



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

MAKE A WORLD OF DIFFERENCE

A Campaign for Stronger Gulf Coast Communities
MISSISSIPPI GULF COAST YMCA

Serving Pearl River, Stone, George, Greene, Hancock,
Harrison and Jackson Counties



OUR PEOPLE, OUR WORLD

Today the Y is a vital asset of our community and engages 23,000 on the MS Gulf Coast and 21 million throughout the United States.

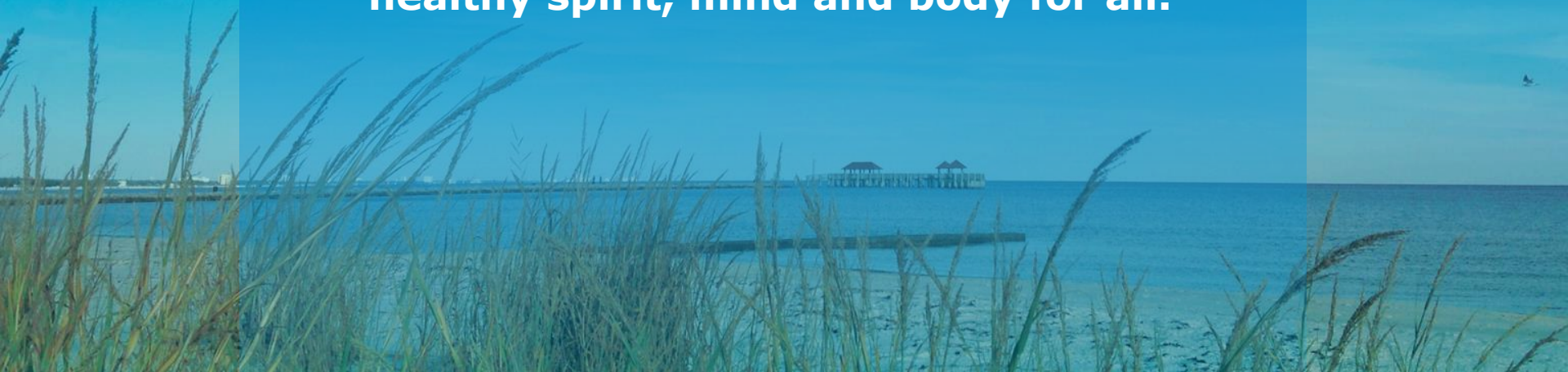
The Y Movement is celebrating 175 years in the world and 44 years on Gulf Coast MS.

Countless people know the Y, but there is so much more to our Y than one might think.



OUR MISSION

**The Mississippi Gulf Coast YMCA
is dedicated to putting Christian principles
into practice through programs that build
healthy spirit, mind and body for all.**



MISSION MOMENT

MAKING A WORLD OF DIFFERENCE

After Hurricane Michael, William Dyer took his two nieces and nephew who lost their home and possessions to the YMCA.

"I am very grateful to the YMCA. Without them I would still be out of work, no paycheck, trying to facilitate these children. I am most appreciative." William Dyer, U.S. Army Veteran and Loving Uncle



[See William Dyer Story Here](#)

An aerial photograph of the Mississippi Gulf Coast area, showing a large blue-shaded region that covers a significant portion of the land and water. The blue area starts from the coast and extends inland, following major waterways and surrounding land. The text is centered over this blue area.

**The Mississippi Gulf Coast YMCA
is ready to expand its reach.**

PARTNERSHIPS THAT COUNT

Every day we take on the challenges that shape our community's future by working together with:

- **Ocean Springs, Harrison and Hancock County School Districts** -Child Care
- **Military Outreach Program**- training site for Navy recruits, providing military families support with child care and creating community connections for those that don't have local family support.



PARTNERSHIPS THAT COUNT

Every day we take on the challenges that shape our community's future by working together with:

- **Department of Marine Resources** - Y started the 3rd grade Learn to Swim program in 1987, DMR became funding partner (2013) in an effort to reduce water-related fatalities.
- **National Park Service**-Y provides seamless beach safety including consistent lifeguard services and sharing of resources for greater economy of scale.



MEETING COMMUNITY NEEDS

Source: Greater Than>Analytics

NEEDS THE COMMUNITY DEEMS MOST IMPORTANT

Obesity-Chronic Disease

- Costs MS \$925M/year in healthcare costs
- Cause of many other chronic diseases like heart disease, high blood pressure, diabetes

Stress

- Contributes to chronic disease and mental disorders
- Obesity AND Stress lead to chronic disease

Senior Isolation-highest risk ages 65 and older

- MS has highest risk which leads to depression and other health issues



NEEDS THE COMMUNITY DEEMS MOST IMPORTANT

Youth Related Issues

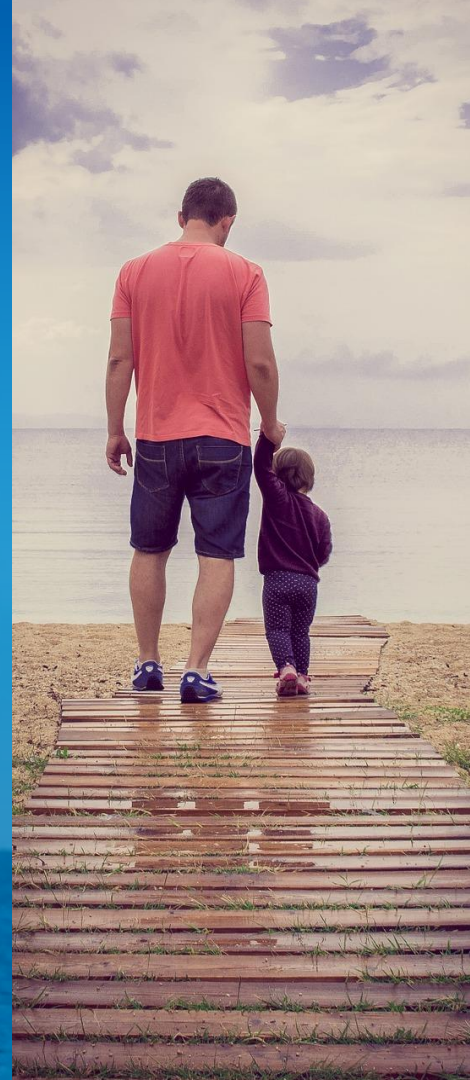
- Includes childhood obesity, crime, bullying to social isolation and leads to depression and health issues

Juvenile Crime

- Costs MS \$93K/day

Poverty

- 19.8% of the MS population had incomes below the poverty line



COMMUNITY BARRIERS TO OVERCOMING CRITICAL NEEDS

- Lack of Money
- Lack of Resources
- Stress
- Lack of Time



WHY THE Y IS SEEN AS A POSITIVE SOLUTION

- The Y is seen as a trusted high quality / low cost community resource for both health and wellness and youth development services.
- Price and convenience are core consideration factors, which the I-10 / Hwy 605 location can accommodate along with the Y's low cost and scholarship opportunities.
- The Y is top ranked organization to provide services to the communities along the Gulf.
- Community believes the Y contributes to quality of life.
- The Y is a family friendly community resource open to all.



Y PROGRAMS DESIRED THAT RESOLVE COMMUNITY NEEDS

- Water safety and swim lessons
- Weight loss programs to fight obesity, stress, and chronic disease
- Personal training options
- Nutrition classes
- Senior specific fitness classes
- Enrichment classes (arts, crafts, photography, computers, cooking)
- Scholarship opportunities



ECONOMIC IMPACT



ECONOMIC GROWTH

- Before and After-school programs allow 1640 parents to work outside the home.
- Estimated annual earnings of these parents \$50,274 (Jackson County Median Income).



ECONOMIC IMPACT THROUGH EDUCATION

- 1,020 children, adolescents and older teens participated in a wide variety of education programs designed to help them improve their achievement levels, reduce drop-out rates and encourage higher education.
- We estimate that each year these programs could add more than \$8 million to potential lifetime earnings of current participants.



ECONOMIC IMPACT FOR THE STATE AND COMMUNITY

- Over \$500,000 in Y scholarship assistance provided to low income families and communities in the last five years.
- Communities with a Y are more attractive and richer in quality to perspective businesses and employees.
- Property values increase.
- Improved quality of life-more recreational and educational opportunities.
- Because the Y can provide these services they relieve the community and state of financial burden of long term services.



ECONOMIC IMPACT JOB CREATION

- The Y will employ 70 full-time equivalent jobs and an additional 17 jobs for Y suppliers.
- Compensation to employees is \$2,070,820.
- Direct compensation to Y employees and indirect compensation to suppliers and their suppliers totals \$2,545,456.



HOW THE Y'S IMPACT MEETS COMMUNITY NEEDS



FAST FACTS

YOUTH DEVELOPMENT

- **Mississippi Gulf Coast residents are no strangers to the dangers of water in our community due to the prevalence of bodies of water.**
- **Drowning is the second leading cause of death in children next to automobile accidents in Mississippi.**
- **For every person who dies from drowning another five receive emergency department care for nonfatal submersion injuries.**
- **More single parents in the Gulfport area need support in raising their families.**

Y SOLUTION: WATER SAFETY A LIFELONG SKILL-LEARNING TO SWIM

The Y is the leading provider of swim lessons and has taught America's kids how to swim for over 100 years. For over 30 years the Mississippi Gulf Coast YMCA has taught over 12,000 third graders to swim.

The Y prepares all people for this skill through:

- **Teaching third grade swim.**
- **Safety Around the Water program to prevent drowning, teach swim lessons, public awareness and elementary school education.**
- **Mobile Swim.**
- **Lifesaving and CPR programs.**



Y SOLUTION: SAFE AND EDUCATIONAL PLACES

- **Child Watch**
- **Early Learning Education-Pre-school**
- **Before and After School**
- **Summer Camp**
- **Teen Programming Youth & Government**
- **Model United Nations**
- **Christian Values Conference**
- **STEM**
- **Integration of Child Abuse Prevention in all programs to provide safety and security for children at our Y**



FAST FACTS

HEALTHY LIVING

- **Obesity in children and adults is the leading health concern in Mississippi and the highest in the nation.**
- **Mississippi ranks first in the nation for overall diabetes prevalence with over 333,026 (14.7% of population)**
- **Chronic diseases like diabetes, high blood pressure, heart disease, arthritis, Parkinson's, and obesity are being addressed everyday in programs at the Y.**

Y SOLUTION: HEALTHY LIVING

The Y is committed to helping all families to learn, grow and thrive through guidance in healthy living.

The Y is expanding healthy living opportunities and fighting chronic disease through:

- **Diabetes Prevention Program.**
- **Blood Pressure Self Monitoring programs.**
- **Healthy Weight & Your Child programs.**
- **Parkinson's health and wellness programs.**
- **Enhance Fitness program (arthritis).**

FAST FACTS

SOCIAL RESPONSIBILITY

- **Social barriers and disparities often prevent participation.**
- **More lower incomes in need of scholarships in Gulfport Mississippi.**
- **\$93.4 thousand per day spent on juvenile facilities.**

Y SOLUTION: SOCIAL RESPONSIBILITY

- The Y is for everybody and open to ALL.
- Scholarship subsidies make sure that everyone desiring a Y experience can participate.
- *Y on the Fly* aids to expand the reach of the MS Gulf Coast YMCA into neighborhoods outside our Y's, and to serve youth in underprivileged neighborhoods.

MORE...

- **504 children and families were served by the Mississippi Gulf Coast YMCA and over \$138,000 in scholarships awarded.**
- **For every \$1 that is donated to the Y \$1.50 is given back to the community.**
- **The Y provides a safe place for kids to go.**
- **The Y teaches character building values like Caring, Honesty, Respect and Responsibility.**

OUR FUTURE



HELP US PREPARE FOR THE FUTURE GENERATIONS TODAY

1. **Contribute to our goal to raise \$20M for a new Y facility.**
2. **Expanding our facilities will help us to serve more people from all socio-economic backgrounds and make an impact in the counties we serve.**
3. **By addressing the needs of the communities we serve we will relieve government of the burden of providing these much needed services.**



YMCAS IN PLANNED DEVELOPMENTS

- Historically, Ys have been woven into the fabric of U.S. communities. As new communities emerge, including planned developments, and as existing communities are re-developed, Ys are again critical to the social infrastructure.
- As an approach, the synergies modeled for this partnership type have proven beneficial in expanding the Mission and delivery of much needed Y programs while also re-positioning existing communities.
- The inclusion of the Y facilities amidst retail and commercial offerings of new residential/mixed use developments have stimulated growth, and the pace of growth, in planned urban developments nationwide.

NEW POSSIBILITIES FOR NEW Y

A low-angle photograph of a modern, multi-story building with large windows and a grey facade. Two large, colorful YMCA logos are mounted on the building's exterior. The sky is clear blue, and the sun is visible on the left, creating a lens flare effect.

ROCKAWAYS YMCA
NEW YORK, NY



ROCKAWAYS YMCA NEW YORK, NY

- Opened 2013
- Developer: Arverne by the Sea
- 38,900 SF
- \$15.0 million
- 300-acre redevelopment
- 2,300 housing units
- City zoning required Developer to provide recreation center
- Developer to contribute \$8.0 million
- Developer to provide land and construct the facility
- Funding from city agencies, economic development, and Borough benchmarks





GULFPORT HIGHLANDS: Site Masterplan





Amenities Desired by the Community

HOW YOU CAN HELP



EVERY GIFT MATTERS

**Pledge or donate today at
www.mgcymca.org**

Every gift large or small matters.

THANK YOU

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