THIS IS Y

A BUILDING CAMPAIGN FOR THE FAMILY YMCA OF MARION AND POLK COUNTIES
Thanks to the leadership of Oregon Senate President Peter Courtney, the Family YMCA of Marion and Polk Counties is halfway to our goal of building a new Salem landmark, a YMCA for the next 100 years.

- We already have $12 million in state lottery funding secured toward a fundraising goal of $26.5 million.
- When completed, Salem’s rebuilt Y, which will rise on the same footprint at Court and Cottage streets, will provide activities and programs at higher levels of participation.
- And it is projected that with a new facility as a catalyst, the Y will be poised to serve significantly more members.

The Y’s leadership has waited patiently while other civic projects were completed.

**OUR TURN HAS COME.**

More than bricks and mortar, our new Y will provide the tools through which we can foster youth development, teach healthy living and practice social responsibility.

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**THE YMCA THROUGH HISTORY**

- **1844**: The Young Men’s Christian Association is founded in London in response to unhealthy social conditions arising in big cities after the end of the Industrial Revolution.
- **1851**: The YMCA comes to North America, first to Quebec in November and Boston in December.
- **1866**: The New York YMCA adopts a fourfold purpose: “The improvement of the mental, social, spiritual and physical condition of young men.”
- **1886**: On October 28, President Grover Cleveland oversees the dedication of the Statue of Liberty before a crowd of thousands in New York.
- **1891**: James Naismith (below), a future Presbyterian minister, invents basketball at a YMCA training school in Springfield, Massachusetts.
IN THEIR WORDS

Salem YMCA is like family to me. Any time I have a hard time I come here. It makes it worth it. It makes the long process of losing weight fun. It gives me hope.

– PALMER, a dedicated YMCA member
For 125 years, people of all ages and walks of life have grown healthier and stronger in spirit at Salem’s YMCA. Hundreds of thousands have been impacted. But our current building, constructed in 1926 and enlarged in 1955, is tired, behind the times and a financial burden to maintain.

**Our members depend on us not just to provide a gym and a pool, but also:**

- Youth development services
- Before- and after-school programs
- Programs for members with Parkinson’s Disease, cancer and other chronic diseases
- Parent-child classes
- A Youth in Government program
- Youth dance classes
- 13 youth sports
- 3 summer camps

In plain English, the current YMCA building is an energy inefficient money pit. The ancient aquatic operations room (above) barely produces enough hot water for showers, and the roof leaks. It costs the Y $669,000 per year to maintain, repair, heat and cool the facility. Beyond that, the building has severe limitations for the physically challenged, like member John Baker (below). Multiple staircases and narrow doorways present obstacles for him accessing the pool.
IN THEIR WORDS

“When I walk into the Y it’s a really loving experience. It’s really comforting to know there are people who care.”

– MICHELLE, cancer survivor and Livestrong participant

Welcome to Court Street! The Y dedicates a new building with 40 residence rooms.

A service organization is born when a charter is signed for the Salem Y’s Men’s Club.

Funded in part by a New York Daily News campaign, an indoor pool is built in the White House to assist President Franklin Roosevelt, who has polio.

Batter up! Night softball debuts at Willamette University Field. Income from the games pays for the new lighting.

Camp Silver Creek debuts on public land east of Salem.

Three generations of the Berger family have served and have been served by the Y. Back row, from left: Patriarch Jerry Berger and sons Richard (a former YMCA president) and John, with son-in-law Shawn Delay. Middle row: Matriarch and first female YMCA President Vicki Berger, grandson Vincent Delay, daughter Mara Delay and grandson Ty Delay. In front, granddaughter Cora Delay and grandson John Delay.
THE Y’S STRATEGIC PLAN ANTICIPATES AN EVER-GROWING POPULATION BASE

The Salem-Keizer urban area will see population growth of 1 to 2 percent per year, bringing the area’s population to more than 300,000 by 2030 from about 220,000 in 2007.

Many of the Y’s current programs are loaded to capacity. Swimming classes fill up almost as fast as they are added.

From great-grandparents to infants, the Y has always been Salem’s community service leader.

When someone says “I belong to the Y,” it suggests something greater than membership, it speaks to what makes us human, and a kinder way of accepting difference.

A market study indicates a rebuilt and reprogrammed Y will attract 5,000 additional members, an increase of almost 75 percent, bringing in additional revenue of $600,000 annually to expand service to our community.
IN THEIR WORDS

“I instantly fell in love with the people here. I used to be shy, very insecure, always second-guessing myself, and now I see myself living for a very long time.” The Y definitely cares about what is on the inside more than what is on the outside.

– KT, a YMCA trainer

Field trials begin for a polio vaccine developed by Dr. Jonas Salk and associates. Within four years, polio incidence is reduced by 85–90 percent in the United States.

President Kennedy inspires nearly 250,000 school children in six states to partake in a pilot curriculum to improve fitness.

Responding to a community need, the Y opens a therapy program for polio patients in a shallow, warm-water pool.

After $375,000 is raised by a campaign, a new Youth Wing is dedicated at the Salem Y.

The Salem Marriage Clinic is established to help troubled couples keep their marriages intact. The nation's divorce rate is 22 percent.

**MORE OF EVERYTHING OUR MEMBERS NEED FOR THEIR HEALTH, FITNESS AND WELL BEING**

Introducing a 68,500 square-foot facility with a projected 50-year life span.

**Improvements and additions in the new Y will include:**

- A natatorium where the Y’s long tradition of teaching and coaching swimming will assist new generations.
- Expanded workout facilities and fitness rooms for individual and group activities.
- A new gymnasium and indoor running track.
- Conditioning and wellness rooms.
- A revamped youth development facility and area for after-school programs.
- Studio space for dance, martial arts, low-impact aerobics and more.
- Modern lockers, showers and dressing areas with one room especially for families.
- Spaces equipped with modern technology for classes, meetings and club activities.

The YMCA is pursuing adding a separate structure focused on affordable housing.

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**THE YMCA THROUGH HISTORY**

- **1964**
  - A new Physical Fitness Testing Lab for members measures strength, flexibility, balance, heart reaction to exercise and fat fold test results at the Salem Y.

- **1965**
  - The game of pickleball, a mash-up of ping-pong, badminton and tennis, is born in Bainbridge Island, Washington.

- **1966**
  - The Y unveils a new running track around the inside of its small gym.

- **1968**
  - John Mistkawi (above, left), a protégé of Gus Moore (above, right), is named executive director.

- **1971**
  - NBA expansion gives birth to the Portland Trail Blazers, led by Geoff Petrie and Leroy Ellis.

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“***All through society we see and hear about the things that make us different from each other, more focus on what pulls us apart than what binds us together. When you walk through the door into the Y, you belong to a community where you are welcomed and accepted, no matter your faith, your wealth, your political positions, your education, your gender, your race, your life experience.***”

— MIKE SMITH, longtime YMCA supporter
IN THEIR WORDS

“The beauty in most people’s hearts goes unseen. They brought me in and offered me a discounted rate. Because of the Y, I’ve turned my life around. I have hope.”

– JOHN, a physically challenged Y member
YOUR PLEDGE OR ONE-TIME STRETCH GIFT WILL HELP REALIZE THE Y’S 2020 VISION

You can help transform the Y into a facility that meets 21st century community needs by:

- Making a one-time, stretch gift—one that involves some sacrifice on your part.
- Spreading your gift over three years by making a pledge.
- Donating a gift in cash or in marketable securities.
- Issuing a challenge to other donors to match your generous gift.
- Taking advantage of naming opportunities. For example, arrange to make a gift of $1 million to have the gymnasium named after a loved one. See the “Naming Opportunities” sheet for more possibilities.

Oregon Senate President Peter Courtney, who lived at the YMCA when he first came to Salem in 1969, took the initial step in securing funds for a new building when he convinced the Oregon Legislature to commit $12 million in lottery bonds as a down payment on the new YMCA building. Your gift will build the fund to the $26.5 million level that will enable new construction.

Please say “yes” when a YMCA representative asks for your gift.

HISTORY OF THE YMCA

- Thirteen laps around the remodeled running track (right) now equals a mile.
- Salem’s first infant and toddler center opens at the Y, serving 24 children.
- An arson fire damages the Kells Room and adjoining area. It is replaced by a dance space with mirrored walls.
- The nation’s divorce rate reaches 52 percent.
- President George H. W. Bush enlarges the White House tennis court and installs a 40-foot horseshoe pit.
- The Y’s main entrance on Court Street is rebuilt.

OUR PROJECT TEAM

- Dan Moore and Chuck Hudkins are co-chairs of our capital campaign.
- Senate President Peter Courtney and former YMCA CEO John Mistkawi are honorary chairs.

The new Y will be designed by Salem architectural team CB Two in concert with GRO, a national architecture firm that has developed dozens of YMCAs across the country.
IN THEIR WORDS

"We get to give people second chances and cheer them on. We are about enriching lives and providing hope to people."

– Kacie.

YMCA’s senior membership and youth development director

After President Barack Obama adds basketball lines and portable baskets to the White House tennis court, the Baller in Chief hoists three-pointers from the beyond the arc.

The USAPA (the USA Pickleball Association) reports 2.8 million Americans participate in the sport, the fastest growing in the 50 states.

The Oregon Legislature authorizes $12 million in lottery bonds to construct a new facility in Salem. Almost overnight, the Y is halfway to its funding goal.

A Y leadership team concludes the time has arrived to undergo and complete rebuild and top-to-bottom modernization, estimated at $26.5 million.

On Dec. 1, Sam Carroll begins his tenure as CEO of the Salem Y. Carroll, who was COO at the Tulsa YMCA for seven years, emerged from a field of 80 candidates.
In 2007, the Salem area YMCA board of directors was asked to step back from a plan to build a new Y. Even though our facility was deteriorating rapidly and in serious disrepair, we did what was in the best interest of the community by allowing the Salvation Army Ray and Joan Kroc Corps Community Center to be built instead. The YMCA board agreed to forestall plans to replace a building constructed in 1926, and the Kroc Center steering committee raised several million dollars needed to complete its project. That was 11 years ago.

Now the Salem area YMCA has secured $12 million in Oregon State Lottery bonds to revive its rebuilding plan, thanks to the efforts of Senate President Peter Courtney.

IT’S THE SALEM YMCA’S TIME NOW.
WITH YOUR HELP, A DEFERRED DREAM CAN BE REALIZED.