



**FOR YOUTH DEVELOPMENT™
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

September of 2011

Dear Friends of the Y,

It is an exciting time for the Y! Due to increased demand; we are expanding our services, equipment and space dedicated to cardio and strength training equipment.

Please refer to the accompanying information sheet(s) for details on our "Movin' and Improvin'" building improvement project.

The Hanson Foundation has generously supported this project with an initial grant of \$15,000. In order to fully fund this project we are seeking to raise an additional \$15,000 from key friends and members of the Y.

Your support will provide needed resources for the purchase of additional equipment and costs associated with this re-modeling project. Please consider your contribution of \$100 or more. All donors at this level, or more, will have their names inscribed on a wall plaque.

For those of you who we do not hear back from; we will follow this letter with a phone call asking for your help in meeting the project goal.

Many thanks for thoughtfully considering your level of support and being part of a great organization that stands for youth development, healthy living and social responsibility.

Sincerely,

Bruce A. Mielke

Executive

FOREST CITY Y

916 West I Street, Forest City IA 50436

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MOVIN' AND IMPROVIN'

In keeping with our mission and commitment to serve our members and prospective members, the Forest City Y is moving forward with a building remodel project called, **MOVIN' AND IMPROVIN'**. With your help, we can achieve the goal of the project. Please give as generously as you are able.

Background

Over the past year, Y members have expressed concerns regarding our current cardio/strength room. The room currently houses all of our cardio and strength training equipment. Space is tight and during certain times of the day, there are wait times for machines. A committee from the YMCA Board of Directors researched options and developed the following solution:

- Remodel the current Kid's Gym space into a space to house our strength training equipment. The new room will be called "**Strength Room.**"
- Purchase **five new cardio machines** to meet demand
- Re-image the cardio room to house the current and new cardio machines. The re-imaged room will be called "**Cardio Room.**"
- Move most Nautilus machines and free weights to the new space
- Upon completion, targeted for the Fall of 2011, we will have two rooms dedicated to cardio and strength training equipment

MOVIN' AND IMPROVIN'

The total cost of this project is \$30,000. Two-thirds of the cost is allocated towards the purchase of new cardio equipment and the remaining project costs include painting, carpeting, electrical etc. The Hanson Foundation has given generously to jumpstart the project. We are seeking to raise an additional \$15,000 by September 30 to completely fund the project. All gifts to the Y are fully tax deductible due to the Y's 501(c)(3) recognition by the IRS.

How Can You Help?

We are asking members to consider a financial donation to the Y to support this project. Through this project, if fully-funded, we will add five new cardio machines. Dividing the strength training and cardio equipment between two rooms will create a more spacious and comfortable environment for members to exercise. The upgraded and modernized renovations will better serve the needs of our members. Please review the Q&A document for specifics on this project. We appreciate your support.

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Q&A

What are you asking for?

We are seeking to raise \$15,000. We are asking for individuals to consider a gift of \$100, \$200 or \$300 and will gladly accept donations below and above the requested amount. If 10 donations of \$300, 20 donations of \$200 and 80 donations of \$100 are given, we will reach our goal!

What are the specifics of this project?

- Purchase new two treadmills, two elliptical machines and one motion trainer
- Re-image the current Kids Gym including paint, carpet, lights, ceiling work, fans, electrical and air handling
- Move most Nautilus machines and free weights to the new space
- Spread out the cardio machines and add five new pieces of equipment to the existing cardio/strength room
- The new room layouts are included in this packet

What is the target completion date?

We are requesting that donations be submitted by September 30, 2011. We will begin the project in October and anticipate that it will be completed by mid-November.

What happens if the additional \$15,000 is not raised?

If the total amount is not raised, we will move forward with the conversion in October; however it will impact the number of new cardio equipment machines we are able to purchase.

Why is the Y seeking additional funding?

The Forest City Y, a non-profit organization, works diligently to maintain affordable monthly membership rates. Our rates are among the lowest in the country for the amenities our facility provides. The dues of our members cover the cost associated with staffing, occupancy, supplies, equipment repair and routine maintenance of our facility. A small percent of our operating budget is allocated towards building improvement projects annually. Projects such as this one are made possible through grants and fundraising. The Y has raised half of the project cost so far.

Is my contribution tax deductible?

Yes, the Y is a non-profit 501(c)(3) classified organization. Check with your financial advisor for specific information.

How much of my contribution will stay with the project intent?

All of it!

Will my support be recognized?

A recognition plaque, inscribed for the donor will be mounted in the hallway between the two remodeled spaces. The plaque will serve as a lasting testament of your community interest and generosity.

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Campaign Specifics

The requested donation is \$300 (gold), \$200 (silver) or \$100 (bronze). All contributions will be accepted. A recognition plaque, inscribed for the donor will be mounted in the hallway between the two remodeled spaces. The plaque will serve as a lasting testament of your community interest and generosity.

MOVIN' AND IMPROVIN' PLEDGE COMMITMENT FORM

Donor:

Name _____
Address _____
City _____
Home Phone _____ Work Phone _____
E-mail _____

Pledge Amount:

___ I (we) pledge the amount of \$ 300 to **MOVIN' AND IMPROVIN'** campaign. I will be recognized as a Gold contributor.

___ I (we) pledge the amount of \$ 200 to **MOVIN' AND IMPROVIN'** campaign. I (we) will be recognized as a Silver contributor.

___ I (we) pledge the amount of \$ 100 to **MOVIN' AND IMPROVIN'** campaign. I (we) will be recognized as a Bronze contributor.

___ I (we) pledge the amount of \$ _____ to **MOVIN' AND IMPROVIN'** campaign.

Payment Method:

☐ Check : *Make payable to Forest City YMCA*

Recognition:

☐ Please use the following name(s) in all acknowledgements:

Authorization:

☐ I wish this gift to be anonymous

Donor Signature _____

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