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# YMCA East Winston Initiative

“The question is not how we fix the Winston Lake branch, the question is, how do we best serve East Winston?”

“This is not about what the Y wants,  
this is about what East Winston needs.”



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# EAST WINSTON INITIATIVE

- First conclusion of assessment conducted by YMCA President & CEO: Long term, we cannot operate Winston Lake as a traditional YMCA membership operation.
- We are taking a new path and new process to develop how we best serve East Winston. The process is not linear but instead, based on the foundations of collaboration and partnerships which is RELATIONSHIP BUILDING.
- We will build or renovate based on a successful fundraising effort and successful partnership development.



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# The Plan

## The YMCA REACH Center:

Resources for Economic Development, Academics and Community Health



### YMCA REACH CENTER

Logo represents the vision and philosophy of The YMCA REACH Center where we inspire residents to reach their full potential but knowing that it requires support from others.

A hand up versus a hand out.



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# The YMCA REACH Center:

## Resources for Economic Development, Academics and Community Health

### **Academics:**

- Preschool
- Before / After School
- Day Camp / Summer Learning
- College & Career Prep
- Saturday Academies

### **Health/Safety:**

- YMCA Safety Around Water
- YMCA Chronic Disease Programs
- Active Older Adult Programs
- Fitness / Sports
- Health Screenings / Health Care
- Food Access / Nutrition Education
- Mental Health Services
- Individual & Family Counseling

### **Life Skills:**

- Job Training
- Computer Training
- Financial Literacy
- Life Skills/Parenting Skills
- Entrepreneurship
- ESL (English as a Second Language)

### **Referral Resources**

- Access to county and non-profit resources

### **Experiences:**

- Book Lending Library
- Church / Civic / School Volunteer Opportunities
- University Internships



**YMCA REACH CENTER**



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# The YMCA REACH Center:

## Potential Partners

### Academics:

- G.I.D.E.
- Smart Start
- WS/FC Schools
- City of Winston-Salem
- Winston-Salem State University
- Wake Forest University
- UNC School of the Arts
- YMCA of NWNC

### Health/Safety:

- FC Health Department
- Food Bank
- Senior Services
- W-S Police Department
- Hospitals
- Community Health Center
- WSSU and WFU
- YMCA of NWNC

### Life Skills:

- G.I.D.E.
- FC Department of Social Services
- Goodwill Industries
- Urban League
- Family Services
- Habitat for Humanity
- Hispanic League
- Catholic Services
- Neighbors for Better Neighborhoods
- Forsyth Tech

### Experiences:

- Churches
- Rotary Clubs / Civic Organizations
- Fraternities and Sororities
- WSSU, WFU, Salem,  
UNC School of the Arts



YMCA REACH CENTER



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# The YMCA REACH Center:

- Will utilize the Asset-Based Community Development philosophy in all of its programs and services offered
- The Asset-Based Community Development philosophy was developed in the 1980s by Jody Kretzmann and John McKnight out of Northwestern University as a way to work with economically disadvantaged communities utilizing assets instead of deficits in its approach.
- The foundational truths about ABCD are:
  - Everyone has gifts.
  - Everyone has something to contribute.
  - Everyone cares about something and that passion is his or her motivation to act.



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# The YMCA REACH Center (after renovations)

- Seven Community Classrooms – To be used by partner agencies and the Y delivering programs
- Health Clinic/Center – Separate Entrance
- One or Two Preschool Classrooms
- Kid Zone Space for Children while parents are participating in REACH Center activities
- Commercial & Teaching Kitchen
- Dry Goods Food Pantry, Commercial Refrigerator and Freezers
- Parenting Resource Center & Book Lending Library
- Offices/Cubicles and Two Conference Rooms for partner agencies and Y staff (Upstairs)
- Cultural Learning and Inclusion Experience
- Elevator
- Fitness Center – with State of the Art equipment and adjoining Group Ex Studio
- Six Lane Swimming Pool – Single Depth to allow for multiple activities simultaneously
- Gymnasium – with Resurfaced Indoor Track
- Locker Room – with Private Rooms (sink, toilet shower) and Private Changing Rooms
- Outdoors: Playground and Community Garden



**CURRENT:**

- 2 – Multi-Purpose Room / Kitchen
- 3 – Fitness Center
- 4 – Childwatch, Community Room, part of lobby
- 1A – Men’s and Women’s Locker Rooms
- 5 – Two Racquetball Courts, Hallway, Teen Room
- 1B – Boy’s and Girl’s Locker Rooms
- Six-lane, 25-yard pool with deep end
- Above 1B – Group Exercise Studio

**PROPOSED:**

- 2 – REACH Center Space, likely Preschool, Kids Zone, Commercial Kitchen/Teaching Kitchen
- 3 – Large Community Classroom Space with wall dividers
- 4 – Medium-sized Community Classroom Space and 4 Unisex Restrooms
- 1A – Large Community Classroom Space, 2 Unisex Restrooms and Hospital Clinic with exterior entrance
- 5 – Fitness Center, Group Exercise and Wellness Space
- 1B – Individual Unisex Changing/Shower Rooms
- Pool - Fill in deep end of pool allowing for water aerobics, Safety Around Water and water walking simultaneously.
- Above 1B – Office space for YMCA REACH Center partners



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# YMCA REACH Center

## Agency / Organization Engagement

### Presentations, Tours and Meetings

- Over 150 presentations and tours provided to agencies interested in programmatic and facility partnership opportunities.

Agencies expressing significant interest include: (As of June 2021)

- Office Space and Service Delivery:
  - Partnership for Prosperity – Mayor’s poverty initiative
  - G.I.D.E. – teens, parenting, entrepreneurship
  - My Brother’s Second Chance (in partnership with Forsyth County Sheriff’s Department, WS/FC Schools, and Carolina University) – support program for challenged youth
  - Neighbors for Better Neighborhoods – empowering communities, race equity training
  - Imprints Cares – ready for school and parent resources



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## Agency / Organization Engagement

### Service Delivery (potential office space):

- Goodwill Industries of NWNC – workforce development
- Second Harvest Food Bank – food access
- Latino Community Services – youth development, Latin X community engagement
- Anonymous Local Law Firm – legal consultations
- Wake Forest Baptist Health – mobile health van

### In Discussions:

- Novant Health – healthcare, health coordination, community health worker
- Maya Angelou Center for Health Equity – health disparities
- Forsyth Tech – vocational education
- Senior Services – senior meals, resources
- Family Services of Forsyth County – pre-school, domestic violence, family counseling



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## Agency / Organization Engagement

### HSO Roundtable:

The HSO (Human Service Organizations) Roundtable has been meeting since late 2018, originally to assess opportunities regarding Medicare and Medicaid reform. The Roundtable as evolved to focus attention on developing comprehensive referral process to assist residents of Forsyth County to access services and to assist agencies in monitoring what services were received and how residents are progressing in their pursuit of their goals. The HSO Roundtable has endorsed the YMCA REACH Center as the “prototype” for the implementation of the new referral process.

### The agencies involved in the HSO Roundtable are:

- Crisis Control Ministry
- Experiment in Self-Reliance (EISR)
- Family Services Forsyth County
- Financial Pathways
- Forsyth County Dept. of Social Services
- Goodwill Industries of NWC
- Second Harvest Food Bank
- Senior Services, Inc.
- YMCA of NWC
- YWCA
- Forsyth County Department of Social Services



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## Agency / Organization Engagement

### Programs and Services offered by the Y:

- Afterschool Academy
- Summer Exploration Academy
- Summer Learning Academy
- College & Career Prep including Black and Latino Achievers
- Safety Around Water & Swim Lessons
- Community Integrated Health Programs
- Health and Wellness Program



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# The YMCA REACH Center:

- Memberships:
  - YMCA Association Membership available
- Exploring REACH Center Memberships:
  - Based on living within a to be determined geographic area
  - Lower priced Individual and Household rate
  - Access only to the YMCA REACH Center
  - Possibly available for residents enrolled in REACH Center Program
- Fitness
  - Hoping to add state-of-the-art equipment that teaches the member how to utilize equipment for best results.
  - Web-based tool allows the equipment and the user to communicate with one another, similar to a personal trainer.



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# The YMCA REACH Center Capital Campaign

- Planning to raise \$4M for the Capital Project, and an additional \$1.5M for endowment
- Contracted with Whitney Jones and Associates for campaign consultation
- Formed a Capital Campaign Cabinet of YMCA and community volunteers
- Honorary chairs are Elwood Robinson, Sue Henderson and John Davis
- Campaign chairs are Sylvia Oberle and David Hinton
- Campaign case finalized; naming rights developed;
- Begun initial stages of donor prospecting
- Submitted multiple proposals to prospective donors
- Have raised approximately \$200K to date
- Sustainability:
  - Plan is to partner with the Forsyth County Y branches to raise dollars through Annual Impact Fund to help support the operations of the YMCA REACH Center