

95 REASONS FOR 95 MORE



What's your Y? The question was repeatedly asked as part of an in-depth study to determine how the YMCA could better serve the community. The answers were as numerous as the 95 years of Vicksburg Y existence. This packet contains the vision born from that effort as the organization prepares to enter its second century. You are invited to take part and make this vision a reality.



FOR YOUTH DEVELOPMENT FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY®



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

OUR HISTORY

In the early 1920s, Fannie Johnson donated funds to create a YMCA in Vicksburg to honor her late husband and serve all Vicksburg citizens. As a result, in 1923 the Junius Ward Johnson Memorial YMCA and the Jackson Street YMCA opened. For the next 79 years these facilities served the community providing a variety of programs including youth sports, swimming, fitness, camping, teen and family programs, job training, child care and more.

This central facility was complimented first by Camp Mondamin, then the later additions of Warner-Tully Camp, the J.O. Raworth Branch and the Wilkinson-Verbeck Branch.

In the late 1990s Y leaders determined the original facility was outdated and a new central facility was needed. The community responded with a successful campaign and opened the new Dr. William Kendrick Purks YMCA in 2002.

Since the opening of the Purks YMCA membership has grown from 904 to 1650 (representing 4600 individuals), and the Y has become a focal point for community involvement.

reason

16



reason



reason

21

OUR MISSION

Helping people achieve their God-given potential in spirit, mind, and body.

95 reasons for 95 more



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2017 AT A GLANCE

- 20,979 total served
- 4,445 members
- \$147,385 in financial assistance provided
- 340 participated in youth afterschool programs
- 1,982 served at Warner Tully
- 702 served in day camping programs
- 12,385 participated in health and fitness programs
- 688 participated in youth sports programs
- 300 participated the SPLASH/free learn to swim program

reason



reason

34

"The YMCA has been a tremendous asset and staple in the City of Vicksburg for many years. Every day, the YMCA works to strengthen our community by making sure everyone has the opportunity to learn, grow, and excel. Individuals and families from all walks of life have been exposed to the benefits of being members of the YMCA. My life has personally been enriched through the recreational, educational, and social programs that they offer."

Mayor George Flaggs, City of Vicksburg, MS



reason

82

95 reasons for 95 more



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE NEED

Child Care:

Quality and affordable child care is a concern for many families. The Y has been a leader in the community providing this needed service. Currently the Purks Y provides licensed child care for 100 school-aged children of working parents. Each year that limit is reached within minutes after opening registration. Additional space and licensing capacity is desperately needed to meet community need.

Youth Sports:

Opportunities for youth to engage in healthy physical activities is important to their healthy development. YMCA youth sports not only keeps youth active, but also teaches teamwork, leadership and character. Gymnasium space is inadequate for current youth leagues and does not allow for expansion into new programs. Additional space for practices, games and open recreation is an important component of our project.

Multipurpose Space:

The YMCA serves as a gathering place for a variety of community groups yet the demand far exceeds the availability. Both community groups and Y programs would benefit greatly from expanded and flexible space.

Health and Wellness:

In 2017, according to the United Health Foundation, Mississippi's health ranked the lowest of all 50 states. However, in Vicksburg the YMCA is a vibrant hub for health and wellness activities for hundreds of adults and children each day. As the awareness of healthy living increases, so does the demand on our space. An expanded fitness center and program space will allow us to meet this need. Also, many of the people who need these services the most, can least afford it; however, with the Y's financial assistance program, no one is turned away due to inability to pay.

Parking:

As the Y grows, so does the need for parking. Current parking lots are over-capacity during peak times and need expansion as well as repair.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

THE PROJECT

To meet these needs and allow the Y to better serve our community in the future, the 95 Reasons for 95 More Capital Campaign's goal is to raise \$3 million to fund the project. The funds will be used to build additional space, as well as update and improve some of the existing space.



reason



4



reason

91

95 reasons for 95 more



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CAMPAIGN LEADERSHIP

Resource Development Task Force

Ken Rector
Easy Biedenbarn
Fred Farrell
Tom Kendall
Richard Wilkinson
Howell Gage
Jerry Hall
Herb Wilkerson
Phillip Doiron - Staff

Communications Task Force

Jeb Blackburn
Laura Beth Strickland
Lauren Coulon - Staff
Annette Kirklín
Bill Fulcher
Lauren Cappaert
Amy Gattle

Policies and Procedures Task Force

Rusty Hawkins
Katie Feibelman
Nathan Cummins
Phillip Doiron - Staff

Recognition Task Force

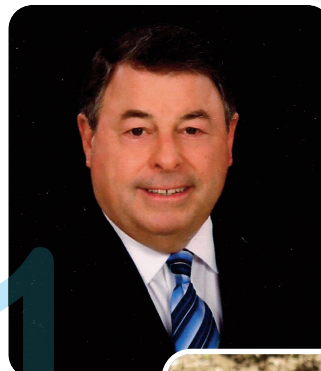
Herb Wilkinson
Fred Farrell
Joel Horton
Phillip Doiron - Staff

Facility/Operations Task Force

Ken Rector
Rob Sadler
Joel Horton
Ann Roberson
Herb Wilkinson
Patricia Sullivan
Phillip Doiron - Staff



reason



"Our YMCA is the strongest connecting link to every part of our socio-economic culture in Vicksburg."

Fred Farrell
Chairman,
95 Reasons for 95 More

reason



reason

95 reasons for 95 more



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BOARD OF DIRECTORS AND STAFF

Board of Directors:

Ken Rector, President
Easy Biedenharn, Vice President
Blake Teller, Vice President
Henry Dulaney, Secretary
Tom Kendall, Treasurer

Ronnie Andrews
Vicki Barnes
Eric Biedenharn
Jeb Blackburn
Mark Buys
Mike Chaney
Eustace Conway
John Duett
Fred Farrell
Bill Fulcher
Steve Golding
Tully Hall
Joel Horton
Patsy Humble
Larry Kilgo
Bob Moss
Marion Roberson
Bobby Robinson
Pete Stone
Patricia Sullivan
Howard Waring
Richard Wilkerson
James Wilson

Board of Trustees:

Bobby Bailess
J.E. Blackburn, Jr.
Howell Gage
Jerry Hall
Rusty Hawkins
Bill Pierce MD
Herb Wilkinson
Jack Branning, Chairman Emeritus

YMCA Staff:

Phillip Doiron, Executive Director
Sue Reed, Business Manager
Wayne Scott, Program Director
Mille Wolfe, Camp and Program Director
Lauren Coulon, Membership Director
Alvin Stimage, Trainer
Bonnie Henry, Wellness Director
Dorothy Arnold, Front Desk



"The YMCA is Vicksburg's only Christian faith based organization devoted entirely to healthy development of mind and body as well as spirit.

Ken Rector, President



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SUPPORT THE CAMPAIGN

As an investment in the YMCA's commitment to make strengthening our community our cause, I/we pledge \$_____ to the Junius Ward Johnson Memorial YMCA.

Please Print

Name(s): _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____
Home Phone: _____

Business Phone: _____

A total gift of \$_____ is enclosed.

The balance will be paid over _____ years as follows:

\$ _____ Date: _____
\$ _____ Date: _____
\$ _____ Date: _____
\$ _____ Date: _____
\$ _____ Date: _____



reason

37

Please send reminders:

Annually Semi-Annually Quarterly

This pledge is Personal Corporate

My employer and/or spouse's employer will match my gift. I have included / will forward the paperwork

Payment Options:

Enclosed is a check in the amount of \$ _____ payable to "Junius Ward Johnson Memorial YMCA."

Please charge my gift to my credit card. (Visa, MasterCard, Discover and American Express)

Credit Card Type: _____ Exp. Date _____

Account Number _____

I am interested fulfilling my pledge through a contribution of stock. Please send me the appropriate information.

Monthly bank draft

Donor(s) Signature _____

Date _____

THANK YOU! Please return pledge card to Junius Ward Johnson Memorial YMCA, 267 YMCA Place, Vicksburg, MS 39183.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

JOIN THE CAMPAIGN

There are a number of opportunities to consider when deciding how you can best support the YMCA. Please consider one of these options:

- Contribution can be paid over 5 years
- A one-time cash gift
- Gifts of appreciated assets including securities and real estate
- Matching gifts
- Planned gifts
- Recognition and memorial gifts

GIVING LEVELS

- \$1 million – over Circle of Honor
- \$500,000 – \$999,000 Founders
- \$250,000 – \$499,000 Cornerstone
- \$100,000 – \$249,000 Benefactors
- \$50,000 – \$99,000 Sponsors
- \$25,000 – \$49,000 Patrons
- \$10,000 – \$25,000 Ambassador
- \$5,000 – \$9,000 Investor
- \$1,000 – \$4,000 Builder
- Under \$1,000 Friend



reason

NAMING OPPORTUNITIES

- Youth Gymnasium – \$500,000
- Fitness Center – \$500,000 – Reserved
- Lobby Expansion – \$100,000 – Reserved
- Multipurpose Rooms (2) – \$50,000 each – Reserved
- Child Watch Rooms (2) – \$25,000 – 1 Reserved



reason

95 reasons for 95 more

52