



HAYES-TAYLOR MEMORIAL YMCA CHILDCARE FACILITY EXPANSION CAMPAIGN

Serving Our Community

YMCA OF GREENSBORO



COMMUNITY NEED

Located in east Greensboro, the Hayes-Taylor Memorial YMCA sits in the middle of a childcare desert, therefore minimizing the access families have to high-quality, affordable childcare in the area. With a community median household income of \$27,000, the majority of Hayes-Taylor's youth programs participants receive some type of financial assistance. More than half (52%) of program participants receive assistance through the Department of Social Services Vouchers, Guilford Child Development Vouchers or YMCA Financial Assistance to participate in childcare services.

In this highly populous community with minimal childcare services, our community needs the Y's help to expand its afterschool and summer camp programs to accommodate more children who are currently waitlisted. Affordable and high-quality out-of-school care is critical for working families. The Hayes-Taylor Expansion project will help to meet the current gap and growing demand for childcare services in the area.

We need your help to serve more youth in our community by expanding the Hayes-Taylor Memorial YMCA Childcare Facility to accommodate more children in our afterschool and summer camp programs.

HIGH-QUALITY YOUTH DEVELOPMENT SERVICES

The Y has a rich history of providing exceptional youth development services to the community. The Hayes-Taylor Y is one of only six 5-star licensed childcare centers in the 27401 zip code. While there are 21 licensed facilities in the zip code, the 5-star licensed childcare center is the highest rated demonstrating the program's highest quality of care. Plus, Hayes-Taylor Y has the largest capacity of all the 5-star licensed childcare centers and continues to have a waitlist.



The YMCA has been a leader and innovator in the youth development field. In 2022, 94% of youth in the YMCA of Greensboro's youth development programs experienced growth in at least one social-emotional developmental asset area.

In addition to the Y's youth development expertise, the Hayes-Taylor Y is embedded in the community and has partnered with several local organizations.



THE IMPACT OF THE EXPANSION

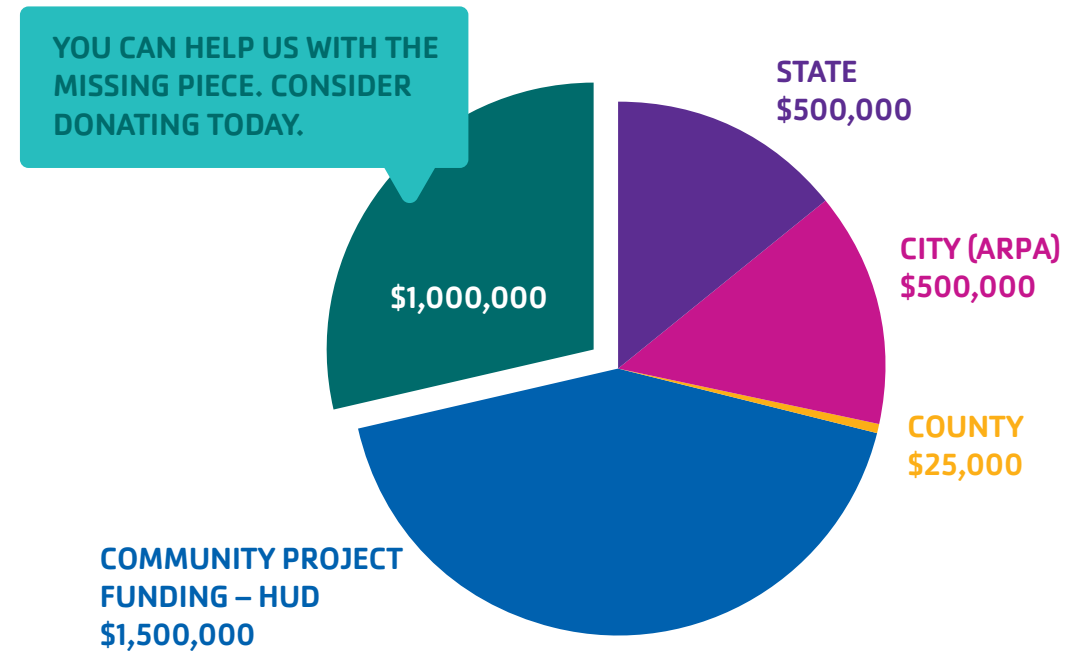
The expansion of the youth development space will allow us to double the number of children we serve by adding 100 students to our afterschool and summer camp programs. This space will alleviate extensive waiting lists, allow more families to obtain and maintain employment, and provide youth with safe spaces to expand their learning and development.

Additionally, the space will be used outside of afterschool and summer camp program hours with the YMCA Teen Achievers using the facility in the evenings and weekends, and senior community members during the daytime throughout the school year.

FUNDING THE FUTURE

We have secured \$2.5 million in funding for this project thanks to funds provided by the City of Greensboro, Guilford County, State of North Carolina and the Federal Government. To make this expansion a reality and to expand our services to the community, we need your support in raising \$1 million to complete the project. Besides the cost of the expansion, we also have built into the budget the cost of temporarily relocating our daycare program for the duration of the construction.

We have a budget as well as naming opportunities available upon request.

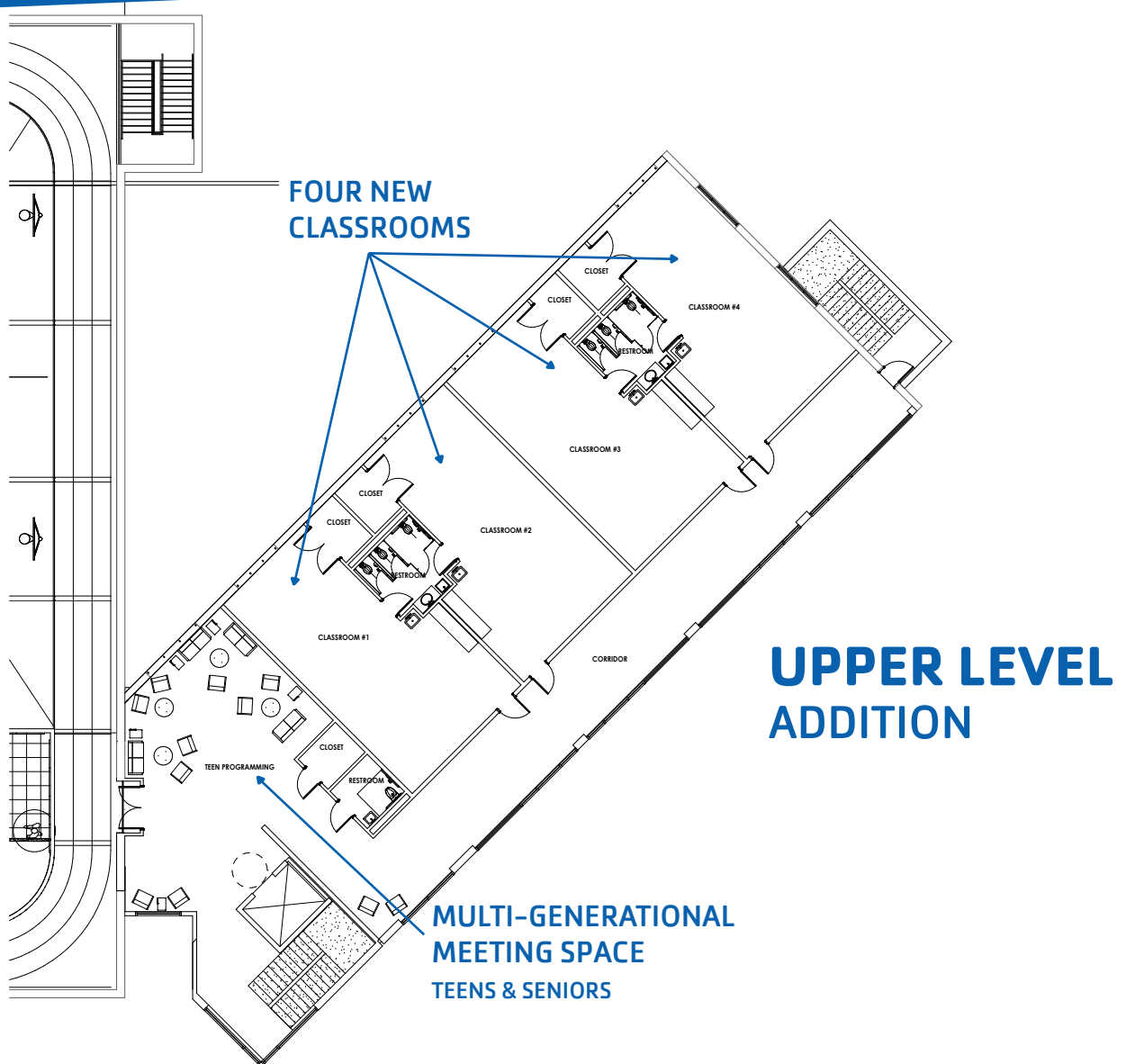


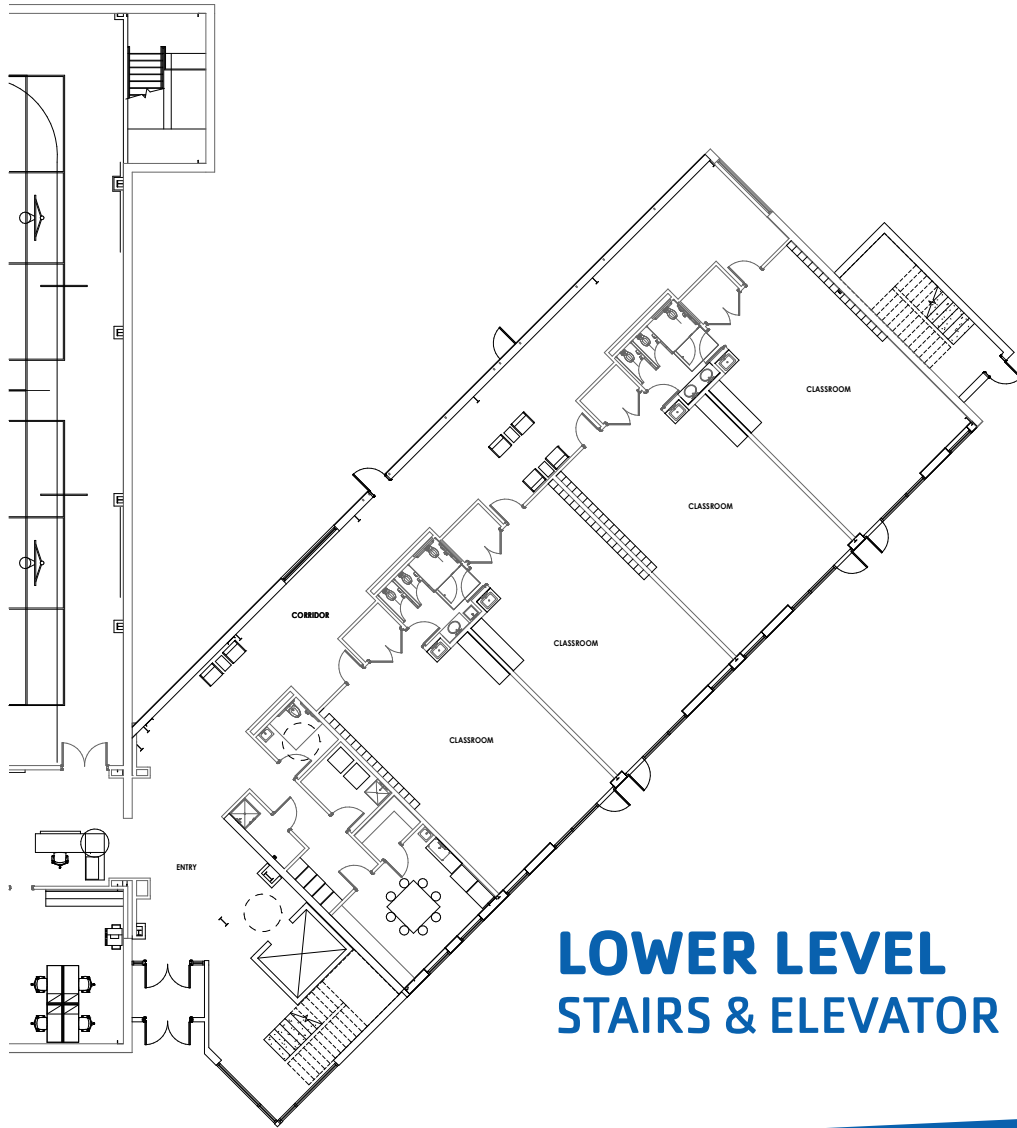
"I like the opportunities given to the children to learn independence, self-control, and the opportunity to learn different activities and more."



EXPANSION OVERVIEW

The expansion project adds a second floor to the Y's current childcare wing which will include four new classrooms, a multi-generational meeting space, and a new stairway and elevator to access the second floor. Adding the second floor to the YMCA will allow the YMCA to double the number of children we serve in our afterschool and summer camp programs by accommodating 100 additional children. The multi-generational space will accommodate teen programming in the evenings and weekends, as well as senior programming during the day.





LOWER LEVEL STAIRS & ELEVATOR



“For me, it’s more of the safety and security of the program. I know she will be safe and I don’t have to worry about her. I love the fact that I know she has the opportunity to complete her homework and socialize with children in her age group. The activities are a bonus, but I’m well satisfied everything that has been offered to her.”

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