

Alleghany Highlands YMCA

Covington, Virginia

A Lesson in Persistence

The Opportunity

The Alleghany Highlands YMCA is located in the mountainous western Virginia highlands, serving a community of 27,000 residents. The YMCA is currently located on the campus of the Boys' Home in Covington, Virginia, in a facility originally designed to serve only the needs of the Boys' Home.

The YMCA dreamed of being able to build a facility of their own to better meet the needs of children, youth, families and seniors throughout the community.

The Partnership

Suddes Partners conducted a Campaign Feasibility Assessment to determine the readiness of the ten-year-old organization to proceed with a \$6 million project to build a new YMCA, and the community's willingness to support a major capital campaign. The assessment concluded that completing the total project would be challenging, but could be achieved by utilizing leveraging strategic partnerships in the public and private sector.

With only a vision—and virtually no history of fundraising, the YMCA engaged Suddes Partners to design and implement an ambitious capital campaign. The campaign also included an objective to raise funds for an operating reserve to help sustain the new facility.

The Success

To date, the campaign has been an amazing success, securing over \$5 million. Suddes Partners has worked with Alleghany Highlands to leverage multiple resources to realize their vision—a community foundation, municipal governments, a healthcare provider and the local school system.

Most significantly, the project has been championed by an unprecedented number of Covington residents. Construction is planned to be completed in late 2006.

