



HEART OF THE COMMUNITY

A campaign to build
A NEW YMCA FOR THE UPPER CAPE



Since 1966, YMCA Cape Cod has been committed to building a better community – working with our neighbors to be a catalyst for positive change. Each year, more than 10,000 people are engaged with YMCA programs, nearly 5,000 are children.

We have a history of investing in the well-being of our community. Today, we renew our commitment with our plans to build a new Y to transform the lives of children, families and adults of the Upper Cape.



YMCA CAPE COD



SERVING THE UPPER CAPE FOR YEARS.

The Y has been serving the Upper Cape for 60 years. We started by providing wellness classes at Falmouth High School. In 2015 we began offering after school programs, summer camp and early childhood education for the children of the Upper Cape. Today we are ready for a permanent home to offer more programs and services that support a vibrant quality of life for people of all ages and backgrounds.

Imagine a comfortable place to meet friends, find support in your wellness goals, and foster relationships. A new Y where children are nurtured, families grow together and people from all walks of life come together for the good of all.

“Our communities deserve a place that is genuinely inclusive, has world-class amenities and celebrates meaningful connectedness.

Our Y will deliver on these promises for the Upper Cape.”

– Roy Heffernan, Life is Good, Owner/Partner

YMCA Cape Cod Campaign Leader



HELP US BUILD A NEW YMCA FOR GENERATIONS



OUR VISION

The new Y will create a modern, vibrant gathering place for all on the Upper Cape. We will forge partnerships and collaborations to provide comprehensive services for adults and families for generations to come.

Plans for the new YMCA could include:

- Wellness Center
- Group Exercise Studios
- Warm Water Pool
- Lap Pool
- Child Watch/ Kids' Adventure Center
- Community / Multipurpose Rooms
- Intergenerational/Teen Center
- Social Connection Spaces
- Partnership Spaces
- Outdoor Camp and Recreation

The YMCA will build what the community can support and the Y can sustain.



THE IMPACT

When a community invests in the well-being of its residents and the potential of its youth, the benefits will be felt for generations.

The new YMCA will:

- Provide a vibrant, **social gathering space** for people from all backgrounds to connect.
- Provide a year-round **safe haven for youth** where they can play, learn, and grow in a nurturing environment.
- Foster an environment where **families can spend quality time** together.
- Offer specific **programming targeted for seniors** to improve quality and longevity of life, and allow them to remain active and independent and participate in healthy activities with their grandchildren.
- Provide **opportunities for family fun, wellness and safety** in the water.
- **Reduce the incidence of drowning** in our community by teaching children to be safer in and around water **via the addition of a swimming pool**.
- Ensure all people in our community have access to the range of programs and services that **curb the spread of chronic disease** and improve healthy outcomes.
- Continue to **forge and foster partnerships** that maximize our unique strengths to better the community.

BUILDING THE HEART OF THE COMMUNITY

WE ANTICIPATE THE NEW YMCA WILL ALLOW US TO SERVE OVER 10,000 PEOPLE ON THE UPPER CAPE.



CONCEPTUAL RENDERING





OPPORTUNITIES FOR GOOD

Cape Cod is a community with diverse needs. We experience health concerns, hunger, poverty, all of which have widespread repercussions for the whole community. Where some see challenges, we see opportunities to do more.

COMMUNITY NEED:

THE Y'S SOLUTION:

Neighbors are seeking more spaces for community members to **meet and connect**.



Create a **place for community members of all ages to gather**, fostering interaction among a diverse community and creating a sense of belonging.

The hours of 3–6pm on school days are a **time when kids are most likely to engage in destructive behavior**.

Working families struggle to **find affordable child care and programs** for their children.



Offer affordable, high quality care for families, regardless of their financial situation.

Create spaces and programs to keep youth engaged and learning.

Collaborate with area schools and provide wrap-around programming to support local children and families.

In our beach community, teaching young people to be **safe in and around water** is vital. **Drowning** is the second leading cause of accidental death in children under 14.

There is currently **insufficient aquatics opportunities in our community**.



Provide water safety, swimming programs, wellness and fun recreational opportunities **in our indoor pools**, the only of their kind in the community.

More than half of all **Barnstable County adults are overweight** or obese, greatly increasing their risk for **preventable chronic diseases** such as diabetes, heart disease and cancer.



Create welcoming, **barrier-free spaces and diverse program opportunities for people of all ages and abilities** to exercise both indoors and out.

Job loss and the economic crisis increased food insecurity to 13 percent in our county.

45% of school kids are eligible for **free/reduced lunch**.



Provide **financial assistance to ensure that people from all backgrounds can benefit from the Y**. No one is turned away.



HELP US BUILD THE HEART OF THE COMMUNITY

We have a bold and bright vision and hope you will join us in making it a reality. Our vision will require the support of generous people like you who are committed to making a difference for children, adults and families on the Upper Cape.





YMCA CAPE COD

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OUR MISSION is to serve the Cape Cod community by providing programs rooted in our core values of caring, honesty, respect, and responsibility that build a healthy spirit, mind, and body for all.