

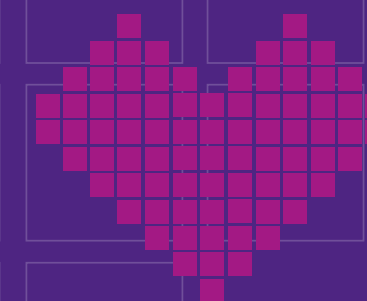


FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

DOWNTOWN DURHAM YMCA

THE HEART

OF DURHAM



Re-imagining this Downtown Durham Y was a key component of the YMCA of the Triangle's most recent strategic plan. More than 80 community stakeholders provided input on options for revitalizing this facility with a primary focus on insuring the Y remains a place for all.

The voices were clear—the Y must continue to have a strong physical presence Downtown. After vetting 12 proposals from developers, the YMCA Board selected East West Partners, which plans to build a 22-story apartment tower and an eight-story office tower on the current Morgan Street site. A state-of-the-art YMCA providing equitable services to our diverse community will be located on the first two floors of this beautiful new complex in the heart of Durham.

\$22.9M TOTAL CONSTRUCTION
- \$13.4M EAST WEST PARTNERS COMMITMENT*

\$9.5M HEART OF DURHAM CAMPAIGN GOAL

*East West Partners has committed \$13.4 million to lease the Morgan Street property from the Y for 99 years, with the Y holding ultimate rights to the land.

COMMUNITY ENGAGEMENT AND COLLABORATIONS

are also hallmarks of how the Y is and will remain responsive to the entire Durham community.

Among the Downtown Durham Y's partners are:

- Duke Health partners with the Y on health programs, including guidance on COVID-19 protocols and a referral system to local diabetes prevention programs.
- Lincoln Community Health Center promotes and provides space for chronic disease prevention programs for the community that are staffed and run by the Y.
- Durham Public Schools provide space for Y Academic Support programs and summer day camps, as well as assistance in identifying children for these programs.
- Blue Cross Blue Shield of NC funds a portion of the Y's Medical Membership program. The Y enrolls participants in this program and other health initiatives like the Diabetes Prevention Program and LIVESTRONG for cancer survivors.
- Durham Children's Initiative works closely with the Y on programming for children across Durham including after-school and camp programs for students identified by DCI.
- Multiple faith communities offer volunteers, financial assistance to children and teens who participate in Y programs, and space for in-person educational programs during the pandemic.



16,000 CHILDREN, ADULTS AND SENIORS

served by the Y in 2020



500+ CHILDREN

participate in Y academic support programs throughout the year



80,000 MEALS

delivered during the pandemic

The Downtown Durham YMCA is more than a place to visit. We're a starting point—for young and old. Whether it's in the pool, on the court or in the community, we're bringing families, adults and children from all walks of life together.

Some of our members call us Bull City's living room, others refer to us as their second home. All agree—we're at the heart and in the heart of Durham. The Heart of Durham Capital Campaign will allow us to rebuild our current facility ensuring quality programs for decades to come.

YMCA MISSION To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

YMCATriangle.org

The YMCA of the Triangle is a 501(c)3 charity. The YMCA is the nation's leading nonprofit committed to strengthening communities through youth development, healthy living and social responsibility.



MEETING DURHAM'S CHALLENGES



27% OBESITY RATE IN DURHAM
The YMCA Diabetes Prevention Program **REDUCES THE INSTANCES OF TYPE 2 DIABETES BY 58%**



NEARLY 52% OF DURHAM CHILDREN ARE ON FREE OR REDUCED LUNCH. 37% OF CHILDREN RAISED IN POVERTY DO NOT FINISH HIGH SCHOOL.

73% of children using the HELPS literacy curriculum in the Y ACADEMIC SUPPORT PROGRAMS MET OR EXCEEDED 2020 GRADE-LEVEL LITERACY STANDARDS.



Architectural Rendering (view from Morgan Street)

An expanded aquatics center, outdoor workout options, youth fitness offerings, programs for a growing senior population and increased dedicated Y parking are just some of the ways the new Y will enable us to meet the needs of those who live and work in Downtown Durham.

AMENITIES

1. Welcoming Entrance/ Lobby

2. Two-court Gymnasium

3. Indoor Track

4. Aquatics Center

Two pools: cool water lap pool and a warm water family/rehab pool for family swim and aquatic fitness for seniors

5. Indoor & Outdoor Fitness

8,500 sq. ft. wellness floor with an outdoor wellness plaza, two indoor group fitness studios, one outdoor group fitness studio

Youth & Teen Multipurpose Space

Locker Rooms

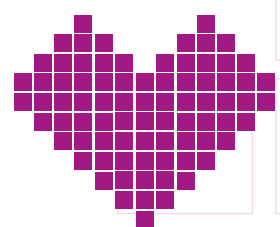
Expanded Member Parking

CHANGE WITH COMMUNITY. CHANGE FOR COMMUNITY.

For 134 years, the YMCA has served Durham and evolved to meet the ever-changing needs of the community as we carry out our mission to build healthy spirit, mind and body FOR ALL.

When we opened the Downtown Durham YMCA in 1996, we were one of the front runners in the trend to move back to the city center. Since then, our Y has been critical to the Bull City's revitalization. Over the past ten years, Downtown Durham has transformed to become one of the most sought-after commercial districts in the nation with a booming residential market.

Our focus on health equity - including support for those struggling with food insecurity and educational programming - allowed us to triple our reach in the community. And although membership and program participation increased, the growth of the city became a challenge for many of our YMCA volunteers and members. Today, limited parking problems and an aging facility don't allow us to meet the demands for increased Y services. A new, full-service YMCA will allow us to partner with even more children, teens, adults and seniors throughout Durham County with updated health and wellness, educational and teen leadership offerings.



Your Heartfelt Gift

to this \$9.5M campaign will make it possible for the Y to offer a new, state-of-the-art facility and meet our diverse community's needs—right here in the heart of the Bull City.

CRITICAL SUPPORT FOR DURHAM

In 2020 alone, the Downtown Durham Y served more than 16,000 Durham families with offerings for people of all ages, including essential food deliveries on Y buses and in-person learning programs to narrow achievement gaps for children.

YMCA leaders understand that for the new Y to remain integral to the fabric of our evolving community, it must continue to serve a diverse population and ensure equitable access to its facilities and wide array of evidence-based fitness, health, sports, youth and academic support programs.

- **The Y is committed to keeping participation affordable for all. Historically, 18% of Durham Y members have received financial assistance.**
- **Y staff will work diligently to meet community needs during facility construction. With three other branches in Durham and programs with partnering organizations, our current wellness offerings and activities will continue.**
- **A wide array of youth and family programs will be offered at the new Y, including Safety Around Water—a water safety program for families living in marginalized communities.**
- **Broad-based wellness offerings will be expanded in the new facility. Programs for diabetes prevention, cancer survivors and seniors increase the overall health of the community and lower healthcare costs for the region.**

“The Y feels like home. I come every day and enjoy every exercise class. The staff is so **welcoming, warm and helpful.** And I've met so many wonderful people.”

— Eleanor Jamison, 74-year-old member

PULSE OF THE COMMUNITY

The YMCA is also an economic engine for Durham. The new Downtown Y will serve 8,500 members throughout the county in addition to others who participate in Y programs. The Y will attract a strong employee base for local businesses and will employ 150+ staff members. With a revitalized facility and expanded offerings, the Downtown Y expects to grow its budget to \$4,000,000 by year three, dollars invested in the people and businesses of our community.



“The Y is the **great equalizer.**”
—Jes Averhart