

## **What's up with the Indianola Y?**

### **Is the Indianola YMCA closing?**

No, the Indianola YMCA is not closing. We are, however, working proactively with the Indianola community to determine a more financially viable path forward. Since opening in 2013, the Indianola YMCA has not generated sufficient revenue to cover its operating costs. This arrangement is not sustainable into the future.

### **How is the membership at the Indianola YMCA branch?**

The Indianola Y currently has 2,400 membership units, representing nearly 6,300 individual members. Membership saturation in the city of Indianola is high; however, memberships anticipated from surrounding communities when the facility was constructed have not materialized.

### **Can Indianola sustain a YMCA branch?**

The Indianola Y derives operating revenue from three sources: memberships, program fees and contributed income from donors. The Indianola YMCA has a solid membership base; however, as with any operation in the private or public field, rising costs associated with utilities, maintenance, staff and other administrative costs necessary to operate the Y have an impact on the financial performance of our branch.

Also, in keeping with the Y's mission of building healthy spirit, mind and body for all, the Y strives to make membership and programs available to anyone who can benefit from them, regardless of ability to pay. Last year alone, the Indianola Y provided nearly \$200,000 in financial assistance to members and program participants. Like any operation the YMCA is reviewing and exploring ways to improve the financial performance to remain viable and successful in its mission.

### **What is the YMCA doing as a response to the financial situation?**

In Indianola, steps have already been taken to increase membership income by renegotiating corporate rates, making operational adjustments in staffing and contracts for services, and requesting additional financial support from community partners. The City of Indianola, as owner of the building & landlord to the Indianola YMCA, has stepped forward with \$126,000 to support needed maintenance and repairs. In addition, the YMCA of Greater Des Moines has requested additional support to offset the cost of operating and maintaining the pool from the Indianola School District and Simpson College. These organizations contributed financially to the construction of the facility but were not required to provide annual usage fees.

### **Where did the \$126,000 from the City come from?**

The funds from the City came from a maintenance fund set up specifically for the Indianola YMCA. This fund was established by the City around the time the YMCA opened and is funded by rent payments from the YMCA to the City.

### **What is the relationship of the YMCA and the City of Indianola?**

The Indianola YMCA opened in August 2013 to serve residents of Indianola and Warren County. The YMCA is a nonprofit organization that strengthens the foundations of community through a focus on youth development, healthy living and social responsibility. The Indianola YMCA facility is owned by the City of Indianola and operated by the YMCA of Greater Des Moines under a joint agreement. Representatives from the YMCA of Greater Des Moines and the city have been in discussions about the terms of the current agreement as well as various maintenance needs of the facility.

### **When does the joint agreement expire?**

The duration of the agreement is 25 years and was signed in December 2011.

### **What can I do to help?**

1. Continue to support the YMCA with your annual membership, and encourage your family, friends and neighbors to become members as well.
2. Contribute to the Indianola Y annual campaign and other fundraising efforts. All funds raised stay in Indianola.
3. Consider serving on the Indianola YMCA Advisory Board. This Board assists with fundraising, membership recruitment and other local issues important to the Indianola YMCA.