



REIMAGINE YOUR Y

STEVENS POINT AREA YMCA CAPITAL CAMPAIGN



1000 Division Street, Stevens Point, WI 54481

Reimagining the YMCA for Today and Tomorrow



Every day at the Stevens Point Area YMCA, something extraordinary happens in ordinary moments.

It's the senior who arrives for a fitness class but stays for coffee and conversation. It's the child who walks through our doors unsure and leaves standing a little taller. It's the hallway conversation that grows into a lasting friendship.

These moments happen thousands of times each year, quietly changing lives in ways that can't always be measured. This is what makes the YMCA more than a building. It's what makes it a community.

In 2025 alone, the Stevens Point Area YMCA welcomed more than 200,000 visits. Behind every one of those visits is a story of someone investing in their health, strengthening relationships, supporting their family, or simply finding a place where they belong.

But as our community has grown, our facility has not kept up.. More than 25 years have passed since our last capital campaign. Since then, our programs have expanded, our membership has grown, and the role that the YMCA plays in our community has evolved.

Now, we have an opportunity to reimagine the YMCA for the next generation, creating spaces where children gain confidence, families connect, older adults find community, and neighbors build lasting relationships.

This campaign is about more than transforming a building. It's about investing in the people and community who brings it to life every day.

I invite you to be part of this vision. Make your gift today and help us Reimagine Your Y for generations to come.

With Appreciation,



Ryan Zietlow
President & CEO
Stevens Point Area YMCA

RYAN ZIETLOW
Chief Executive Officer & President
715.342.2980
rzietlow@spymca.org

LORI KOZICKI
Mission Advancement Director
715.952.9359
lkozicki@spymca.org

Transforming Our Facility



We are launching a capital campaign to modernize, expand, and strengthen our facility ensuring we can continue to serve our community for decades to come. This campaign will touch nearly every area of our building, creating spaces that are more welcoming, functional, and impactful.

KEY IMPROVEMENTS INCLUDE:

New Wellness Center – Division Street Facing

A state-of-the-art ground floor addition featuring an indoor walking track and turf training area. This larger space will enhance accessibility, visibility, and year-round wellness opportunities, for all.

Expanded Community Space

An open, inviting space where members can gather, connect, relax and build meaningful relationships.

New Teen Recreation Space

A fun, flexible space designed for recreation, activities, and social connections throughout the day.

Child Care Renovation & Expansion

Significant renovations will be done to create a modern, safe, and efficient environment while expanding capacity by approximately 50 children. This investment will allow the YMCA to serve more families while providing children a nurturing place to learn and grow.

Additional Program Gymnasium

An additional gymnasium will provide more space for youth sports, adult leagues, community programs, and open gym time while reducing scheduling conflicts. Additional court space will create more opportunities for youth to build skills, confidence, teamwork, and healthy habits.

Facility Enhancements

Additional updates will include:

- New and larger Group Exercise studio
- Improvements to our Member Services area
- Renovations to our Aquatics (pool) areas
- Expanding Family Locker rooms from 3 to 15
- Expansion of our Gymnastics area
- Increased space for the UWSP Doctor of Physical Therapy no-fee clinic

Peters Family Camp Glacier Hollow

A new bathhouse will provide campers with a safer, cleaner, and more welcoming bathroom and shower facility. Cabin upgrades will make them four-season, creating opportunities for camp programs and experiences year-round.



The Y quickly became “a place to be, a place to be loud, a place to belong.” For Shannon, the YMCA was a safe haven during a time when life felt heavy.

SHANNON MCKINLEY
YMCA MEMBER AND STAFF

Fortunately, where some see obstacles, we see opportunities for our community, members, volunteers, and staff to make a difference.

Building Community. Creating Legacy.

Naming opportunities within the Capital Campaign offers donors a meaningful way to connect their generosity to a visible, lasting impact at the YMCA. These opportunities recognize leadership-level support while ensuring the Y remains a welcoming, accessible resource for the entire community—not only today, but for generations to come.

Through a naming opportunity, your generosity becomes part of the YMCA's enduring story and reflects a shared belief in building a healthier, stronger, and more connected community.

COMMUNITY IMPACT

Each week, the YMCA touches thousands of lives and strengthens the fabric of our community:

- 4,300+ individuals served weekly through wellness, youth development, and family programs
- 1,500+ older adults staying active, healthy, and socially connected
- 2,700+ adults building healthy habits that support stronger families and workplaces
- 1,000+ children and teens gaining confidence, skills, and a safe place to grow

Access and inclusion remain at the heart of our mission:

- \$400,000+ in scholarships provided annually so cost is never a barrier to participate

Together, we are building more than spaces. We are creating opportunities, strengthening families, and investing in a healthier, more connected community for generations to come.



Signature Spaces

Naming Opportunities

NEW PROGRAM GYMNASIUM – \$1,000,000

This new gymnasium will provide much-needed room for programs that serve every generation. During the day, it will be home to active older adult fitness, walking programs, and wellness activities. In the evenings and on weekends, it will come alive with youth sports, family programs, camps, and community events. This flexible space will expand opportunities for members of all ages.

TRAINING POOL – \$750,000

The Training Pool is the heart of our competitive swim program, providing young athletes with a dedicated space to train, improve, and reach their full potential in the water. By supporting the Training Pool, you are investing directly in the growth, discipline, and success of our swimmers, giving these athletes the resources and environment they need to excel.



CURRENT GYMNASIUM – \$500,000

For generations, our gymnasium has been a place where our community comes together to play, compete, learn, and connect. Improvements will include a refinished gym floor, fresh paint, and upgraded heating and cooling to create a more comfortable and welcoming environment.



ADVENTURE ALLEY – \$250,000

Off the main lobby, Adventure Alley is a safe, engaging drop-off space where children can play, explore, and stay active while parents take part in YMCA programs. Designed with fun, age-appropriate activities, climbing structures, and interactive elements, it keeps kids physically active and mentally stimulated in a supervised environment.



GYMNASTICS CENTER – \$200,000

The Gymnastics Center is a cornerstone for youth development, fostering strength, agility, confidence, and discipline. This dynamic space allows children to challenge themselves physically, develop perseverance, and experience the pride of accomplishment.



FAMILY LOCKER ROOMS – \$150,000

The family locker rooms provides a safe, welcoming, and convenient space for families and individuals who need additional privacy or assistance. Renovations will expand the area from 3 private locker rooms to 15, significantly increasing access while creating a more modern, comfortable, and accessible environment for members of all ages and abilities.



SHARED ALL-PURPOSE ROOM – \$150,000

Our Shared All-Purpose Room is a versatile space that serves as a hub for learning, activity, and connection at the YMCA. During the day, it provides our child care kids with a safe, engaging space for play, enrichment, and skill-building. In the evenings, it transforms into a home for gymnastics programs, giving young athletes room to practice, grow, and celebrate achievements.



TURF AREA – \$100,000

The Turf Area will be a dynamic, multi-purpose space supporting high-impact training. This highly visible area, within the new Wellness Center, will foster strength, confidence, and performance for members of all ages. A named Turf Area represents energy, growth, and the pursuit of lifelong wellness.



MIND BODY STUDIO – \$100,000

This welcoming studio provides a peaceful space for yoga, Pilates, and other mind-body classes. Designed to support movement, balance, flexibility, and relaxation, it helps members strengthen both body and mind.



PERSONAL TRAINING STUDIO – \$75,000

This dedicated space will provide personalized one-on-one and small-group training focused on individual goals, strength, mobility, and overall wellness. With personalized support from YMCA trainers, members can build confidence, improve their health, and make meaningful progress in a more private setting. Naming this space is an opportunity to invest in personal growth and lifelong well-being.



SPIN ROOM – \$75,000

The Spin Room is a high-energy environment where members come together to challenge themselves, improve cardiovascular health, and experience the motivation of group exercise. This dedicated space fosters accountability, community, and personal growth through guided cycling classes and heart-pumping workouts.



PHYSICAL THERAPY CONSULT ROOMS – \$50,000 EACH

These dedicated UWSP Doctor of Physical Therapy spaces will support recovery, injury prevention, and healthy aging all while giving hands-on learning to UWSP DPT students. Naming a Physical Therapy room honors healing, resilience, and the pursuit of higher education.



PHYSICAL THERAPY OBSERVATION ROOM – \$50,000

This will provide a dedicated space for learning, collaboration, and hands-on education as future physical therapists develop their skills while serving our community. This space will support observation, instruction, and real world learning.



CHILD CARE KITCHEN – \$50,000

Your support for the Child Care Kitchen ensures that every child at our YMCA receives healthy meals and snacks that fuel their growth, learning, and daily activities. Beyond simply providing food, this kitchen supports the development of healthy habits, promotes energy, and helps children focus and thrive during their early years.



GYMNASTICS VIEWING AREA – \$50,000

The Gymnastics Viewing Area is a welcoming, comfortable space for families, friends, and the community to come together in support of young athletes. It allows loved ones to celebrate accomplishments, encourage growth, and share in the excitement of each achievement.



NURSING MOTHERS ROOM – \$50,000

This private, comfortable space will give mothers a welcoming place to nurse while at the YMCA. Designed with comfort and convenience in mind, it reflects our commitment to supporting families through every stage of life.



CHILD CARE CLASSROOMS (10 AVAILABLE) – \$25,000 EACH

Each Child Care Classroom is a vibrant space where imagination, curiosity, and learning come alive. These classrooms provide children with a safe, nurturing environment where they explore, experiment, and develop the skills—social, emotional, and cognitive—that set the stage for lifelong success.

- Naming rights are subject to availability and final approval

With your support, we can create welcoming spaces, expand opportunities, strengthen families, support our local workforce, and ensure the Y remains a place where everyone has the opportunity to thrive.



BE A PART OF WHAT COMES NEXT

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