



20

A YEAR OF
GROWTH

24

FAMILY YMCA OF FAYETTE COUNTY

ANNUAL REPORT



Leading with Vision, Inspiring Success

The Family YMCA of Fayette County continues to be a driving force for growth, community engagement, and economic impact. In 2024, we made historic strides that will shape our future for years to come. From the completion of our new secondary gymnasium—the largest financial investment in our history—to the expansion of our service area, we remain committed to serving more individuals and families than ever before. Our reach now extends across six counties, drawing participants from a 50-mile radius, further solidifying our role as a regional hub for health, wellness, and youth development.

Beyond expanding our footprint, we strengthened our impact in Vandalia and the surrounding communities. The YMCA is not just a place to exercise—it is an economic engine, generating local spending, increasing community attractiveness, and supporting area businesses. Our programs attract families who contribute to restaurants, retail stores, and local services, while our employment opportunities provide valuable jobs, leadership development, and career growth. The YMCA is a catalyst for business attraction and community sustainability, making Vandalia and Fayette County a more competitive place to live and work.

Ensuring accessibility for all remains a core priority. In 2024 alone, we provided thousands in membership discounts and financial assistance, allowing seniors, families, first responders, and employees of local businesses to participate in YMCA programs and services regardless of financial barriers. We believe that cost should never be an obstacle to community engagement, and through our partnerships and financial aid programs, we continue to remove those barriers.

Our success is made possible by the generous support of our donors, corporate sponsors, and volunteers who invest in our mission. Whether it is funding capital improvements, sponsoring youth sports, or lending a helping hand, their contributions fuel our progress and strengthen our impact.

Likewise, our dedicated staff bring energy, passion, and commitment to the YMCA every day, ensuring that our programs and facilities continue to thrive and serve the evolving needs of our community. They are literally the fabric to our success.

As we look ahead to 2025 and beyond, we remain focused on sustained growth, facility enhancements, and innovative programming. With the introduction of roller skating in our new gymnasium, further campus and facility development, and continued expansion of our services and outreach, the YMCA is poised for another transformative year.

The YMCA is more than a building; it is a movement, a pillar of opportunity, and a place where individuals and families can grow, connect, and succeed. Our future is bright, and together, we will continue leading with vision and inspiring success for generations to come.

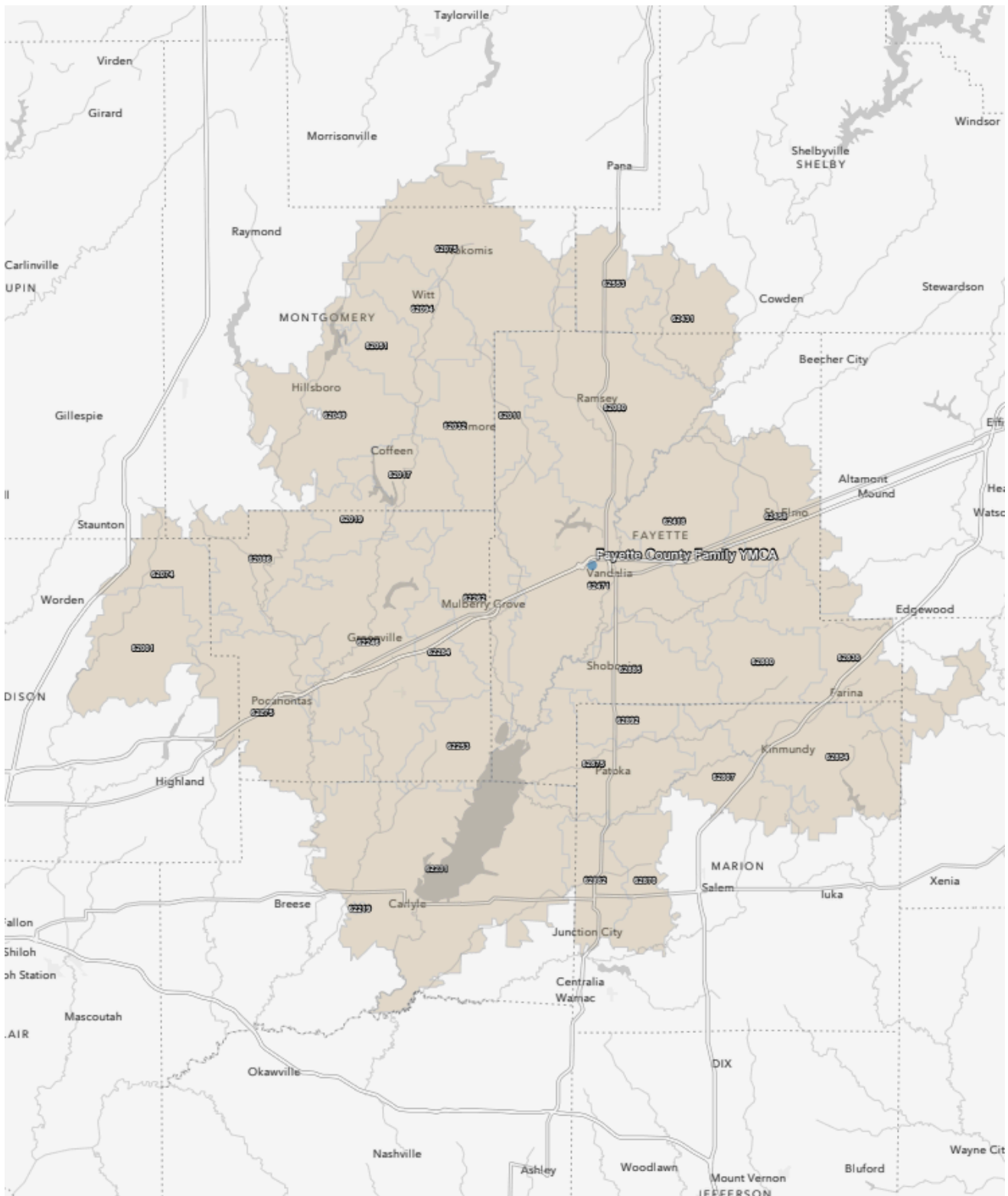
Sincerely,



Ben Frazier

Chief Executive Officer

Service Area



Membership Profile

The Family YMCA of Fayette County is proud to serve a diverse and growing membership that reflects the heart of our community. Our members come from a 50-mile radius, representing individuals and families from all walks of life. From young children participating in a youth sports team, summer camp, or karate, to seniors staying active and connected, the YMCA is a place where all ages and backgrounds come together in pursuit of health, wellness, and community.

Membership at the YMCA is more than just access to a facility; it is a commitment to personal growth, lifelong wellness, and shared community values. We believe that everyone, regardless of age, background, or financial situation, should have the opportunity to benefit from a supportive and welcoming environment. That is why we strive to keep our programs and services accessible, offering financial assistance to ensure that cost is never a barrier to participation.

Understanding our membership demographics allows us to better serve the needs of our community. By analyzing who we serve, we can continue to adapt and expand our programs, ensuring that the YMCA remains a resource for families, individuals, and seniors alike. Whether it's providing youth sports and afterschool care, offering wellness programs for working professionals, or creating spaces for active older adults to stay engaged, our membership represents the full spectrum of our mission in action.

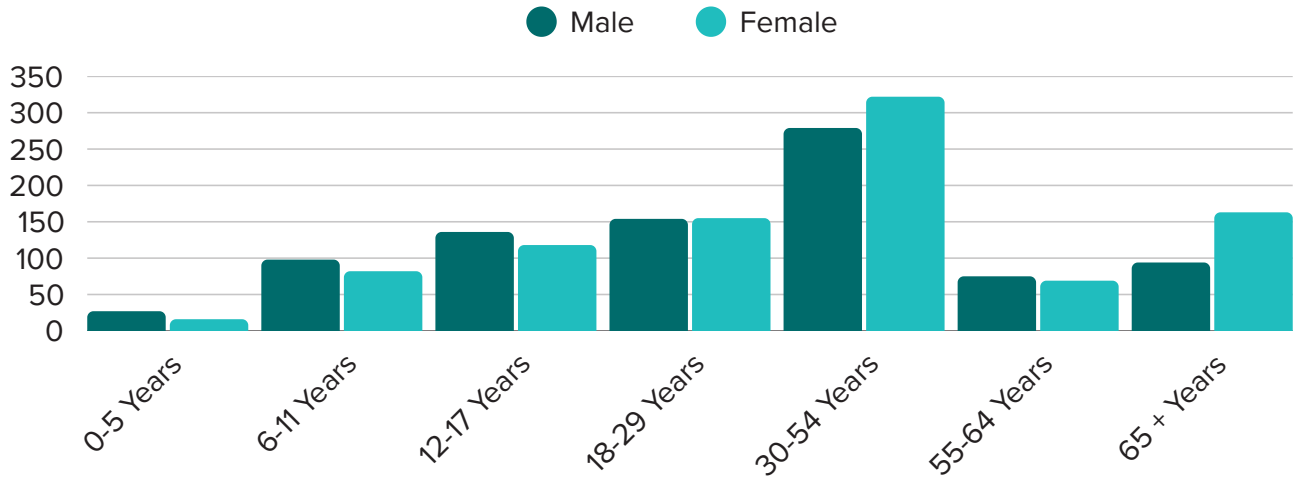
The YMCA is built on the belief that stronger individuals create stronger communities. Every member is a part of something bigger—a movement dedicated to strengthening mind, body, and spirit for all.



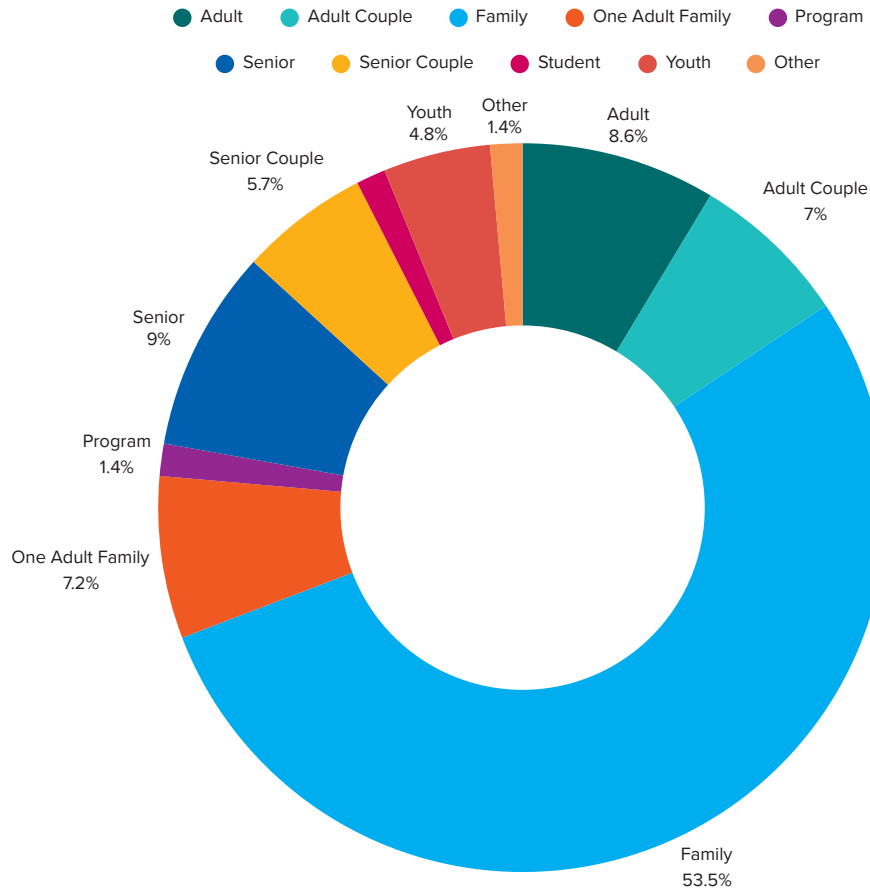
"At the YMCA, membership is more than just access to a facility—it's about belonging to a community that values connection and personal growth. Our members and participants come from all walks of life, spanning multiple counties and generations, yet they all share a common goal of building a better future. Whether it's a child discovering confidence through youth sports or summer camp, a working parent finding balance in our wellness programs, or a senior staying active and engaged, the YMCA is a place where everyone has the opportunity to thrive."

--Alex Goldesberry, Community Director

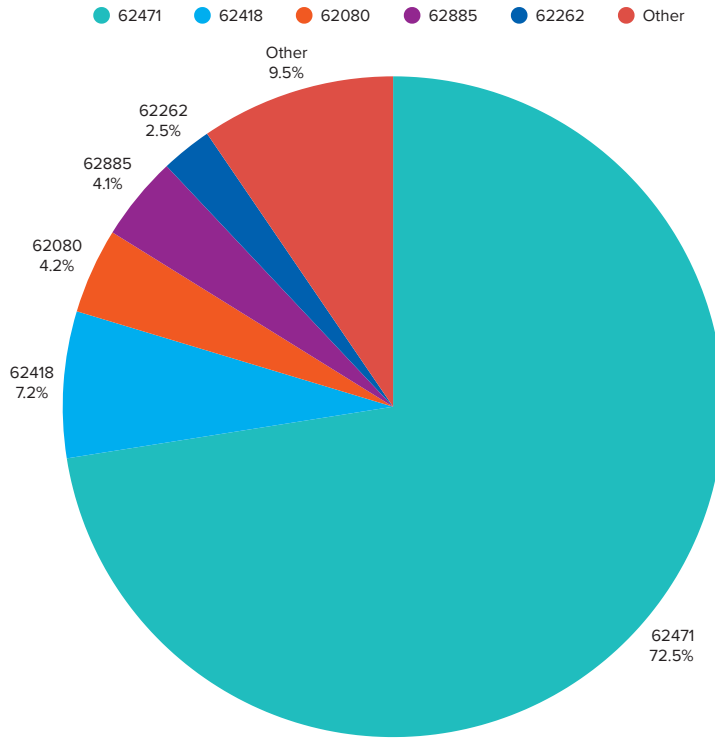
Member Age & Gender



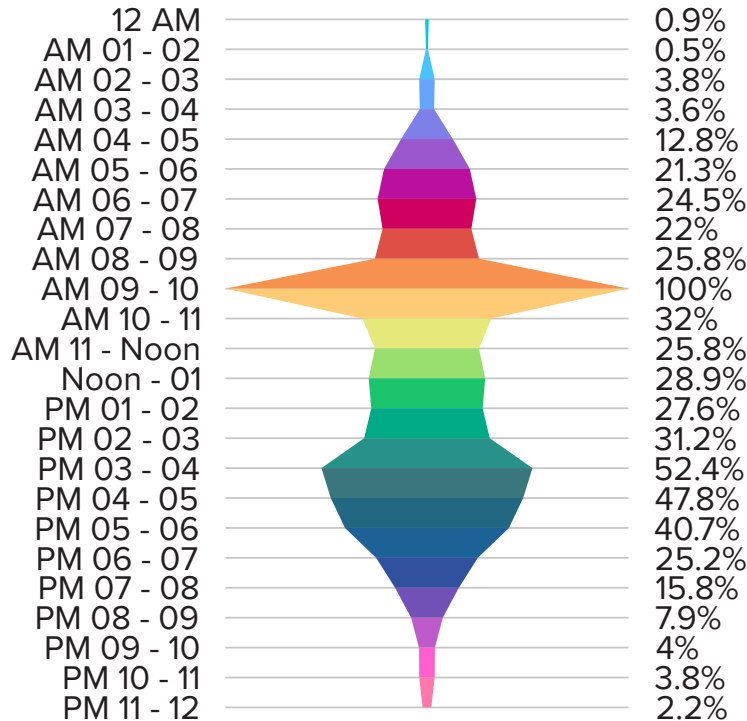
Membership Types



Member Zip Codes



Facility Usage Trends



Programs

The Family YMCA of Fayette County is dedicated to providing programs that inspire growth, foster connections, and promote lifelong health and wellness. Our wide range of offerings ensures that people of all ages and skill levels have opportunities to participate, stay active, and be part of a supportive community.

For youth, we offer a variety of sports and enrichment programs designed to teach not only athletic skills but also teamwork, confidence, and discipline. Our youth programs include soccer, flag football, volleyball, basketball, baseball, softball, karate, golf, and Special Olympics. These programs provide young athletes with structured, positive experiences that encourage both physical and personal development. While learning the fundamentals of a sport is important, we believe that the true value of youth sports extends far beyond the game itself. Through participation, young athletes develop leadership skills, teamwork, camaraderie, discipline, and a sense of responsibility. They learn to care for and support their teammates, build friendships that last beyond the season, and appreciate differences as they work together toward a shared goal. These are the intangibles that shape not only better athletes but better individuals.

For adults, we provide opportunities to stay active and engaged through basketball, softball, pickleball, karate, and wellness classes. Whether someone is looking to compete, improve their fitness, or simply enjoy time with others in a welcoming environment, our programs offer something for every stage of life.

One of the greatest strengths of our programs is their accessibility. We welcome both members and non-members, ensuring that anyone in our service area—regardless of where they live or their background—can take part in what we offer. Participants travel from across the region to engage in YMCA programs, reinforcing the YMCA's role as a hub for recreation, wellness, and community connection.

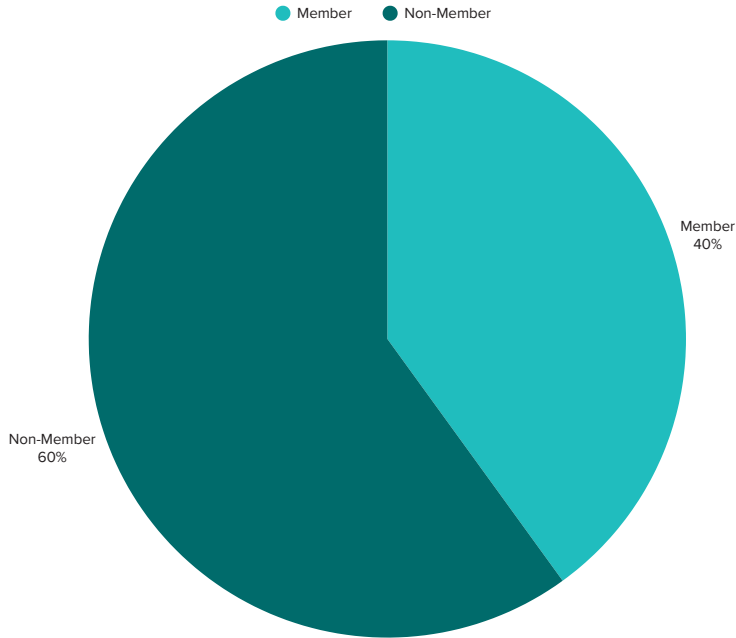
Our programs go beyond sports and fitness; they create spaces where individuals build relationships, families strengthen their bonds, and the community comes together. Whether a child is scoring their first goal on the soccer field, a parent is engaging in a friendly game of pickleball, or a senior is finding joy in a wellness class, the YMCA provides opportunities for everyone to thrive.



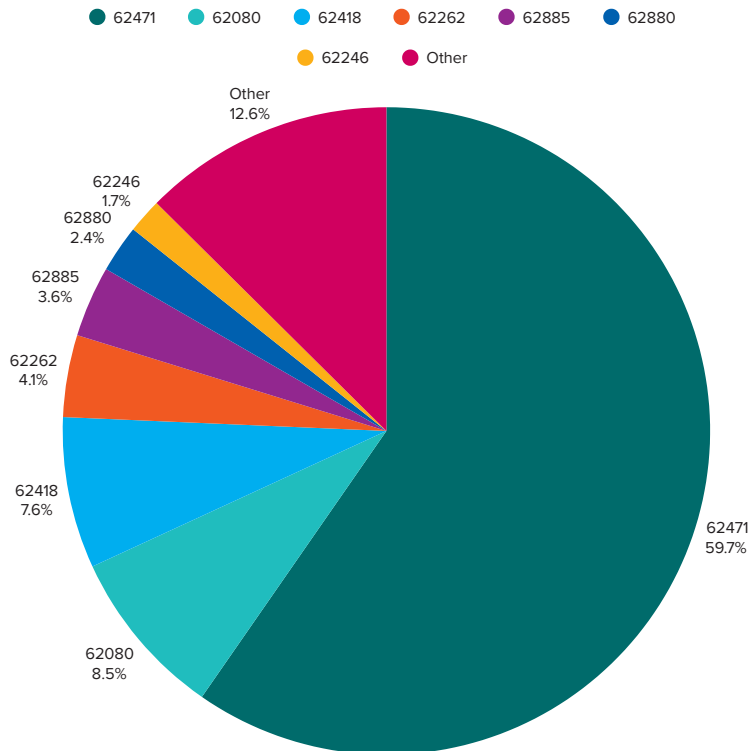
"At the YMCA, our programs are about more than just sports, fitness, or recreation—they are about building confidence, character, and community. Our youth sports teach teamwork, leadership, and perseverance, while our summer camp creates opportunities for adventure, friendships, and personal growth. Whether it's a child stepping onto the field for the first time, an athlete competing in Special Olympics, or an adult finding connection in a wellness class, every program we offer is designed to enrich lives. We welcome participants from across our service area, ensuring that everyone has the opportunity to play, learn, and grow in a supportive and inclusive environment."

-- Zach Wuebbels, Program Director

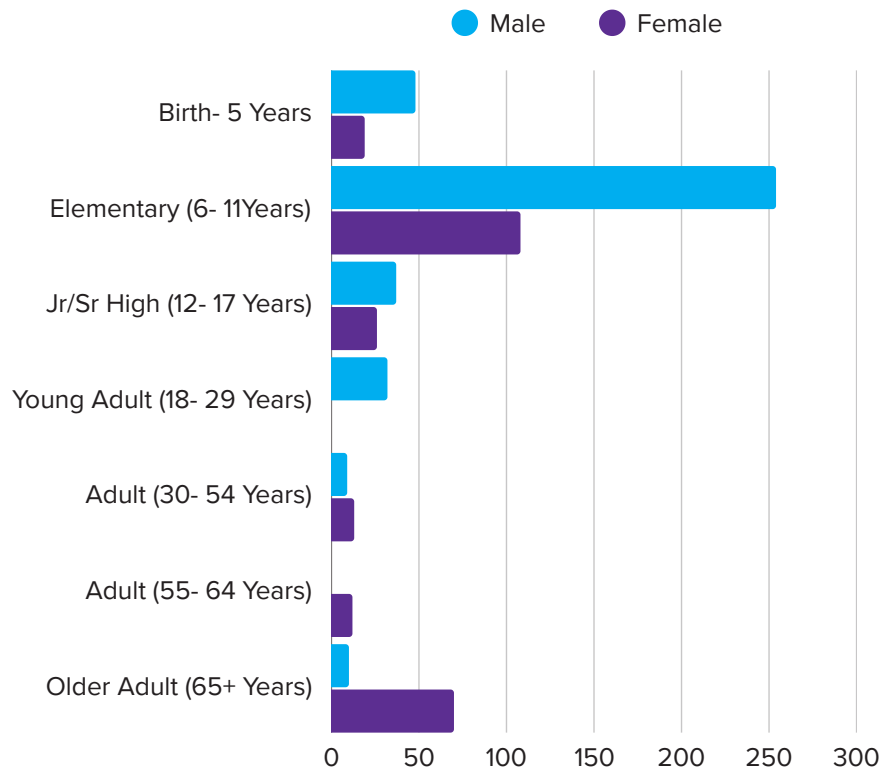
Participants Member & Non-Member



Participants Zip Code



Participants Age



Charitable Giving

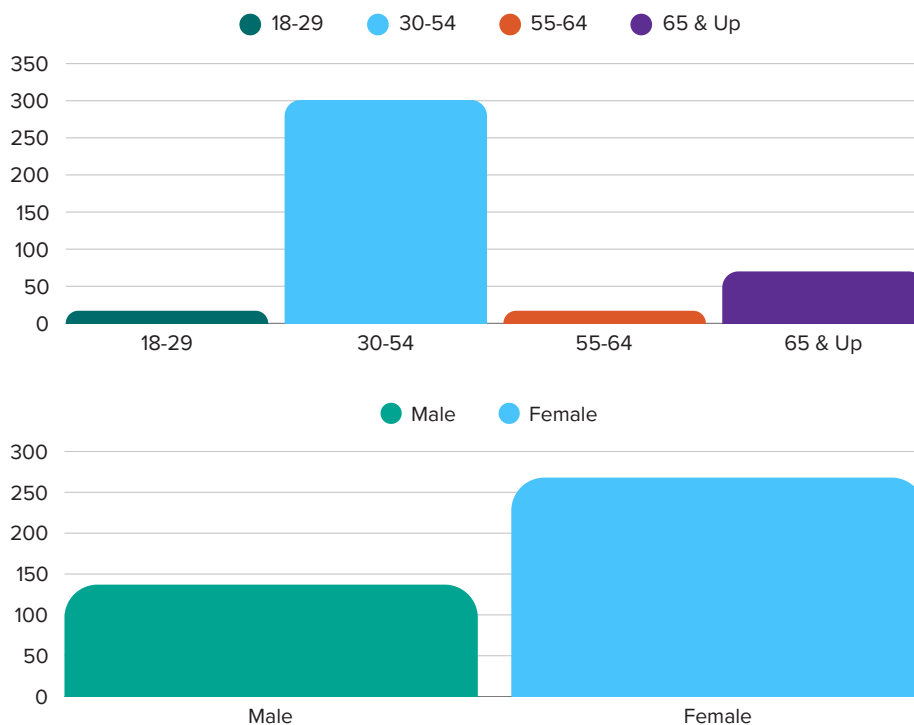
At the Family YMCA of Fayette County, we believe that no one should be turned away from opportunities due to financial barriers. Through the generosity of our donors, sponsors, and community partners, we are able to extend scholarships, financial aid, and program assistance to individuals and families who need it most. Charitable giving is not just about funding programs—it's about creating access, changing lives, and strengthening the very fabric of our community.

"When my mom signed me up for my first YMCA soccer team, I didn't realize how much it would change me. It wasn't just about the games—we learned about teamwork, leadership, and how to support one another. My coach always said that we weren't just playing soccer, we were learning life lessons. I wouldn't have been able to play without the YMCA's financial assistance program, and I'll always be grateful for the opportunity to be a part of something bigger than myself."

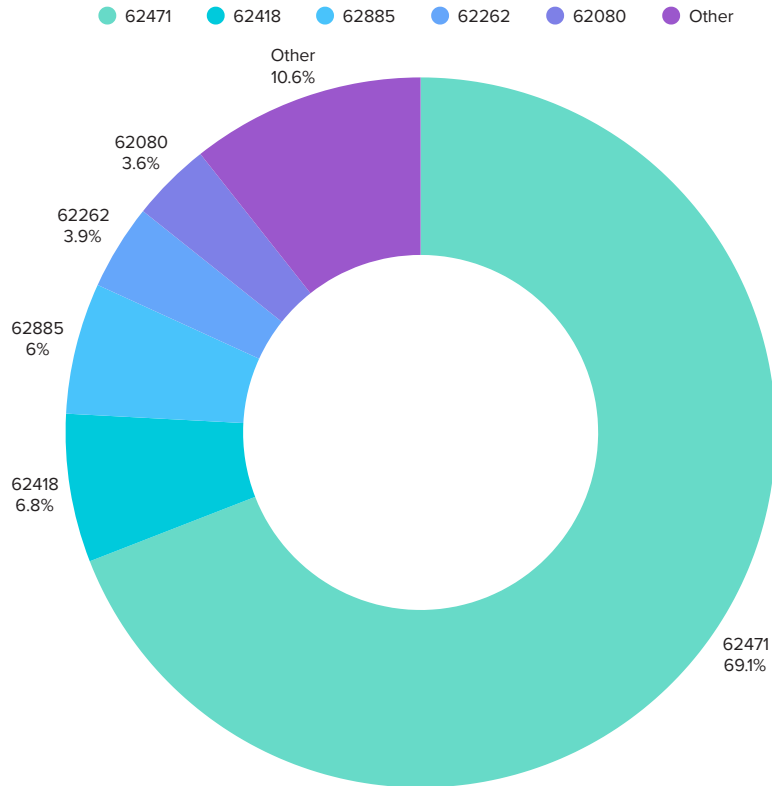
— Youth Program Participant

These stories are why we do what we do. Every contribution, whether large or small, ensures that the YMCA continues to be a place where children, families, and individuals find support, encouragement, and the resources to grow.

Donors by Age & Gender



Donors By Zip Code



For our donors, giving to the YMCA is about more than philanthropy—it’s about investing in the future.

"Supporting the YMCA is one of the most meaningful things I do. I know that my donation is helping children participate in sports, keeping seniors active, and giving families a place to belong. When I see the impact that even a small contribution can make, I’m reminded that the YMCA isn’t just a facility—it’s a lifeline for so many in our community."

— YMCA Donor

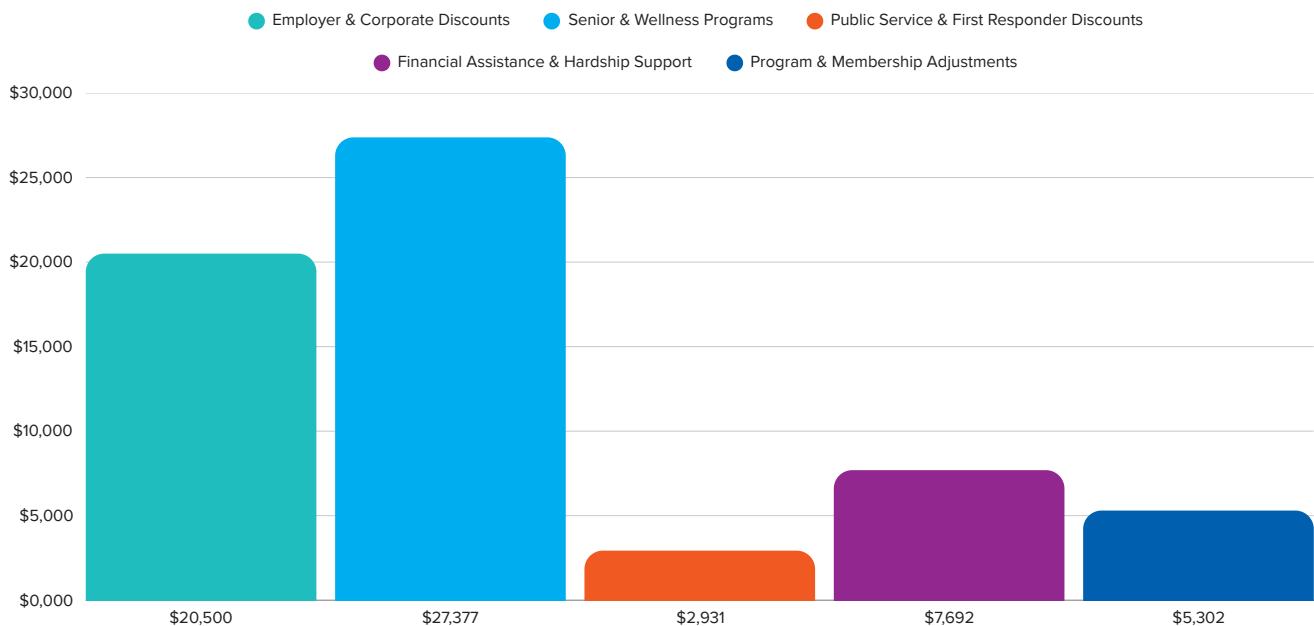
Our community is stronger because of the generosity of those who believe in our mission. Through our Annual Campaign, Capital Campaign, and program sponsorships, we ensure that no one is turned away from the benefits of the YMCA. Whether it’s funding a child’s first basketball season, helping a family afford summer camp, or ensuring that a senior can stay engaged in wellness programs, your generosity makes it possible.

Membership For All

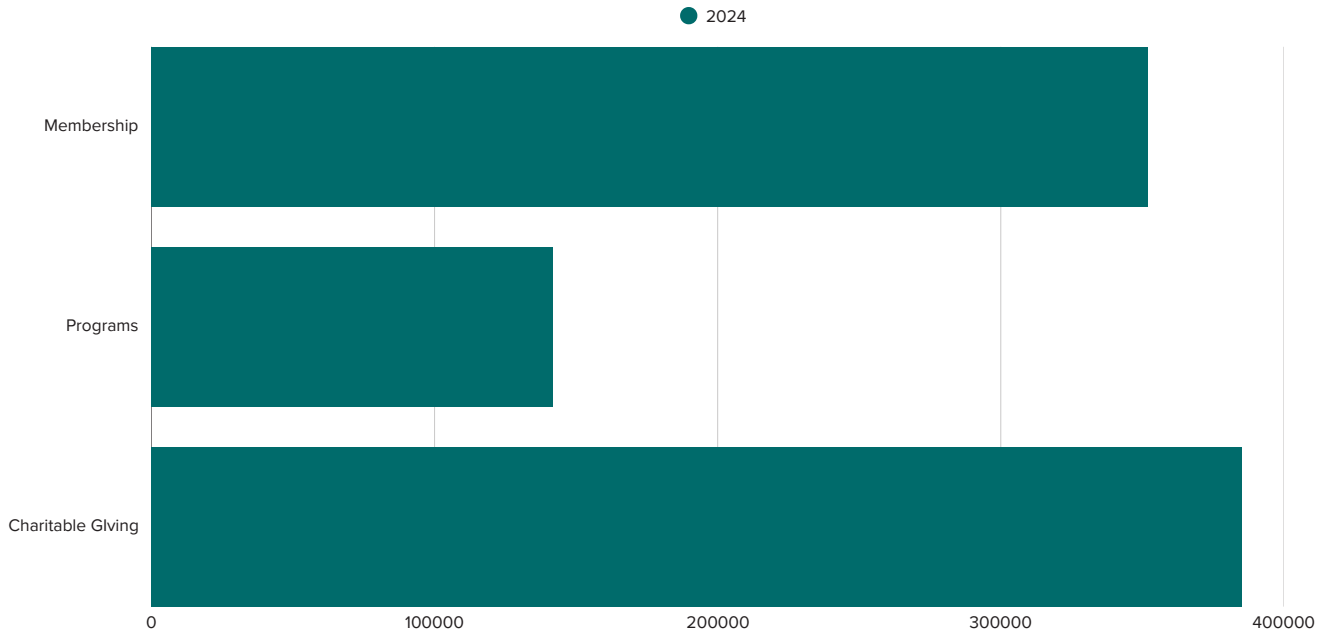
In 2024, we provided over \$66,800 in membership discounts and financial assistance, allowing hundreds of individuals and families to participate in programs and services that enhance their health and well-being. These discounts reflect our commitment to inclusivity, as well as strong partnerships with local businesses, first responders, and senior wellness initiatives.

Our Employer & Corporate Discount Program encourages workforce wellness by offering reduced membership fees to employees of local businesses, helping companies support their teams in maintaining a healthy and active lifestyle. Programs like Silver Sneakers and Senior Citizen Discounts make fitness accessible for older adults, ensuring they have the resources to stay active, social, and engaged. First responders, firefighters, and law enforcement personnel also receive financial support, recognizing their dedication to serving our community. Additionally, our income-based financial aid and hardship support programs help families and individuals overcome financial barriers to access the YMCA's life-changing services.

Through these efforts, the YMCA remains a welcoming and inclusive space for all, ensuring that financial limitations never stand in the way of health, wellness, and personal growth. As we look ahead, we remain committed to expanding these programs and strengthening our partnerships, ensuring that everyone in our community has the opportunity to belong, thrive, and succeed.



Revenue in Number



Every \$1 Spent at The Y

Category	% of Each \$1 Spent	What your \$1 helps with
People & Programs	\$0.53	Staffing, program expenses and new program development
Facilities & Operations	\$0.21	Utilities, IT network, building maintenance, janitorial,
Community Support & Growth	\$0.10	Fundraising, scholarships, community efforts
Financial Stewardship	\$0.06	Financial fees, insurance, marketing, administrative
Future Investments	\$0.10	Facility improvements and long-term growth

Economic Impact

Strengthening Our Community Beyond the Walls of the Y

The Family YMCA of Fayette County is more than a place to exercise—it is an economic engine that drives growth, supports local businesses, creates jobs, and brings visitors to our community. Every dollar spent at the YMCA generates a ripple effect, supporting not only the programs and services we provide but also the broader economy of Vandalia and the surrounding region.

With members and program participants traveling from a 50-mile radius, the YMCA plays a vital role in attracting people to our community. Families attending youth sports, summer camps, and wellness programs contribute to local businesses by purchasing gas, dining at restaurants, and shopping at local stores. Our facility serves as a hub for regional activity, making Vandalia a destination for recreation and community engagement.

Beyond direct economic contributions, the YMCA provides employment opportunities that fuel the local workforce. From full-time careers to part-time and seasonal jobs, we provide meaningful employment for individuals looking to make a difference in their community. Additionally, we contract with local vendors, service providers, and businesses for facility maintenance, improvements, and operations, keeping dollars circulating in our local economy.

The impact of the YMCA extends even further through the long-term benefits of health and wellness. By promoting active lifestyles, we help reduce healthcare costs, improve workforce productivity, and support community well-being. Parents, children, and seniors who engage in YMCA programs experience better overall health, leading to fewer medical expenses and a higher quality of life.

Our investment in growth and development strengthens the economic foundation of our region. With the completion of our new gymnasium and the planned expansion of our facility and campus, we are ensuring that the YMCA remains relevant and competitive for future generations. The support of our donors and members allows us to continue making improvements, ensuring that our community has a modern, state-of-the-art facility that meets evolving needs.

The YMCA is more than a nonprofit—it is a force for economic vitality. From job creation and local spending to tourism and community health, the YMCA's presence in Fayette County brings measurable value. As we continue to grow and expand our reach, we remain committed to ensuring that our impact is felt not just within our walls, but throughout the entire community.

Economic Impact

Beyond the Facility: The Y Drives Community Prosperity

40,000

Visits from residents
outside Vandalia

\$1.3 Million

Visitor Spending In Local Economy

\$66,800

Financial Aid, Donations, discounts,
and community support given

\$40,188

Volunteer Hours Donated

\$1,140

Child Care Savings Annually
Per Participant

\$1,112

Healthcare Savings Per Active Member



Community Impact

Beyond the Facility: The Y Drives Community Prosperity

The YMCA enhances community desirability, making Vandalia a more attractive place for families, young professionals, and retirees. Studies show that communities with strong recreational amenities experience higher property values, increased resident retention, and stronger community bonds.

- Homes near parks, fitness centers, and recreational spaces see property values rise by **8-20%**. Families prioritize access to programs that support their children's development, personal wellness, and community engagement.
- Vandalia benefits from "amenity-driven migration," meaning people are more likely to relocate to areas with high-quality community assets like the YMCA.
- The YMCA provides a social hub for all generations, fostering community pride, civic engagement, and opportunities for connection that enhance the town's overall livability.

Economic Development & Business Attraction

Employers and businesses look beyond tax incentives when deciding where to locate or expand. They seek communities that offer a strong workforce, a high quality of life, and wellness amenities for employees—all areas where the YMCA plays a critical role.

- Businesses are more likely to invest in areas with strong wellness and recreational programs. A community with a YMCA offers employers a healthier, more engaged workforce, leading to increased productivity and lower healthcare costs.
- Tourism and local spending increase due to YMCA-hosted events. Families traveling for youth sports, summer camps, and facility usage generates revenue for local businesses.
- The YMCA contributes to small business revenue growth. Studies show that attendees from outside the local area spend around **\$30 per person per visit**. This direct economic impact supports restaurants, gas stations, and other local spending.
- YMCA facilities help cities compete for corporate investment. Companies seeking expansion or relocation prioritize regions with high-quality recreation centers and family-friendly amenities, making Vandalia more attractive for future development.

Community Impact

Beyond the Facility: The Y Drives Community Prosperity

Workforce Development & Readiness

A strong YMCA contributes to a stronger workforce. From youth job opportunities to employee wellness programs, the Y plays a factor in workforce readiness and development.

- The YMCA is a first employer for many young workers. We provide high school and college-age students with their first jobs, leadership development, and customer service and business experience, setting them up for future career success.
- Communities with strong youth engagement programs see higher workforce retention rates. By keeping young people involved in structured activities, we prepare them to transition into productive employment rather than leaving the region in search of opportunity.
- Employers benefit from employee wellness programs offered by the YMCA. Studies show that every **\$1 invested in workplace wellness programs saves employers \$3.27 in healthcare costs and \$2.73 in reduced absenteeism.**
- The YMCA provides leadership opportunities, certifications, and personal development that equip young people to be great leaders for long-term careers.

Through workforce development, the YMCA builds a pipeline of talent that benefits businesses or future employers.



Family YMCA of Fayette County

Community Impact

Beyond the Facility: The Y Drives Community Prosperity

Public Health & Community Savings

Investing in health and wellness programs pays off not just for individuals but for the entire community through reduced healthcare costs, improved productivity, and lower crime rates.

- YMCA membership saves families money on healthcare costs. Active Y members save an estimated **\$1,112 per year** by reducing their risk of chronic diseases such as obesity, heart disease, and diabetes.
- Recreation programs reduce juvenile delinquency rates. Cities with strong youth sports and after-school programs see crime rates drop by up to **30%**, as kids are engaged in positive activities rather than at risk for negative influences.
- Mental health improves with access to fitness and community spaces. Studies show that regular exercise reduces depression and stress levels by **30-50%**, leading to improved emotional well-being and a stronger sense of community belonging.
- Healthcare costs are lower in active communities. Research confirms that for every **\$1** spent on preventive health and wellness programs, communities save **\$5.60** in medical costs.

The YMCA strengthens community health, creating long-term cost savings for families, employers, and local governments.



Community Impact

Beyond the Facility: The Y Drives Community Prosperity

Increase Property Value & Economic Multipliers

The YMCA's influence on property values, business investment, and consumer spending directly contributes to increased tax revenue and economic activity.

- As property values increase, so does tax revenue. Because home values increase by **8-20%** when located near community recreation centers, the YMCA helps generate additional funding for schools, infrastructure, and city services.
- Every **\$1** spent at the YMCA generates around an additional **\$1.75** in local economic activity. This means that member spending at the Y doesn't stop at the facility—it extends to local businesses, service providers, tourism, and other local-related industries.
- Families moving into the area due to the YMCA drive long-term economic stability. When a family relocates to Vandalia because of YMCA programs, they buy homes, enroll their children in schools, and support local businesses, all of which contribute to economic sustainability.

By attracting families and businesses, the YMCA helps generate revenue that benefits community development.



Economic Impact

Beyond the Facility: The Y Drives Community Prosperity



8-20%

Increase in Home Values
in Communities with YMCA's

\$1 to \$1.75

Every \$1 Spent at the Y Generates a
\$1.75 in Local Economic Activity

20 +

First Time Jobs for High School or
College students annually

30-50%

Reduction in Depression & Stress for
residents Due to Access to the Y

30%

Reduction in Juvenile Crime Rates in
Communities with Access to YMCA's

\$30

Average Spending per Non-
local Visitor each visit

Benchmarking

Measuring Our Impact, Proving Our Success

The Family YMCA of Fayette County is more than just a place for fitness and recreation—it is an outlier in success, a pillar of community engagement, and a model for what a rural YMCA can achieve. While many YMCAs in small towns struggle to sustain operations or expand services, our YMCA has continued to grow, thrive, and increase our regional impact. Through careful benchmarking, we can quantify our success, proving that our YMCA is not only exceeding national expectations but is also outperforming many larger, more financially advantaged facilities.

Across the country, YMCAs in larger or similarly sized communities often face declining membership, financial challenges, or facility limitations. Some have cut back services, scaled down programs, or even closed their doors due to economic pressures. Fayette County's YMCA has taken the opposite trajectory—growing, investing, and strengthening its role in the community. The data clearly supports this success.

By analyzing key metrics—cost efficiency, membership engagement, facility accessibility, and economic impact—we can measure just how fortunate our community is to have a YMCA that outperforms expectations and delivers exceptional value.

- We serve a greater percentage of our local population than most YMCAs nationwide.
- We operate more efficiently than larger, wealthier YMCAs, maximizing the impact of every dollar spent.
- We provide financial assistance and membership discounts at a level higher than many similar communities.
- We are growing—adding facilities, expanding services, and increasing accessibility—while other rural YMCAs struggle to sustain operations.
- We are an economic driver, supporting local businesses, job creation, and tourism dollars.

Most small towns do not have a YMCA—those that do often struggle to stay financially viable, maintain programming, or expand facilities. Our YMCA has defied expectations, leading in membership engagement, financial sustainability, and community impact.

The Family YMCA of Fayette County is not just another YMCA—it is an essential resource, a leader in small-town impact, and a benchmark for what a thriving YMCA should look like.

As we move forward with continued expansion and investment in our programs, this benchmarking data reinforces why our YMCA is an asset that our community cannot take for granted.

Benchmarking

Measuring Our Impact, Proving Our Success

Category	National Averages	Metropolitan YMCA's	Rurals YMCA's	Family YMCA of Fayette County
Membership Penetration Rate	2.4%	4-6%	3% or lower	10%
Facility Check-ins Per Member	1-2 per week	2-3 per week	1 per week	2-3 per week
Revenue Per Capita	\$26.30	\$40+	\$20 or lower	\$42.49
% of Members in Programs	30%	50%	25%	40%
Volunteer Support (Annual Hours)	~1,000 per Y	2,000+	500-800	1,200
Local Job Creation	25-40 per YMCA	100+ jobs	15-20 jobs	30 + jobs
Economic Multiplier Effect	\$1.50 per \$1 spent	\$2.00 per \$1 spent	\$1.25 per \$1 spent	\$1.75 per \$1 spent
YMCA Density per 10,000 people	0.8	1.5	0.5	4.8
Cost Efficiency: Cost to operate Per Member	\$450	\$500	\$350	\$290

Benchmarking

Measuring Our Impact, Proving Our Success

Community Resource Index (CRI): Maximizing Impact in a Small Town

Family YMCA of Fayette County Score: 60.0 (Higher = More Effective)

- The national average for rural YMCAs ranges between **30-40**, meaning our YMCA operates **50-100%** above expected levels for a community our size.
- The high CRI score indicates that we provide an extraordinary amount of services relative to our town’s size and economic conditions.

What This Means:

Despite limited local resources, our YMCA is utilized at a level far exceeding what is typically seen in towns with our population and financial constraints. This proves that our YMCA is not just successful—it is an essential and deeply embedded part of the region.

Economic Resilience Score (ERS): Growth in the Face of Hardship

Family YMCA of Fayette County Score: 13.3 (Higher = More Resilient)

- The national average for YMCAs is **8-10**, meaning we are growing at a faster pace than many YMCAs in more financially stable communities.
- This metric demonstrates that, despite operating in an area with a higher-than-average poverty rate and lower household income, our YMCA continues to expand.

What This Means:

Our ability to grow and expand in an economically challenged area proves our resilience. While many YMCAs in small towns are shrinking or closing, we are expanding.

Metric	National Average	Metropolitan YMCAs	Rural YMCAs	Family YMCA of Fayette County
Community Resource Index (CRI)	30-40	50-60	25-35	60.0
Economic Resilience Score (ERS)	8-10	12-15	6-9	13.3

Benchmarking

Measuring Our Impact, Proving Our Success

YMCA Sustainability Index (YSI): Financial Strength and Long-Term Stability

Family YMCA of Fayette County Score: **0.17** (Higher = More Sustainable)

- The national average for YMCAs is around **0.12-0.15**, meaning our YMCA is operating more efficiently and is financially sustainable in the long run.
- This score measures how well we balance revenue, financial aid distribution, and operational expenses.

What This Means:

Unlike many rural YMCAs that struggle financially or rely on large subsidies, our YMCA has a balanced and sustainable financial model, ensuring we can continue serving the community well into the future.

Growth Potential Index (GPI): Expanding to Meet Future Needs

Family YMCA of Fayette County Score: **36.0** (Higher = More Growth Potential)

- The national average is **20-25**, meaning our YMCA has significantly higher future expansion potential than comparable YMCAs.
- This score considers how much room for growth exists within our facility, based on utilization and upcoming expansion projects.

What This Means:

Despite already outperforming many YMCAs, we still have untapped potential for growth. Our facility expansion plans ensure that we will continue to serve an increasing number of members while maintaining our economic and operational efficiency.

Metric	National Average	Metropolitan YMCAs	Rural YMCAs	Family YMCA of Fayette County
YMCA Sustainability Index (YSI)	0.12-0.15	0.16-0.20	0.10-0.12	0.17
Growth Potential Index (GPI)	20-25	30-35	15-20	36

Benchmarking

Measuring Our Impact, Proving Our Success

The Family YMCA of Fayette County is not just a gym—it is a statistical anomaly, a leader in nonprofit efficiency, and a benchmark for small-town success.

Key Takeaways from the Benchmarking Analysis:

- **We provide more services with fewer resources than most YMCAs.**
 - Our Community Resource Index (CRI) of **60.0** is **50-100%** above the expected range for a YMCA in a rural community, proving that we offer a higher level of service and programming relative to economic conditions.
- **We are growing while others stagnate.**
 - With an Economic Resilience Score (ERS) of **13.3**, we are expanding our facilities, membership, and programs at a rate faster than many larger metropolitan YMCAs, despite operating in a small-town setting with a higher economic hardship index.
- **We are financially sustainable and well-positioned for the future.**
 - The YMCA Sustainability Index (YSI) of **0.17** places us above the national nonprofit average, ensuring that we manage our finances responsibly while maximizing impact. Unlike other rural YMCAs that struggle to break even, we have a sustainable revenue model that allows us to reinvest in our community.
- **We still have room to grow.**
 - Our Growth Potential Index (GPI) of **36.0** indicates that even with our current success, we are far from reaching full capacity. We are actively expanding our facilities, increasing community engagement, and ensuring that the YMCA remains a long-term resource for families, individuals, and local businesses.

What This Means for Fayette County and our area:

The Family YMCA of Fayette County isn't just successful—it is statistically rare.

Most rural communities do not have a YMCA. Of those that do, many struggle to sustain long-term growth. Yet, against the odds, we have built an organization that not only survives but thrives, serving as a beacon of opportunity and community engagement.

The benchmarking data proves that we are not just competing with other rural YMCAs—we are exceeding expectations at every level, rivaling the impact of YMCAs in major cities. Our ability to do so in a town with limited economic resources, a lower-than-average median income, and a smaller business sector makes our achievements even more remarkable.

The Family YMCA of Fayette County is not just a success story—it is a model for what rural YMCAs can achieve. We are not just another YMCA. We are setting the standard of one can be.

Building for the Future

Capital Campaign & Phase 2 Visions

Charitable giving at the YMCA is also about ensuring that our facility remains modern, relevant, and equipped to serve the growing needs of our community. Thanks to the incredible support of our donors, we recently completed a \$1.5 million dollar facility addition, marking one of the most significant milestones and largest investment in our history. This expansion has already allowed us to broaden our programming, increase accessibility, and offer new opportunities for recreation and community engagement.

But we're not stopping here. Our Phase 2 Vision is already taking shape as we plan for further facility and campus-wide growth. With improvements to our main facility, outdoor sports fields, and community spaces, we are committed to ensuring that the YMCA continues to be a centerpiece of Vandalia and the surrounding region for generations to come.

Every donation to our Capital Campaign is an investment in the long-term sustainability of the YMCA. It allows us to remain competitive, expand our services, and adapt to the changing needs of our members and community. The YMCA of the future is being built today, and it is through the generosity of our donors that we can ensure it thrives for years to come.

To those who have given, thank you. You are the reason we can continue to serve, grow, and change lives. To those considering a gift, know that your support is more than a donation—it is an investment in people, in community, and in the future of the Family YMCA of Fayette County. Together, we are building something truly special, and I invite you to be a part of it.



Strengthening Our Community and Looking to the Future

The impact of Phase 2 goes beyond the walls of our facility—it plays a crucial role in Vandalia’s long-term goals for the Y to provide a world class facility and campus. The YMCA is not just a recreation center; it is an economic driver, attracting visitors from across the region who support local businesses, restaurants, and service providers.

As we move forward with the next phases of expansion, the addition of a dedicated administrative wing and multipurpose rooms will allow us to increase operational efficiency and expand our wellness programming. These spaces will provide opportunities to introduce life-changing health initiatives, such as the Diabetes Prevention Program, “Y-Change”, and other wellness programs, giving individuals the tools to improve their long-term health.

Additionally, the new facility layout will improve traffic flow and accessibility, ensuring that high-traffic areas like the lobby and gymnasium entryways no longer create congestion during peak hours. Parents will have a comfortable, dedicated space to wait during practices and games, and seniors will have an inviting social area to gather and connect.

By modernizing our facility, we also expand program access for all ages. The new spaces will allow for increased capacity in youth programs, additional rental opportunities, and expanded offerings for adult leagues. This investment ensures that every person—regardless of age, ability, or interest—has a place at the YMCA.

Phase 2 is not just about expanding a building—it is about building a stronger, healthier community. The completion of our second gymnasium was only the beginning, and as we continue our journey forward, we remain committed to enhancing the YMCA experience for members today, while securing our impact for future generations.



Building on Momentum and Expanding Our Impact

The completion of our new secondary gymnasium was the first major step toward realizing Phase 2 of the Family YMCA of Fayette County’s expansion plan. This gymnasium has already transformed our ability to serve by allowing general members continued access while youth sports, rentals, and special events take place, along with our new hit program Roller Skating. It is proof of our commitment to meeting the growing demand for recreation, wellness, and community engagement, ensuring that no one is turned away due to space limitations.

With this milestone achieved, we now look ahead to the next phases of expansion, aimed at further enhancing the member experience, increasing accessibility, and providing more opportunities for individuals and families to engage with the YMCA. Our community has outgrown our current space, and with our service area now spanning six counties and a 50-mile radius, we must continue adapting to serve more people, more effectively.

Currently, we are at full capacity, limiting our ability to add new equipment, offer small group training, and accommodate diverse fitness needs. The new space will allow for a better layout, additional workout areas, improved 24-hour access, and more natural lighting—creating a more welcoming and efficient space for all members.

A reimagined Youth Activity Area will also be a major enhancement, allowing for safe, structured activities for children while parents use the Wellness Center. This space will feature a reading nook, tutoring stations, and enrichment programs that support not just physical wellness, but academic and social development as well. Additionally, a small kitchenette and private rental spaces will provide more options for birthday parties, youth events, and family engagement.



Commitment to the Community:

Strengthening Today, Building a Better Tomorrow

The Family YMCA of Fayette County stands as a pillar of strength, wellness, and economic impact in our community. As we reflect on 2024, we celebrate a year of progress, growth, and unwavering commitment to our mission. Through the expansion of our facility, the enhancement of our programs, and the deepening of our community partnerships, we have continued to serve as a vital resource for individuals and families across our six-county service area.

This year's achievements highlight not just what we do, but why we do it. From the opening of our new gymnasium—our largest financial investment to date—to the introduction of new programs and the expansion of our service reach, every milestone reflects our dedication to fostering a healthier, stronger community. Through our youth sports, summer camps, wellness programs, and community initiatives, we are not just providing services—we are shaping lives, instilling values, and strengthening the bonds that make our community thrive.

Beyond the walls of our facility, our impact resonates throughout Vandalia and the surrounding region. The YMCA is a driver of economic vitality, bringing jobs, tourism, and business growth to the area. We enhance property values, support local businesses, and serve as a key factor in workforce development. Our programs create opportunities for youth leadership, job training, and community engagement, ensuring that the next generation is prepared to lead with confidence and purpose.

None of this would be possible without the generosity of our donors, the dedication of our staff, and the unwavering support of our members. Every membership, every sponsorship, and every act of volunteerism is an investment in our shared future. The YMCA is not just a place—it is a movement. A movement built on the belief that when people come together to support health, wellness, and community engagement, we all grow stronger.

As we look ahead to 2025 and beyond, we do so with ambition and vision. With the continued expansion of our campus, the evolution of our programs, and the unwavering dedication to our mission, we are preparing for the next phase of impact. The future of the YMCA is bright, and together, we will ensure that it remains a beacon of opportunity, inclusivity, and growth for generations to come.

Thank you for being part of this journey. We look forward to growing, serving, and thriving together in the years ahead.

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Key Metrics

Metric	Formula	Definition
Community Resource Index (CRI)	$(\text{Facility \& Services Score} \times \text{Community Engagement Rate}) \div \text{Economic Challenge Factor}$	Measures how well the YMCA provides services relative to economic limitations.
Economic Resilience Score (ERS)	$(\text{Facility Growth Rate} + \text{Membership Growth Rate}) \div \text{Economic Hardship Index}$	Determines how well the YMCA grows despite financial constraints.
YMCA Sustainability Index (YSI)	$(\text{Revenue per Capita} + \text{Financial Aid Percentage}) \div \text{Operating Cost per Member}$	Assesses financial sustainability and efficiency.
Growth Potential Index (GPI)	$(\text{Facility Utilization Rate} + \text{Expansion Plans}) \div \text{Population Growth Rate}$	Measures how much room for expansion remains based on facility use and regional growth.
Service Accessibility Score	$(\text{Facility Hours Open per Week} \times \text{Number of Features}) \div \text{Monthly Cost}$	Evaluates how much access members get per dollar spent.
Family Affordability Index	$\text{Number of Family Members Covered} \div \text{Monthly Cost}$	Compares cost efficiency for families at the YMCA vs. other gyms.
Cost per Square Foot of Facility Access	$\text{Monthly Cost} \div \text{Facility Size in Square Feet}$	Determines cost-effectiveness per square foot of facility space.
Cost per Amenity Offered	$\text{Monthly Cost} \div \text{Number of Amenities}$	Measures cost-effectiveness per available amenity or service.
Facility Utilization Rate	$\text{Total Facility Usage Hours} \div \text{Total Available Hours}$	Indicates how much of the facility is in use at a given time.
Membership Penetration Rate	$\text{Total Membership} \div \text{County Population}$	Shows the percentage of the local population that holds an active YMCA membership.



WHY THEY

www.fayetteymca.com

FAMILY YMCA OF FAYETTE

COUNTY

\$50

per month

Family Membership

- 501 C 3 nonprofit organization
- 9 acre campus
- 25,000 sq ft facility
- 24/7 facility access
- Outdoor walking trail
- Playground and park
- 6 soccer fields
- 3 flag football fields
- Two basketball gyms
- Two pickle ball courts
- racquetball court
- Rollerskating
- 4,000 sq ft wellness center
- Free fitness classes
- Water aerobics
- Personal trainers and coaches
- 12 different youth sport leagues
- Adult sport leagues
- Summer Camp for kids
- Karate
- Facility rental and birthday parties
- Free community events
- Financial aid for families
- Gives back to the community
- Mobile app

OTHER FACILITY #1

\$50

per month

Family Membership

- Fitness Classes
- Personal Trainer
- 24/7 access

OTHER FACILITY #2

\$80

per month

Family Membership - 2 kids
 ◦ Additional \$10 per kid
 after two

- Fitness Classes
- Personal Trainer
- 24/7 access



Family YMCA of Fayette County





Family YMCA of Fayette County

Building A Better Tomorrow

 www.fayettemca.com.com

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