COMMUNITY BUILDING COMMUNITY
NEW WEST YMCA CAPITAL CAMPAIGN

FREQUENTLY ASKED QUESTIONS

Real Estate and Transition

1. What will happen to the current YMCA location once the new facility is built?
The current facility will be sold, with the goal of transitioning seamlessly to the new location. We are working with real estate professionals to ensure the property is put to productive use in the community, while maximizing its value to support the YMCA's future.

2. How will the proceeds from the sale of the current facility be used?
Proceeds from the sale will be directly invested in the new YMCA facility. This includes construction costs, equipment, and early operational funding to ensure a smooth and sustainable transition.

3. Will there be any disruption to programs or services during the transition to the new location?
No. We plan to coordinate construction and opening of the new facility with the sale of the current one to minimize disruption. We do not plan to vacate our existing space until the new facility is fully completed and operational. This approach will allow for a seamless transition with no interruption to services for the families and individuals we serve.

Vision

4. Why is the YMCA moving to a new location? What specific needs or gaps does this address?
The new site is strategically located to be more accessible by car, bus, and bike, and it allows for expanded programming, modernized facilities, and deeper partnerships. This move reflects our long-term vision to grow with the needs of the community and ensure every family has access to programs that support health, learning, and belonging. For example, the move allows us to better serve one of Dane County's most urgent needs: access to high-quality early childhood education in what is currently a child care desert.

5. How will the new YMCA location improve or expand services for the community?
The new facility will feature an early childhood education center, a health care partnership with Access Community Health Centers, expanded youth enrichment programs, modern fitness and wellness spaces, and increased capacity for community-based partnerships. It is designed to serve a diverse mix of families across income levels and will dramatically increase our reach and impact.

6. What does the YMCA and Access partnership mean for our community?

The YMCA and Access Community Health are partnering to create an integrated health and wellness facility on Madison's west side. As a federally qualified health center, Access provides comprehensive primary care to everyone regardless of their ability to pay. The YMCA, through its financial assistance programs, serves many of the same communities. Co-locating these services creates a facility where populations experiencing health disparities can engage with clinical care and wellness programming in a single, convenient welcoming environment.

Financial Stewardship

7. What is the total fundraising goal, and how much has been committed so far?
The new facility is estimated to cost around $55 million and will be funded through several different sources including: a community-based capital campaign with a goal of $35 million; sale of the current facility; new market tax credits and YMCA reserves. As of October 2026, we have received almost $32 million through the Community Building Community Campaign. We are exploring buyers for the current facility and are working through the new market tax credit process.

8. How will the YMCA ensure long-term sustainability of the new facility once it opens?
We are building the new facility with long-term sustainability in mind. This includes energy-efficient design, right-sized staffing models, and diversified revenue streams through membership, child care, partnerships, and philanthropy.

Donor Impact and Recognition

9. What are the giving levels and naming opportunities for donors?
We offer a range of giving levels and naming opportunities designed to honor each

donor's investment in this transformative project. From signature spaces like the early childhood education center, the aquatic center, and gymnasium to family locker rooms and program areas, there are opportunities at various levels to leave a lasting legacy. We work closely with each donor to align recognition with their philanthropic goals.

10. How can donors be confident their contributions will have a measurable impact?

We are committed to transparency and accountability. Our Annual Report and Audited Financials are publicly available on our website and outline how funds are used to support programs and services. Most importantly, donors will see their impact through real stories of how lives are being changed through the new YMCA.

Community Engagement

11. How is the YMCA involving the broader community in this project?

The YMCA is built on community partnerships and works with hundreds of organizations throughout Dane County. The partnership with Access Community Health further demonstrates this commitment. From early visioning sessions to one-on-one conversations with families, businesses, and civic leaders, we are inviting community input at every stage. Vision tours of the future site provide individuals with the opportunity to offer feedback, ask questions, and see firsthand how this project will serve the region. A list of community partners is available.