



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

## **BE A LEADER**

Because Ys are as unique as the communities we serve, specific neighborhood needs must carefully be considered when assessing whether to start a Y. The first step is to complete this community assessment form. This information helps YMCA of the USA and the Georgia Mountains YMCA assist you with next steps.

Please return the form to Georgia Mountains YMCA

**Complete and Return the Form to:**

Georgia Mountains YMCA  
500 Jesse Jewell Parkway,  
Suite 201  
Gainesville, GA 30501  
Or  
mike@gamountainsymca.org

### **Minimum Requirements To Start a Y**

**1.**

Community size—the community making inquiry should have a minimum year-round permanent population of 25,000 residents within a 12-mile radius of the location under consideration.

**2.**

Community has collected data through a feasibility study, community leader surveys, primary market analysis and other studies that indicate community need and capacity to support YMCA services. This information is usually coordinated with data from the local United Way or Chamber of Commerce.

**3.**

If within 50-75 miles of a city with a Y, contact should be made through YUSA to initiate conversation about a community's interest/need for obtaining Y programs and services with the neighboring Y.

### **Community Assessment Process**

You're taking the first in a series of steps to determine whether to bring the Y to your community. After you send the form to us, Y staff will assess the information you provide and determine if the community is supported by an existing Y. You will receive communication from the Y within the 45 days of the receipt of this inquiry.

## Contact Information

Date:

Street Address:

Name:

City:

Occupation:

State: ZIP:

Phone 1 (daytime):

E-mail Address:

Phone (other):

Past Y involvement:

## Community Information

What is the name of the community that is interested in starting a Y?

What is the estimated permanent and year-round population of the area to be served within 12-mile radius of proposed program site, and that demographically is not separated by any natural or man-made barriers to prevent travel to and from the site?

What other communities are nearby? (Please provide community names and ZIP codes for the areas under consideration.)

What is the nearest Y to your community and have you had conversations with it about bringing Y programs to your community?

Have you done a feasibility study in your community to determine the need for a Y? If yes, please indicate what studies have been completed.

Have you or your community done any other data collection such as community leader surveys, United Way needs assessment, community/chamber of commerce needs assessments? If yes, please indicate what data has been collected.

What other not-for-profit agencies are currently serving your community?

If there is a United Way in your community, is it successful in meeting its campaign goal each year?

What drives the economy for your community?

Who are the top five employers in your community?

What major programs that serve children and families are currently in place in the community?

If there is not a nearby Y, it is estimated that the initial start-up cost for the first three years of operation is approximately \$1,000,000 (20 percent of this amount is earmarked to establish an endowment to ensure the future of the organization in serving the needs of the community). This amount must be fundraised within the local community before a Y is recognized to do programs in a community. Do you believe that this amount could be readily fundraised in your community?

If you believe this amount could be readily raised in your community does your community also have the capacity to sustain an annual fundraising campaign to raise 15 percent of your annual operating budget to sustain the operation every year?

Who would be the likely major contributors to this fundraising effort? (Please provide names of businesses, foundations and individuals.)

Sustainable Ys begin as programs in the community and operate in temporary or borrowed facilities for at least the first three years, what space exists within your community that the Y might use to conduct programs initially?

Please provide the names and positions/occupations of the other people interested in starting a Y in your community.

Please complete all of the information requested above and return to Y-USA at [cms.info@ymca.net](mailto:cms.info@ymca.net).

*Each Y is an independent and autonomous 501(c) (3) tax-exempt corporation governed by a volunteer board of directors and locally funded. Ys must be self-supporting with revenue derived primarily from contributions, membership and program fees. Each Y has an established service area, usually defined by ZIP codes.*