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# BUILDING OUR COMMUNITY

GREENVILLE AREA YMCA CAPITAL CAMPAIGN



**WHAT IS COMMUNITY?**

**IT'S PEOPLE LIVING & WORKING TOGETHER.**

**IT'S TRUST, BELONGING, SAFETY & ACCEPTANCE.**

**IT'S SHARED EXPERIENCE & TAKING CARE OF EACH OTHER.**

**IT'S THRIVING BY UNITING.**

**JOIN US TO BUILD A COMMUNITY HUB FOR YEARS TO COME.**

# GROWING OUR COMMUNITY BUILDING OUR FUTURE

The Greenville Area YMCA will provide a fully-accessible building and diverse range of programming options for seniors, children, families and individuals through a place of belonging that welcomes every person and every generation. Al and Gloria Guilfoyle, the founders of The Club Fitness Center, recognize the Y as the ideal successor to carry forward their renowned community presence and dedication to service.

The Greenville Area YMCA will provide a diverse range of opportunities catering to individuals of all ages. Evidence-based health and wellness programs will empower community members to lead healthier lives, forge positive habits and proactively address chronic diseases.

The \$15 million initiative to renovate and expand the footprint for a community health and wellness hub is one that unites the area's individuals, businesses and organizations in a call to action for healthier futures.

This project is uniquely positioned to mitigate the pandemic's adverse effects, address community needs and stimulate economic impact by uniting public and private funders that will establish a long-standing, trusted wellness space for individuals of all ages and abilities. Together, we can ensure Greenville remains a strong, thriving community through resources that welcome and serve all.

## OUR LEGACY



YMCA of Greater Grand Rapids strives to ensure a stronger, healthier community for all.



We believe every person should have the opportunity to lead a happy, healthy life.



We have been proudly impacting lives throughout West Michigan for nearly 160 years.



Serving the Montcalm County community through the Greenville Area YMCA is the next step in furthering this community impact.



YMCA offerings at each site and programming location are a response to the local community's critical needs.

## OUR VISION

Creating a fully accessible facility, thoughtfully designed with modern amenities that cater to the diverse needs of the community.

Standing as a beacon of hope in Montcalm County, offering support and empowering everyone to pursue a healthier, happier life.



# MEETING CRITICAL NEEDS

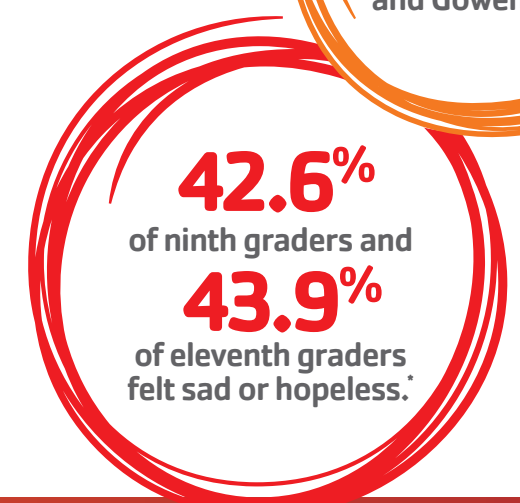
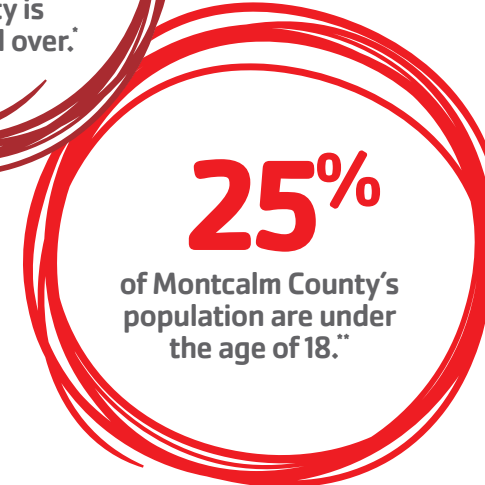
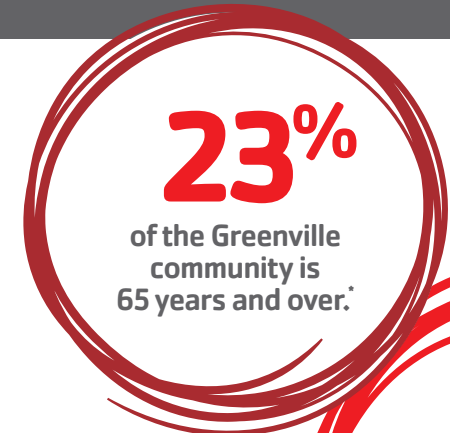
The Greenville region is a proud community with diverse needs working to ensure thriving futures for all.

## CREATING ACCESS FOR ALL

The YMCA understands the importance of ensuring equal access for everyone, irrespective of their financial circumstances:

- Our membership structure considers income and ability to pay for each individual or household seeking wellness options.
- The YMCA's Financial Assistance Fund awarded \$1.3 million in financial assistance in 2022 to ensure accessibility for individuals and families.

## THE LOCATION



## THE PARTNERSHIP



- Cherry Health is a revered Federally Qualified Health Center with 20 locations across the state.
- Cherry Health provides medical, dental, vision, behavioral health and pharmacy services for all, regardless of insurance status or ability to pay.
- Moving Cherry Health's Montcalm Area Health Center into the Greenville Area YMCA will fill a resource gap by centralizing important health and wellness services.
- By partnering under one roof, the Y and Cherry Health will remove barriers, expand access and increase referral opportunities for individuals and families.
- The ability for community members to move seamlessly between Cherry Health and the Y's wellness facility will increase health equity in the region.



# 5 TOP REASONS TO SUPPORT A GREENVILLE AREA YMCA THAT:

- OFFERS INDOOR TRACK ACCESS TO ALL
- CREATES UP TO 7 FULL-TIME JOBS AND 100 PART-TIME JOBS
- DELIVERS DIVERSE PROGRAMMING
- CO-LOCATION OF KEY COMMUNITY RESOURCES
- IMPROVES HEALTH EQUITY

	MONTCALM COUNTY	STATE OF MICHIGAN
Residents Who Smoke**	23%	20%
Obesity Rates**	41%	36%
Residents with Diabetes***	17.2%	10.7%
Diabetes Mortality Rate*** per 100,000 people	36.8	21.9
Residents with Physical or Mental Limitations****	30%	22.5%

Current and previous pages  
 \*2019-2022 Sheridan Hospital Community Health Needs Assessment  
 \*\*Urban Institute (under programming for all ages) <https://www.urban.org/policy-centers/cross-center-initiatives/program-retirement-policy/projects/data-warehouse/what-future-holds/us-population-aging>  
 \*\*\*2019 Michigan Report for County-Level Data: Prevalence  
 \*\*\*\*US Census ACS 2019



# THE PROJECT

The central location of the site takes advantage of area amenities to best serve the community:

- Conveniently situated near public transit, pharmacies and a section of the Fred Meijer Trails (Flat River Trail).
- Adjacent to a bustling Meijer store and positioned to serve the health needs of employees at area's top employers in healthcare, insurance, and workforce development.
- Highly accessible location at the convenience of trails, public transportation and vehicle parking ensures this community resource welcomes a wide audience of all ages, stages and abilities.



DRAFT

The current site, spanning an impressive 15,000 square feet, will undergo a remarkable renovation and 27,000 square feet will be added:

### Indoor Community Track

An indoor track will be accessible to members, Cherry Health patients and the public to engage in cardiovascular exercises year-round in a space safe from the elements.

### Wellness Space

With a spacious layout, the redesigned wellness spaces will include a vibrant gymnasium, a dynamic fitness area and a cycling studio. Each space will enable individuals at any fitness level to pursue personal wellness goals.

### Group Fitness Spaces

Flexible spaces that will accommodate programming needs from aerobics to resistance training to yoga.

### KidZone

This drop-in child care space will allow caregivers to workout while child development staff watch their children play, explore and make new friends.

### Y Lobby

This redesigned space will allow people to gather, socialize and receive information about the Y's offerings, promoting community and inclusivity.

### Locker Rooms

Renovated locker rooms will ensure members have clean, modern facilities to securely store their belongings and prepare for and decompress after a workout.

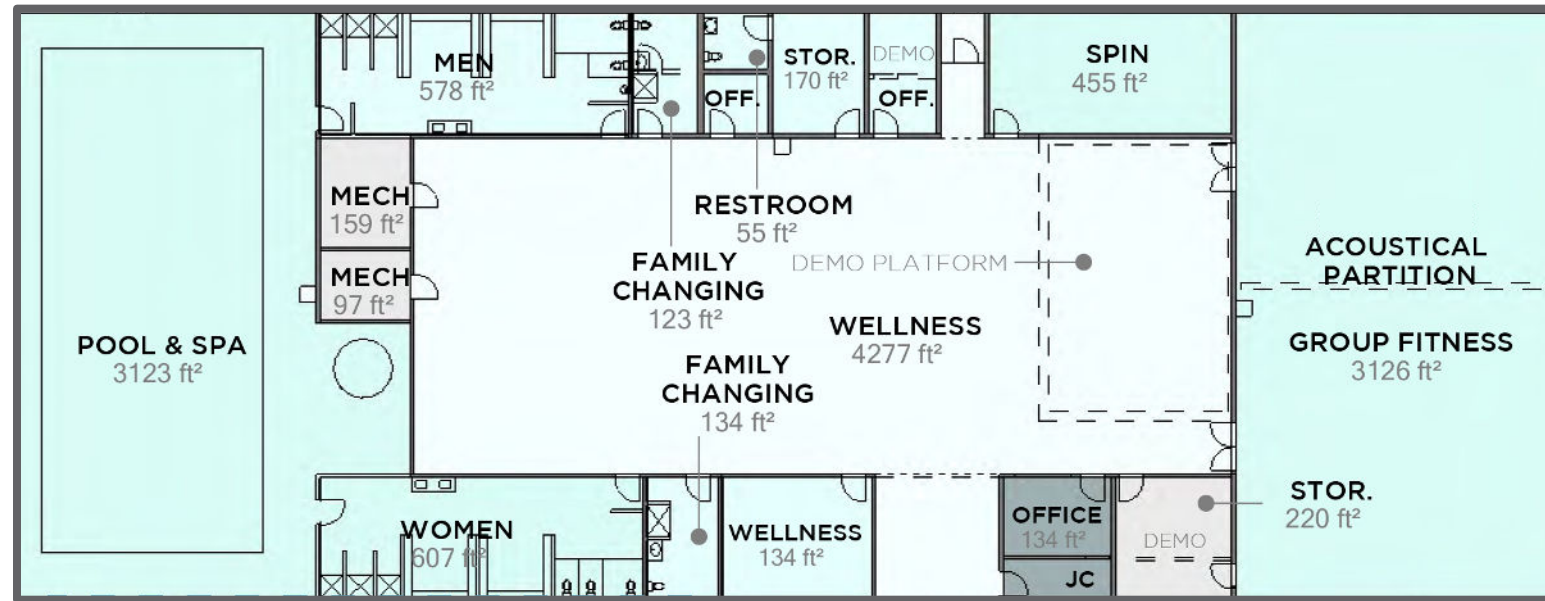
### Splash Pad and Accompanied Locker Rooms

A new splash pad feature for members of all ages and abilities, including changing rooms for families with children.



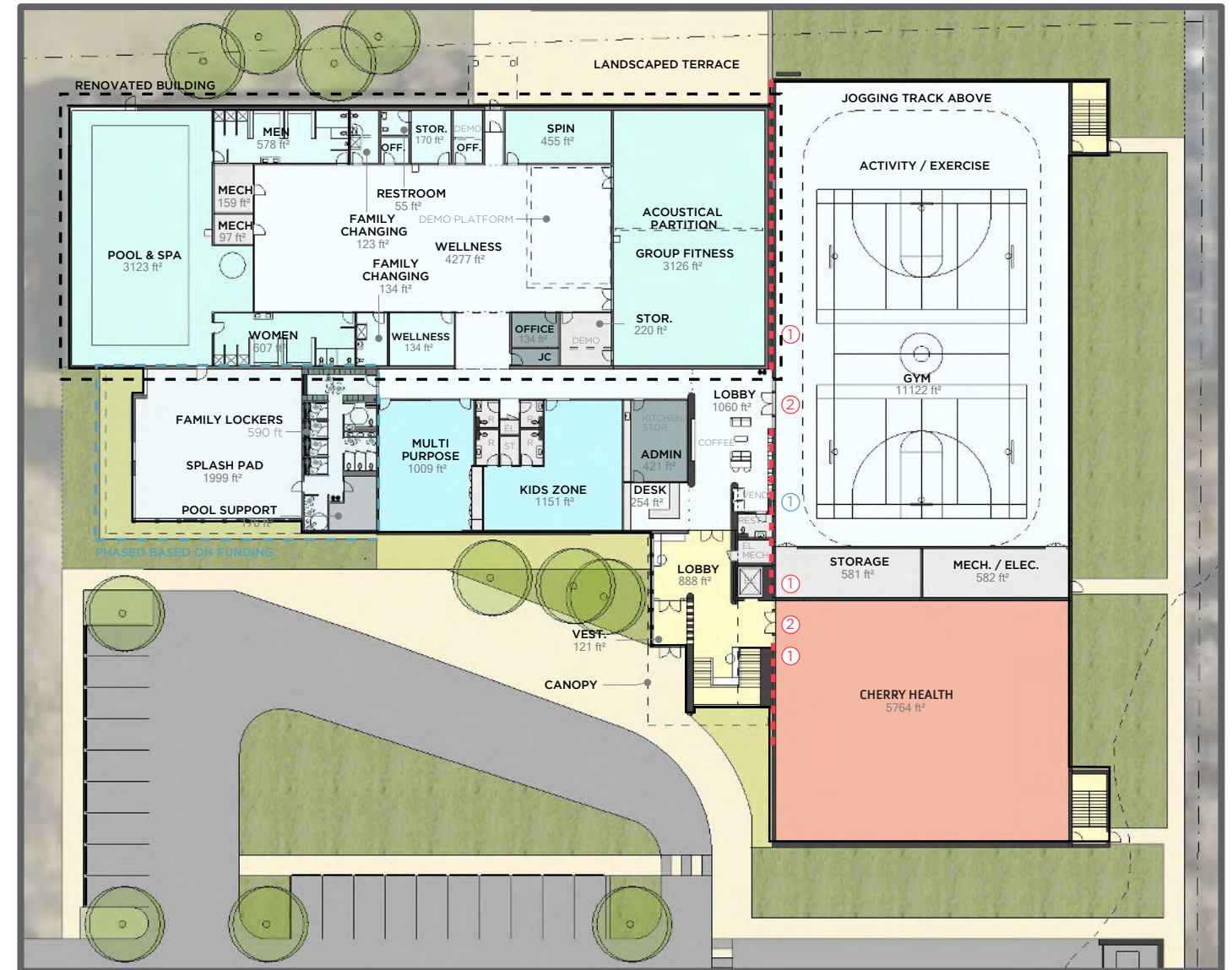
# SITE PLAN

### First Floor Plan - Existing Building



GREAT THINGS AHEAD!

### First Floor Plan After Renovation and Expansion



LOOK WHAT WE CAN DO TOGETHER!

# CAPITAL CAMPAIGN CO-CHAIRS



## JULIE STAFFORD

Julie Stafford is a Greenville native and lifelong fitness enthusiast who has a passion for helping to build healthy communities. During her tenure as publisher of *The Daily News*, she focused her time and philanthropy on projects that benefited youth and that inspired hope for those struggling to see their light. Since moving “home” in 2012, Julie has had a dream of bringing to Greenville a place where families ages 0 to 100 can come together and be active.

Julie retired in May of 2023, but she continues to stay plugged into her community and is thrilled to help bring her long-held dream to life as chair of the YMCA Greenville Capital Campaign Leadership Team. Most recently, Julie served as co-chair of Montcalm Community College’s “Transforming Lives, Empower People” capital campaign committee and she is a board member of United Way Montcalm-Ionia Counties and the Greenville Rotary Club. In 2021, she took part in a regional fundraising challenge and became the Leukemia & Lymphoma Society’s West Michigan Woman of the Year, setting a fundraising record for the organization.

Julie and her husband Tom Rowland are working to grow their lavender and Christmas tree farm in Morley, with hopes of inviting visitors to Peaceful Valley Farms LLC starting in the summer of 2024. She enjoys walking, hiking, gardening, reading and finding new ways to express her creativity.



## PHIL TOWER

Phil Tower was born and raised in Greenville, is a proud graduate of Greenville High School and has lived in West Michigan his entire life.

Phil serves as the station manager of 88.1 FM WYCE in Grand Rapids. He also serves as owner and founder of GrandCast Media, a full-service broadcast and podcast consultancy. In addition, he serves as a producer and talent coach with iHeartMedia.

He’s a two-time graduate of Central Michigan University and serves as an adjunct faculty member with the Communications Department at Aquinas College as well as the Multimedia Journalism Department at Grand Valley State University.

His professional broadcast and media career spans multiple decades and he is perhaps best known for his time at WOOD AM & FM Radio in Grand Rapids, where he spent nearly 20 years as director of news and programming for iHeartMedia, West Michigan.

Phil has served as a trustee with The Greenville Area Community Foundation for more than 14 years and has been active on numerous charity boards and foundations in West Michigan. Phil and his wife, Diane, live in the greater Grand Rapids area.

# CAPITAL CAMPAIGN LEADERSHIP TEAM

## CAPITAL CAMPAIGN CO-CHAIRS

Julie Stafford

Phil Tower

## CAMPAIGN COMMITTEE

Lynn Cooper

Josh Gibbs

Lauren Gibbs

Amy Hansen

Andrew Hurst

Krista Hurst

Elaine Pendrick

Mary Peterson

Jill Plate

## YMCA OF GREATER GRAND RAPIDS

Scott Lewis, President/CEO

## KENNARI CONSULTING

Sandi Frost Steensma, Founder

Mary Sumners, Vice President

Kelly Yagiela, Strategist

# TIMELINE







# AN OPEN INVITATION

I/We want to make a gift to the Greenville Area YMCA Capital Campaign that demonstrates our commitment to strengthening the lives of children and families in the community for years.

## GIFT INFORMATION

I/We pledge a gift total of: \$ \_\_\_\_\_

One-time payment     Quarterly     Annually     Other: \_\_\_\_\_

## SCHEDULING

Please spread my donation over     1     2     3     4     5 years(s)

2024	2025	2026	2027	2028
\$ _____ or _____ %	\$ _____ or _____ %	\$ _____ or _____ %	\$ _____ or _____ %	\$ _____ or _____ %

## DONOR INFORMATION

Name \_\_\_\_\_

How would you like to be recognized? \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## METHOD OF GIVING

- Please bill me
- Text "GIVE" to 616.236.2819 or give online at [grymca.org/give](http://grymca.org/give)
- Check enclosed payable to the **YMCA of Greater Grand Rapids**  
475 Lake Michigan Drive NW, Grand Rapids, MI 49504
- My employer will match a portion or all of my gift. Employer \_\_\_\_\_
- I will make a gift of stock.  
Please contact [hleggett@grymca.org](mailto:hleggett@grymca.org) for details.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Date \_\_\_\_\_

Donors giving \$1,250+ will be recognized on the donor wall.

## AN OPPORTUNITY TO IMPACT LIVES

The Greenville Area YMCA will increase equitable access to much-needed fitness, nutrition, healthcare and programming for all generations. This type of comprehensive, centralized resource will be a tremendous asset in the city of Greenville and across Montcalm County.

The total cost of this transformative YMCA project is \$15 million, with more than \$6 million already awarded through public and private investments. With your support, we can reach the campaign goal and bring this dream for a collaborative community wellness hub to the deserving Greenville area.

## PLEASE JOIN US.

Please return this form to:  
**YMCA OF GREATER GRAND RAPIDS**  
 Greenville Area YMCA Capital Campaign  
 475 Lake Michigan Drive NW  
 Grand Rapids, MI 49504  
 616.855.9622 • [grymca.org/give](http://grymca.org/give)  
 or email Heidi Leggett at [hleggett@ymca.org](mailto:hleggett@ymca.org)





**YMCA OF GREATER GRAND RAPIDS**

475 Lake Michigan Drive NW, Grand Rapids, MI 49504 | P 616.855.9600 | F 616.855.9601 | [grymca.org](http://grymca.org)