

YMCA of Central Kentucky

Lexington, Kentucky

Thinking Big

The Opportunity

As the 19th YMCA chartered in North America in 1853, the YMCA of Central Kentucky has a rich history and tradition of serving residents in the Lexington community. The association was comprised of three YMCA branches, all of which were very popular throughout the community.

The YMCA was providing these programs with very limited facilities. In order for the YMCA to take the next step and breakthrough as the leading provider of programs for children and families in the central Kentucky area—additional facilities would be needed.

The Partnership

Through a market assessment, it was determined that not one, but two new family facilities, as well as a renovation of an existing facility, were required in order to meet the growing needs of the community. The estimated cost to complete this ambitious expansion was over \$12.8 million. The challenge? The YMCA of Central Kentucky had not conducted a capital campaign in almost 20 years and only raised \$450,000 in that effort.

Suddes Partners conducted a capital campaign while working with a very talented YMCA staff and volunteer leadership team. Suddes Partners not only provided strategic guidance, but the necessary “arms and legs”—including accompanying staff on solicitation visits, to execute an extensive community-wide capital campaign.

The Success

The YMCA not only met its \$12.8 million goal, but exceeded it! Over \$14 million was secured from the community—all in one capital campaign—to complete its entire vision of building two new facilities and renovating a third.

Since the expansion, the YMCA of Central Kentucky membership has grown from 4,000 to over 18,000 and program participation has risen to over 25,000 people annually.

As a testament to their commitment to the community, in 2006 the YMCA is kicking off yet another large-scale capital campaign. As part of their strategic plan, they have a vision to build two additional new facilities in growing areas of Lexington. And, Suddes Partners is joining the Central Kentucky YMCA, once again, on their latest campaign.

