, improve accessibility, universal locker room, sauna, provide additional social/lobby space, and the addition of a kitchen. We will also be adding a Youth Activity Center to provide programming space for our summer camp program during the summer months and additional programming space during the school year.

**9. Will this increase your organization's expenses?**

A: We are projecting that the current direct expenses for the operation of the Sturgeon Bay Program Center will increase by \$65,000 and be off-set with increased membership and program revenue.

**10. Will there be an increase in dues for members?**

A: We are not projected to increase our membership and program fees as a result of the addition of new and remodeled spaces. We will continue to review membership rates annually and make modest adjustments each year to our rates and fees.

**11. Should this project have been completed through deferred maintenance?**

A: In a perfect world, the YMCA and every other nonprofit organization would fully fund depreciation on an annual basis. While fully funding depreciation may be an unattainable goal, a major focus of our recent strategic plan was to eliminate debt and build a cash reserve that is able to handle the expected major facility maintenance needs.

**12. Does the Door County YMCA work with community partners?**

A: The importance of partnerships and collaborations cannot be overstated. In any given year, the Door County YMCA has about 75 different partnerships and collaborations. We have a deep and important partnership with Door County Medical Center, our local school districts, police and fire departments, Coast Guard, Boys and Girls Club, Big Brothers/Big Sisters, and the ADRC Senior Center, in addition to many more. The Door County YMCA has always believed that each of our community partners provides a thread of service and by working together we create a rich fabric that strengthens the community.

**13. When was the last Sturgeon Bay YMCA capital campaign?**

A: The Sturgeon Bay Program Center was constructed in 1997 and, with the exception of the Aquatic Center addition in 2001 and a locker room renovation in 2011, all regular maintenance and facility improvements have been completed through the regular budgeting process.

**14. How does the Door County YMCA impact the general community, not just its members?**

A: Every day, the Door County YMCA engages and connects people in our community. We are dedicated to building healthy, confident, and secure children, adults, families, and communities. Our impact is felt when an individual makes a healthy choice, when a mentor inspires a child, and when a community comes together for the common good.

The astounding fact that the Door County YMCA has 8,750 members in a county of 27,000 speaks for itself. At the Y, welcoming all without regard to financial ability, is the core of our work. We are proud our Y is able to reach over 1,200 members through our fee assistance program. With more than 170 part-time and full-time employees, our YMCA is one of the top 15 employers in the county and has a significant financial impact in the community. Many of our programs, from summer camp to summer foods to class offerings, are here to serve the general community. Our ten acre YMCA Peterson Park is a community park, open to all regardless of having a YMCA membership. The park has prairie gardens, three walking paths, an amphitheater, and a Kaboom playground.

**15. Will this campaign impact the Northern Door Program Center?**

A: A major result of our recent strategic planning process was to build a "One Y" culture. Each Y facility's success is fundamentally important to the success of the entire organization. A more healthy and successful Sturgeon Bay Program Center makes the Northern Door Program Center stronger and vice versa.