



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

PRESS RELEASE

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Together, we can build a better us.
The Y: An icon in the Rochester community for all.

Rochester, MN, March 30, 2016 – In its “State of the Y” address, the Rochester Area Family YMCA presented 2015 community impact measures, a financial forecast and considerations for future growth at its Annual Meeting on Tuesday, March 29th. An estimated 200 individuals were in attendance, including community leaders, Y members, staff, volunteers and donors.

For an organization that has been part of the Rochester community since 1867, the Y has many milestones to celebrate. The Y began as a humble reading room for young men of Rochester to address the community need of illiteracy. Then, in 1919, the Y shifted to address another pressing community need – that of young women in need of low-cost housing. After many years of serving the Rochester community with no physical building, and through the efforts of David Bishop, Dr. Howard Gray and others, the National Council of YMCAs chartered the Rochester Y in September of 1956.

Today, the Rochester Area Family YMCA stands as a beacon of light in providing for the physical, mental and spiritual well-being of the individual, family and community. Highlighted 2015 successes include:

- Upgrades made to the Fitness Center and Men’s Health Center thanks to the generosity of donors through the Building the Bridge Capital Campaign project.
- The establishment of the Live**STRONG**® program to help cancer survivors heal and reclaim their strength, and the acknowledgement of the program by the Mayo Clinic last spring for the visible impact the program has on its patients and our peers in the community.
- Increased numbers in summer campers by 8.5% and swim lessons participants by 15% over the previous year, which is a growing source of revenue to strengthen the overall quality of all programs offered.

The full 2015 Annual Report is available for download at www.rochfamy.org/about-us.

Success is not without challenges. As the Y looks to the future and its anticipated growth, the Board has set the following priorities:

1. Meet or exceed monthly and yearly budget goals. Extended mission work within a constrained budget calls for frugal spending and a focus on increasing membership and donor support.
2. Complete the Board / Staff groundwork needed to position the YMCA for 2020 and beyond. The Y is currently undertaking a process to help determine its future. In the past 18 months, a community needs assessment has been completed, focus groups of members and community leaders have taken place and a facility analysis of the present Y facility has occurred. Currently, the Y is conducting an extensive

Market Research analysis. The results from the Market Research will provide insights and information to the Board regarding optimal growth options moving forward.

The Annual Meeting also formally launched the 2016 Annual Support Campaign with a fundraising goal of \$300,000. Dollars raised benefit important programs, such as Open Doors Scholarships, LIVESTRONG®, Y Mentors, Summer Camp, and Group Fitness classes. Every dollar donated to the Y has a lasting impact on the people of our local community. Give the gift of belonging today online at www.rochfamy.org or in person at the Y Welcome Center.

As Patrick Keane, 2015 Board President, noted at the meeting, “I want to close with our Y National Mission Statement: ‘We put Christian principles into practice through programs that build a healthy spirit, a healthy mind and a healthy body for all.’ For us at the YMCA, the use of the word ‘Christian’ is intentional. We do our best every day to model our operations, our programs and our relationships on Christian virtue through the core practices of caring, honesty, respect, and responsibility. We take the ‘for all’ seriously here in Rochester welcoming persons from all faiths, backgrounds, socio-economic status, and perspectives. We are in the community for good.”

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