

## YMCA of the Capital Area

Baton Rouge, Louisiana

## Overcoming Obstacles



### The Opportunity

The YMCA of the Capital Area has been positively impacting the Baton Rouge community for more than 88 years. The Association has seven branches and serves over 70,000 adults, kids and teens annually.

Although the YMCA of the Capital Area is a strong organization with a long list of accomplishments, the Y was striving to better serve current members and program participants. The YMCA needed to make capital improvements to five of its branches, as well as build a new branch on the west side of town to serve a growing population.

### The Partnership

YMCA of the Capital Area's campaign was off to a flourishing start. Within a three-and-a-half month period, the campaign secured 96 commitments totaling almost \$5 million. The YMCA's message and vision for improving the already successful organization was resonating with long-time donors and new prospects alike.

In August 2005, tragedy struck New Orleans. Hurricane Katrina devastated the Gulf Coast and sent hundreds of thousands of people into the Baton Rouge area. Within weeks, a second hurricane (Rita) devastated the west coast of the state. With Baton Rouge in complete upheaval, the campaign was put on hold—but not for long.

### The Success

In the aftermath of the disaster, the YMCA immediately became actively engaged in relief and recovery efforts. In the days following, it became painfully clear the recovery process would not be completed in weeks or months, but years. Evacuees would likely become residents of Baton Rouge. Their long-term needs, as well as the capacity challenges of the Y, would only become greater—the YMCA of the Capital Area re-launched its campaign six weeks later.

Despite the tremendous charitable and financial pressures facing the community—individuals, businesses and foundations were overwhelmingly in support of the Y. Their decision-making timeline had simply shifted, but their passion had not.

With Baton Rouge returning to normal, the YMCA is continuing their campaign in full force. Now more than ever, the reputation of the YMCA has been strengthened—the community is reminded of the YMCA's significance as a crucial human services provider.

