

Piedmont Family YMCA

Charlottesville, Virginia

The Power of Partnerships

The Opportunity

Established in 1994, the Piedmont Family YMCA is an independent Y, providing programs and child care to over 6,000 youth and families. When it comes to community outreach, the Piedmont YMCA means business—providing funds close to one-third its annual budget in scholarships alone (\$290,000).

However, without a facility of their own, the Piedmont Family YMCA was operating all of its community-wide programs, through a variety of leased and borrowed facilities—rented office space, schools, leased pools, churches and available ball fields. The Piedmont Family YMCA’s vision is to have a facility of their own, providing the programs and facilities to better serve the community.

The Partnership

Prior to initiating a Capital Campaign, Suddes Partners conducted a Campaign Feasibility Assessment for the Piedmont Family YMCA to gauge the level of community support for their vision. Through this process, the YMCA realized it was time to “breakthrough,” taking their organization to another level.

The Piedmont Family YMCA engaged Suddes Partners to plan and manage a capital campaign to raise the funds for the new YMCA. Once the campaign was launched, Suddes Partners began laying the groundwork for campaign success by working to arrange multiple community partnerships among municipal and higher education sources.

The Success

In the first few months of the campaign, over \$4 million has already been raised, including a lead gift in excess of \$1.5 million. In addition, an unprecedented three-way community partnership has been solidified between the YMCA, the County of Albemarle and Piedmont Valley Community College (PVCC). The county will provide over \$2 million in funding for the new YMCA and PVCC is offering land—the YMCA will be located right on campus.

Furthermore, in working with the campaign marketing committee, Suddes Partners has generated excitement for Charlottesville’s “best kept secret” through a community awareness campaign, including radio spots featuring local personalities. The Piedmont Family YMCA is well on its way to achieving its breakthrough campaign and realizing its vision for a full family facility.

