



# THE CASE FOR MORE SPACE

YMCA of Martha's Vineyard Capital Expansion Campaign



# WHO WE ARE.

The YMCA of Martha's Vineyard is a vital Island resource, serving the needs of people of all ages, ethnicities, abilities and financial backgrounds. We have effectively adapted to the evolving community needs of childcare, health and wellness by curating programs and partnerships designed to support generational changes in young people and today's families.

# OUR FOCUS: UNMET NEEDS AND GREATER IMPACT.

With the year-round population of Martha's Vineyard increasing annually, the YMCA's current size and service scope can no longer meet crucial needs, adversely impacting the retention of Island families and the essential workforce.

## THE YMCA EXPANSION WILL HELP MITIGATE THE FOLLOWING UNMET COMMUNITY NEEDS:

- Toddler Care and early learning programs
- Youth summer camp programs
- Child watch
- Youth after-school and school vacation programs
- Youth leadership and academic enrichment programs
- Adaptive programs for the physically and intellectually disabled
- CPR, First Aid, AED and lifeguard training
- Multigenerational group health, well-being and fitness activities
- Year-round indoor sports and recreation space
- Multigenerational performing arts and dance activities

# A YEAR IN NUMBERS.

**12,000+** community members served

**960 slots**

filled for summer camp

**1,200**

hockey and figure skating  
program participants

**60**

individuals between the ages of  
16-22 employed by the YMCA

**1,100 free**

IGI lunches served to  
summer campers

**\$178,000** awarded in need-based financial assistance

**10,800 hours**

of public skating and puck/stick  
sessions offered

**15 hours**

a day the YMCA is open

**360 days**

a year the YMCA operates

**1,100**

Households received  
need-based financial assistance

**75%**

graduating Vineyard seniors  
who have received water safety  
or swim instruction

**200**

personalized training  
sessions conducted

**45+**

community partnerships

**300+**

working families supported  
through youth after-school and  
summer camp programs

**175** 3rd grade students educated on water safety

**1,032 hours**

of licensed care provided in  
after-school and summer  
camp programs

**2,000 times**

Alex's Place is accessed  
by teens

**78**

lifeguards certified to monitor  
Island pools and beaches

**1,425 seniors**

participated in fitness programs

**8 weeks**

of full-day summer camp offered

**46% increase**

in facility use

**300**

waterbased exercise  
classes offered

**87 hours**

per week of dedicated activities  
provided to teens

**20+**

chronic health conditions  
and physical disabilities  
actively managed

**74 children**

from working families enrolled  
in after-school programs



# WE WILL DO SO MUCH MORE.

- **We will meet the demands of the Island's growing population.** The year-round population of Martha's Vineyard increased by 24% in the past 10 years. This growth has placed us in the regrettable position of telling families we have no room for their children.
- **We will expand to meet the community demand for after-school and summer camp programing.** In February of 2023 our 8 weeks of summer camp, with 960 available slots, were filled in a mere 3 hours.
- **We will stay sensitive to the effects of physical activity on mental health.** Our instructors, coaches and staff continue to inspire children, teens and adults to the benefits of exercise and activities in improving overall well-being.
- **We will continue to lead the certification and recertification of nearly all lifeguards across the Island.** CPR, First Aid and AED classroom training space is needed to meet the demand for these activities outside of the pool.
- As the aging population increases, **we will provide accessible space for in-person training and group wellness activities to encourage overall health in older adults.**
- **We will add a NEW part-time toddler program** with 150 slots per week to assist working families with their childcare needs.





# HERE'S OUR PLAN TO EXPAND.

- With two additional classrooms, we will offer a **new part-time toddler enrichment service with a minimum of 30 slots per week**, and **grow our after-school and summer camp programming by 100%.**
- **Additional space will ease occupancy and license restrictions for child watch, after-school and camp programs.** Our affordable youth services are a significant factor in retaining families and the Island's workforce.
- Our climate controlled, multi-purpose gymnasium designed for **year-round intergenerational sports** (basketball, pickleball, floor hockey and soccer) **will provide uninterrupted activities during inclement weather.**
- With dedicated enrichment and conference space, **we will be able to offer additional adult and pediatric CPR, AED and First Aid courses for the safety of the broader community.**
- **Group exercise space will grow by 50%.** Designated studio space will help accommodate 235 developing dancers, provide new creative movement and gross motor skill development for youth and adults.
- **Our elevated track will give islanders of all ages** additional options for walking and running year round, no matter the weather.







# THE RESPONSIBILITY IS OURS. THE TIME IS NOW.

The highest single gift to the campaign will be matched dollar for dollar.

Permanent naming opportunities are available.

Pledges to the campaign may be payable over four years.

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The total budget for the expansion (including contingencies) is \$29 million.

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As of August 2023, \$13 million in gifts and pledges has been committed.

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85% (\$25 million) is needed by January 2024 to begin construction.

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**To learn more about our expansion plans and HOW YOU CAN HELP please contact:**

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# WHY WE MATTER.

- We deliver **health and wellness programing** to over 12,000 community members ranging in age with various racial, ethnic, socioeconomic and cultural backgrounds.
- **We are the largest year-round youth service provider on the Island for families.** We support 300 working families by delivering 1,032 hours of licensed care in our after-school and summer camp programs.
- We are the home facility to **1,200 youth and adults who participate annually** in hockey and figure skating programs.
- The 60 teens we employ each year develop **transferable life skills.** High School students are further engaged as junior members on our Board of Directors.
- Over 9 months, we offer **10,800 hours of public skating and puck/stick sessions** to the Island community.
- We host the annual “All Kids Thrive Island Camp Summit”, providing **practical, impactful inclusion and behavioral support** to over 90 leadership and staff members from 12 camps across the Vineyard.
- As of 2020, an estimated 75% of graduating Island seniors have received water safety and/or swim instruction. **Many graduates become certified lifeguards and swim instructors, helping to protect an Island summer population that can swell to 200,000 residents and visitors.**

To ensure equitable access for all, we award **\$178,000** in need-based financial assistance to over **1,100 households** each year.

Over the last decade, our 3rd Grade Water Safety Program has impacted over **1,750 students**, providing a critical education on water awareness and how to minimize risks.

In 6 months, we have seen a **46% increase** in facility use from 2022 to 2023.

Month	2022	2023
January	6,951	12,432
February	7,632	11,342
March	8,868	12,942
April	8,202	10,776
May	9,180	12,745
June	10,727	14,941
<b>Total</b>	<b>51,560</b>	<b>75,178</b>

To help serve the diverse needs of our community, we are open **15 hours a day, 360 days a year.**

In 12 months, we provide swim instruction to **1,500 members of the community**, significantly minimizing potential for drowning and water related injuries.





## Health conditions we help our community actively manage:

Adult and child obesity  
Alzheimer's disease  
Arthritis  
Attention-deficit/Hyperactivity disorder  
Autism spectrum disorder  
Cancer recovery  
Cerebral palsy  
Dementia  
Diabetes  
Down syndrome  
Heart disease  
High blood pressure  
High cholesterol  
Hypertension  
Mental health  
Multiple sclerosis  
Osteoporosis  
Parkinson's disease  
Physically disabled  
Stroke recovery  
Traumatic brain injuries

# HOW WE HELP.

- **Our Wellness Trainers conduct over 200 personalized training sessions** with teens to help manage mental health, diabetes, attention-deficit disorder and prevent obesity.
- **We offer 300 water-based exercise classes a year** to assist individuals with age-related conditions such as arthritis and osteoporosis, as well as stroke recovery and Parkinson's disease.
- Throughout the school year, **Alex's Place is accessed over 2,000 times by teens for safe after-school recreation.** Supervising staff provide valuable mentoring to the teen population navigating challenging life experiences.
- **We provide a safe, familiar environment for visitors with Alzheimer's disease and dementia** to help them participate in everyday activities and remain socially engaged members of the community.
- **We support the Phoenix Club and the aquatic therapy they provide to those who have suffered a traumatic brain injury.** In the pool, without the fear of falling or injury, building strength, stability and movement can be explored safely.
- **To support 1,425 older adults,** we offer fitness programs proven to increase cardiovascular health, muscle strength, bone density, mental sharpness, flexibility and balance.
- **We offer teen activities 87 hours a week** that engage youth in building relationships, promote a sense of belonging and improve confidence and self-esteem.

# WHO WE COLLABORATE WITH TO ENHANCE THEIR MISSION.

At our core, we believe it is our social responsibility to help buoy local organizations for the betterment of the Vineyard community.

A/B Hockey Development  
Action Karate  
American Red Cross  
Big Brothers Big Sisters of Martha's Vineyard  
Camp Jabberwocky  
Chabot Hockey Development  
Chilmark Community Center  
Circuit Arts  
The Farm Institute  
Felix Neck  
Island Autism Group  
Island Disability Coalition

Island Food Pantry  
Island Grown Initiative  
Island Housing Trust  
Island Wide Youth Collaborative  
Martha's Vineyard Cancer Support Group  
Martha's Vineyard Center for Living  
Martha's Vineyard Charter School  
Martha's Vineyard Community Services  
Martha's Vineyard Elementary Schools  
Martha's Vineyard Hospital  
Martha's Vineyard Lacrosse  
Martha's Vineyard Montessori School

Martha's Vineyard Playhouse  
Martha's Vineyard Regional High School  
Athletic Programs  
Martha's Vineyard Skate Park  
Martha's Vineyard Table Tennis Club  
Martha's Vineyard Youth Hockey  
Martha's Vineyard Youth Figure Skating  
Martha's Vineyard Youth Task Force  
Martha's Vineyard United Soccer  
Massachusetts Department of Children  
and Families  
Misty Meadows Equine Center  
MV Youth

New Hope Church  
The Phoenix Club  
Red Stocking Fund  
Restaurant Owners  
The Rotary Club  
Shenandoah Ship/FUEL Program  
Special Olympics  
Town Parks Departments  
Trustees of Reservation  
United State Coast Guard  
Vineyard House  
The Yard

Founding  
member of the  
Island Wide Youth  
Collaborative.

Sit 2B Fit  
& Better for You  
program collaboration  
with MV Hospital.

Home to the  
High School  
hockey and swim  
teams.

With Circuit Arts,  
shown over 20,000  
"pay-what-you-can"  
movies at the  
Drive-in.

Personal training  
and swimming for  
Navigator & Voyager  
students (age 15-24)  
with substantial needs  
and disabilities.

Collaborate with  
IGI for lunch/snacks  
for after-school  
and summer camp.

Provided  
educational space  
for displaced Tisbury  
School students.

Receiving agency  
for the Department of  
Children and Families  
referrals.

Provide meeting  
space for MV United  
soccer and lacrosse  
programs.

Provide space for  
New Hope Church for  
Sunday services.

Provide program  
space and pool  
access for Island  
Autism Group.

Provide  
leadership on  
Island Disability  
Coalition.

# WHERE WE'VE BEEN. HOW WE'VE GROWN.

**2004**

60-Year land lease signed with the Martha's Vineyard Regional High School and 501(c)(3) nonprofit status granted.

**2007**

Granted official charter with The National YMCA.

**2008**

Groundbreaking ceremony for the first and only YMCA on Martha's Vineyard.

**2011**

The Alexandra Gagnon Teen Center opens its doors.

**2015**

\$3 million in seed money is donated to create an Endowment.

**2017**

The capital expansion campaign is quietly launched.

**2020**

The COVID pandemic forces a pivot in operations and pause on capital expansion progress.

**2023**

Construction plans, securing regulatory approvals and fundraising resumes.

**2005**

Preliminary building designs drafted, and \$14 million capital campaign launched.

**2009**

The first Charter Memberships issued.

**2013**

The outdoor Pavilion is constructed by the Martha's Vineyard Regional High School students.

**2018**

The YMCA of Martha's Vineyard merges with the MV Ice Arena and begins managing the daily operations of the Barnes-Swartz Rink.

**2010**

The Swartz Family YMCA opens its doors.

**★ 2024**

With 85% (\$25 million) by January 2024, construction begins to double the building's existing square footage and further enhance our vital programming.