

FOR IMMEDIATE RELEASE

## **YMCA Offered Transformative Challenge**

### **\$20 Million Charitable Gift Would be Among County's Largest**

MONROE, WI: It is a major challenge, but if the challenge is met, the results could be transformative.

The Green County Family YMCA and the Colony Brands Foundation are moving forward on a \$30 million campaign that both organizations agree will transform the future of the YMCA. As the centerpiece of the Building A Stronger Community Capital Campaign, the YMCA building will be renovated and enlarged to meet the ever-changing needs of YMCA patrons.

#### **Here's How it Will Work**

The total amount of the challenge gift is \$20 million. The gift is being funded by a small number of individuals, including Monroe natives Pat Kubly and Ryan Kubly, and is being channeled through the Colony Brands Foundation.

According to YMCA Director Trent Henning, the total cost of the YMCA Building Renovation is estimated at \$25 million. Colony Brands Foundation president John Baumann announced that if the YMCA can raise \$10 million toward the building campaign, the Colony Brands Foundation will donate \$15 million towards the capital campaign, and an additional \$5 million to the Green County Family YMCA Foundation.

Henning said the YMCA has already received firm grants and pledges totaling about \$5 million. Therefore, the YMCA needs an additional \$5 million in pledges to reach its \$10 million goal and trigger the \$20 million in donations from the Colony Brands Foundation.

Lynne Wheeler, President of the YMCA Board of Directors called the \$20 million "a legacy gift." "Our existing facility is more than 40 years old. It is dated and lacks adequate space for youth, adult and senior programming."

The enhanced facility will include a combination of renovated and newly constructed spaces with the addition of 50,000 square feet. New spaces will include Childcare and Youth Development Centers, Healthy Living Center, Gymnastics Center, community kitchen, fitness studios, spaces for adults, youth and more.

Henning remarked, "This once in a lifetime legacy gift from the Colony Brands Foundation will allow the YMCA to create a true community hub for Green County residents where there will be something for everyone while also providing space for other non-profits to collaborate on addressing real community needs."

Baumann said the Colony Brands Foundation is hopeful the expanded YMCA offerings will spur local development and serve as an attraction for persons looking to live or work in Green County. "If met, the \$20 million gift will be consistent with our foundation's mission of supporting community initiatives that

bring transformative results,” Baumann said. “It demonstrates our commitment to economic development in and around Monroe. The YMCA is all about strengthening physical health and mindfulness. Every community member – man, woman and child – will have the opportunity to share in the many benefits this state-of-the-art facility will offer.”

Henning said the YMCA is currently reaching out to potential donors. “This challenge gift officially launches the public phase of our capital campaign,” Henning said. “We can’t thank the Colony Brands Foundation, the Kubly family and John Baumann enough for their generosity.”

Baumann praised his Colony Brands partners for creating this opportunity. “I think the gift speaks volumes about the values and culture at Colony Brands. It is because of the great employees, both past and present, and the character of the Kubly family, that we can make great things like this happen. We need to raise \$5 million to bring this campaign home. The drive for five starts today.”