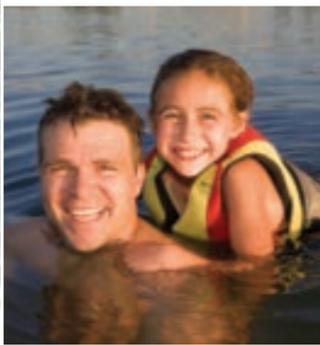




Silver Bay
YMCA
of the
ADIRONDACKS

87 SILVER BAY ROAD
SILVER BAY, NEW YORK
12874

TELEPHONE: 518.543.8833
FAX: 518.543.6733
www.campaignforsilverbay.org



The
CAMPAIGN
for
SILVER BAY



Updated



*Honoring the Past,
Embracing the Future.*



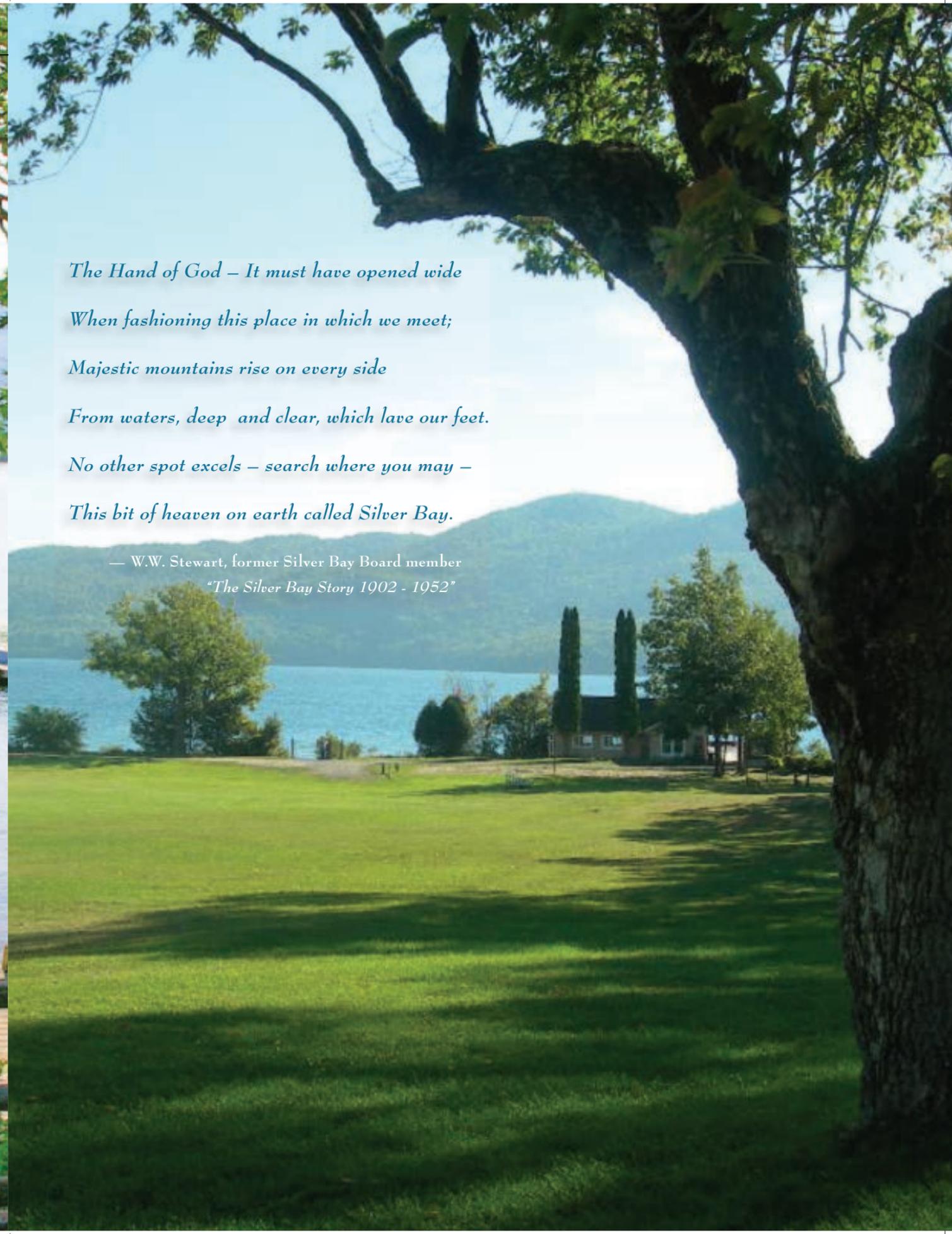


MISSION:

The mission of Silver Bay YMCA of the Adirondacks is to offer all people opportunities to renew, refresh, and nurture their Spirit, Mind, and Body.

VISION:

The vision of Silver Bay YMCA of the Adirondacks is to continue to be an outstanding family conference center that provides quality services in an historically rich setting and is recognized as a welcoming community that connects generations, develops leaders, creates world-mindedness, and feeds the soul.



*The Hand of God – It must have opened wide
When fashioning this place in which we meet;
Majestic mountains rise on every side
From waters, deep and clear, which lave our feet.
No other spot excels – search where you may –
This bit of heaven on earth called Silver Bay.*

— W.W. Stewart, former Silver Bay Board member
“The Silver Bay Story 1902 - 1952”

SILVER BAY

A place to be still, and listen.

...to look up to the hills, or out to the stars.

...to feel the water's gentle touch.

...to renew, to refresh.

...to have the joy of friends and family.

...to imagine a better world.

A place to become centered...again.







In today's world, nearly everyone needs a place to retreat from busy lives and demanding family and work responsibilities. For thousands each year, Silver Bay YMCA of the Adirondacks is that place — a center for rest, personal growth and spiritual rejuvenation.

WHETHER FOR MEMBERS of the local Hague, Ticonderoga and Lake George communities who participate in healthy family and nature programs, or for conferees who

come to learn and plan, or families and individuals who spend annual vacation time here, Silver Bay is committed to meeting their needs.

HONORING *the* PAST

Founded in 1902 as a leadership training center for the YMCA, Silver Bay, through its heritage, historic buildings and wide-ranging programs, simultaneously invokes the past, and promises a future rich with opportunity.

SILVER BAY HAS ALWAYS had loyal and strong support from the families who reunite here each summer. Many have been meeting on the shores of Lake George for decades, bringing children and grandchildren to enjoy the same

happy and wholesome growth experiences that previous generations treasured. As a result, there is not one Silver Bay story, there are hundreds, and perhaps thousands.



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EMBRACING *the* FUTURE



Children, teens and adults of all backgrounds stretch themselves and find joy at Silver Bay—today, as in the past— and future.

LIKEWISE, LOCAL RESIDENTS AND conference attendees have returned to Silver Bay again and again, finding here a nurturing environment, opportunities for personal development, larger thought, and a calm that feeds the soul. Their Silver Bay, too, is a source of meaningful memories.



As wise Silver Bay leaders have done over the past century, our current Silver Bay Board has taken thoughtful steps to create a Strategic Plan, undertake a Master Site Plan, and institute a Capital Campaign planning process. Its goal?

To ensure that Silver Bay continues to be an excellent, affordable conference and retreat center for individuals, families and nonprofit groups— one that nurtures growth in Spirit, Mind and Body, in the great tradition of the Y.





THE NEXT GENERATION *is our* FUTURE

To serve it, we will:



- **CONTINUE** to make our mission our first priority.
- **OFFER** all visitors the surroundings, facilities and programs that support personal growth, transformation and the renewal of spirit, mind and body.
- **MAINTAIN** and sustain a healthy environment that is in balance with nature.
- **ENSURE** economic sustainability in all aspects of Silver Bay's facilities and operations.
- **REPLACE** severely deteriorated buildings with similar but environmentally-sound structures that will meet the needs of today's users.
- **PRESERVE** the Silver Bay setting and experience by providing new facilities where needed, restoring architectural gems to their original shine, and keeping them all alive with rich programming supported by dedicated Silver Bay staff and volunteers.

Emps are the backbone of the summer staff, guiding kids— from tots to teens— and growing themselves in the process. They enliven and enrich Silver Bay.





The Campaign for Silver Bay is designed to enhance and preserve the Silver Bay experience for future generations by creating hospitable, affordable, and sustainable facilities and by enhancing programming to support Silver Bay's mission and ensure its fiscal soundness.



THE CAMPAIGN *for* SILVER BAY

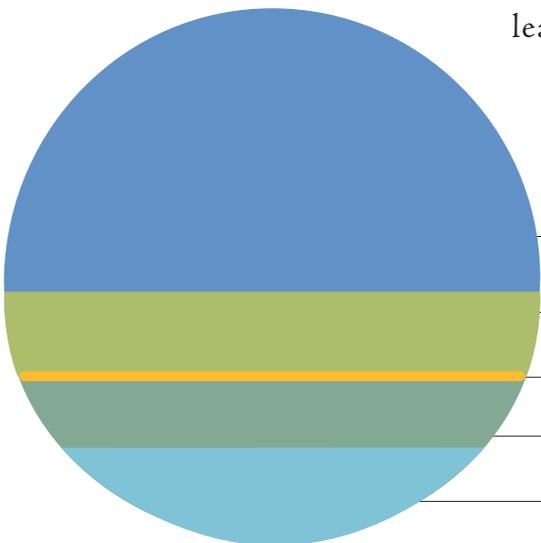
TOTAL GOAL: \$30,330,000



THE TIME FOR INVESTING IN SILVER BAY IS NOW.

Some facilities are outmoded, while others do not meet the needs of today's users. Without careful attention, and a major capital improvement effort, Silver Bay's multi-faceted and historic 65 building, 700 acre campus could quickly deteriorate.

THIS AMBITIOUS \$30 MILLION CAMPAIGN will upgrade Silver Bay's facilities, preserve its pristine waterfront, and enhance and extend its reach to the many who will benefit from their time at Silver Bay— individuals, families, church groups, youth groups, environmental education classes, leadership training groups and nonprofit organizations.



GOALS SUMMARY: \$30,330,000

NEW & IMPROVED BUILDINGS	\$20,250,000
ENVIRONMENTAL IMPROVEMENTS	\$ 2,395,000
NEW PROGRAM FUND	\$ 1,000,000
GUEST AMENITIES/ACCESSIBILITY/SAFETY	\$ 2,467,000
FACILITIES SUPPORT FUND	\$ 4,218,000

THE HEART of the CAMPAIGN... the HEART of the MISSION



EXISTING INN

THE CENTERPIECE OF THIS CAMPAIGN will be the handsome and welcoming new *Center for Lodging, Dining and Leadership*. It will make all-season activity possible for groups, families, and

individuals right at the core of our campus. To be built on the site of the current Dining Hall, *The Center* will provide:



THE CENTER FOR LODGING, DINING AND LEADERSHIP \$14,650,000



THE NEW CENTER

- ♦ **AN ARRAY** of new indoor and outdoor dining options
- ♦ **A LEADERSHIP CENTER** for small conferences
- ♦ **NEW** and accessible guest rooms
- ♦ **GATHERING SPACES** to encourage mixing and mingling
- ♦ **INCREASED REVENUE** in the non-summer seasons, to help fulfill our mission



THE NEW CENTER

This new facility— part lodge, part dining center and part leadership conference center— will meet a multitude of needs. It will include:

LODGING

FOR NONPROFIT ORGANIZATIONS, schools, families and other visitors, *The Center* will provide more than 30 new year-round guest rooms, all with private baths.

Simple yet comfortable, spacious and handicapped-accessible, these fresh new guest accommodations will offer all-season easy access to the core campus and beyond.

Our guests, including those who are mobility-challenged, will have an array of new spaces designed to meet their needs.



DINING

WITH FIVE PLANNED new dining spaces, and a new kitchen, *The Center* will also provide:

- ♦ **A DISTINCTIVE NEW GULLEN DINING ROOM**
...to bring back the gracious menus and comforts of an earlier era
- ♦ **SEVERAL NEW CASUAL DINING AREAS**
...for cozier dining in attractive new settings
- ♦ **A NEW SCREENED-IN DINING PORCH**
...to catch a breeze and views of the Lake.
- ♦ **A SINGULAR NEW STAFF DINING ROOM**
...to allow some privacy and space for 'down time'
- ♦ **AN OUTDOOR PICNIC AREA**
...to provide an old-fashioned casual eating option
- ♦ **AN AMPLE NEW KITCHEN**
...to create tasty new menus for today's health-conscious guests.



*Those who come to Silver Bay are looking for renewal —
to be nurtured by its
setting, programs and people.*

THE LEADERSHIP CENTER

SILVER BAY WAS FOUNDED AS A YMCA and nonprofit leadership training center. To continue this proud tradition and to meet the year-round demand for quality space for small to medium-sized conferences, as well as flexible space for training, team-building, reunions and other milestone events, *The Center* will offer:

- ♦ **MEMORABLE** meeting rooms with inspiring views of the hills across Lake George.
- ♦ **THE LATEST** in high-speed wireless internet and audio/visual equipment.

These new facilities will not only meet the needs of today's conference visitors, they will also provide needed income to support and sustain Silver Bay's overall mission.

AS THE PRIORITY ITEM OF THIS CAMPAIGN, THE CENTER WILL:

- ♦ **ENHANCE** the experience of every visitor and member.
- ♦ **ADVANCE** Silver Bay to a new level of excellence and financial stability.
- ♦ **MAKE** Silver Bay an appealing year-round nonprofit conference destination.
- ♦ **MEET** the needs of handicapped or mobility-challenged visitors.
- ♦ **BE** environmentally efficient.



Warm and welcoming, *The Center* will encourage new and repeat conference business. Nonprofit and community organizations, churches and religious groups, environmental and nature groups, as well as training institutes, professional associations, veterans' organizations, families and friends will be welcome to think, plan, learn and grow in this new and attractive facility.





ENVIRONMENTAL IMPROVEMENTS

\$2,395,000

STEWARDSHIP OF Lake George is an ongoing priority for Silver Bay. While our current infrastructure is safe, has met standards of all inspections, and is not harmful to the environment, the system is aging. A recent engineering study has recommended the addition of a new waste water treatment/disposal system in the area of the Great Lawn to handle demands of the new lodge, kitchen and the laundry. This will be a necessary part of the Center project.

Other waterfront areas require regular maintenance for aesthetic and conservation reasons. Thus Silver Bay will undertake site-sensitive improvements to Slim Point, Bay Beach and lakeside parking areas, including the creation of “rain gardens”. These will all help keep the lake pristine, alleviating potential erosion and pollution issues.

In addition, Silver Bay will address longstanding ecosystem issues related to its trees. Diseased, dead and dying trees will be removed and replaced for the health of the overall forest areas on the campus, as well as for the safety of visitors and adjacent buildings.



GUEST AMENITIES, ACCESSIBILITY & SAFETY

\$2,467,000

THE SAFETY AND well-being of visitors to Silver Bay is of paramount importance. In recent years, it has become ever more obvious that Silver Bay’s varied and hilly terrain is less navigable than many comparable facilities, and a challenge for those with mobility issues. From walkways to parking areas, meeting rooms and guest cottages, Silver Bay wishes to be more accessible to its guests and members.

The Campaign will make possible improved walkways, parking, and lighting throughout the campus, together with clearer, more attractive signage. It will repair the historic stone wall along the road, and redevelop the Inn Circle to facilitate safe arrival of guests in cars and buses.



HILLSIDE \$4,460,000

A new Hillside guest house will ultimately replace the current Hepbron building.



COTTAGE ROW REPLACEMENT & REFURBISHMENT

\$1,925,000

SEVERAL SMALL cottages behind the Chapel need to be replaced, as they do not adequately meet standards for guest rental. Replacing three existing summer season cottages with three new year-round structures and refurbishing two traditional cottages will allow Silver Bay to create an attractive new venue for family reunions and smaller conferences, and will generate significant additional revenue.

SMALL GATHERINGS will find in Hillside's 20 + rooms a focused space to think, plan, learn and grow in an attractive yet affordable setting. Nonprofit and community organizations, churches and religious groups, nature, environmental and preservation associations, as well as training institutes, veteran's organizations, families and friends will all be welcomed in this new facility.

Hillside, like all of Silver Bay, will extend the historic hand of fellowship to those who seek personal growth, a stronger society, and a better world. It will be a logical extension of all that has gone before, yet a place in keeping with the needs of the next generation of users.

NEW & IMPROVED STAFF HOUSING \$1,560,000



APPROPRIATE SUMMER and year-round staff housing is important if Silver Bay is to compete in the camp and conference staffing market place, as well as to serve our valued Emps, and attract quality permanent staff.

Several of Silver Bay's staff housing units have been in urgent need of renovation for some time. Upgrading them also will make it possible to use these facilities in the swing seasons for youth groups that lack the means to stay in other accommodations.

Thus, a thoughtful renovation program will not only serve staff well, but also provide an additional and needed income stream for Silver Bay.

INN REFURBISHMENT

\$1,230,000

THE INN REPRESENTS Silver Bay in a way that no other building does. Over the years there have been room upgrades, lobby refurbishments, and exterior improvements. In order to generate new business and to continue to attract conferences and families, the sleeping rooms require improvements, and the exterior requires repainting and a number of other repairs.



NEW PROGRAM FUND

\$1,000,000

THIS FUND will develop and expand innovative new programs such as those for veterans' families, and cancer patients.

Programs for local children and teens, as well as those related to the arts, the environment, spiritual life, history and current events are anticipated. All will greatly extend the "Spirit of Silver Bay".



MORSE HALL IMPROVEMENTS

\$300,000

MORSE HALL is a pivotal and historic campus building that still serves a great variety of uses. It provides a wonderful backdrop for musical events, receptions, meetings, and trainings. Improvements to the interior, entryway, and back patio area are planned.



OVERLOOK REFURBISHMENT

\$343,000

OVERLOOK serves Silver Bay guests on a limited budget. Interior and exterior renovations will make it a much more attractive and useful facility, while preserving affordability.



FACILITIES SUPPORT FUND

KEEPING SILVER BAY facilities in top condition is a priority of its staff and Board. Some years ago, the Board mandated that each new building project include funds to support future maintenance.

As a result of this prudence —and thoughtful funding of the projects above—a new \$4 million Facilities Support Fund will be created to sustain a very high level of facility excellence.



THE RESULT

A complete renewal of our Core Campus and an enhanced capacity to grow Silver Bay's mission.



ALL THOSE WHO SET FOOT ON SILVER BAY'S campus will benefit. Through increased year-round conference and family guest bookings, Silver Bay will experience stronger and more stable operations. From this position of strength, Silver Bay will be better equipped to provide for the children and adults who need it most.

The magic of Silver Bay's pristine setting, the embrace of its historic facilities, and the stimulation of its programs will bring people from a variety of backgrounds together. Here they will participate in a community dedicated to serving the needs of others and to making the world a better place.

Even more importantly, however, this Campaign will result in more lives touched and transformed—from those of families who have been coming for generations to those experiencing Silver Bay for the first time.

AFFORDABILITY

Keeping Silver Bay affordable is a major priority.

WE WANT TO PROVIDE the ‘Silver Bay Experience’ to new families—teachers, ministers, nonprofit staffers—so that they, like generations of earlier families, will be able to build traditions and have needed time for togetherness and renewal.



Similarly, we want to help hundreds of groups learn, grow and play together year-round on our spectacular campus. The Campaign for Silver Bay will make possible:

- *Upgraded, reasonably-priced lodging for families, religious groups and nonprofit conferences.*
- *Life-enhancing and values-centered programs for children, teens and families.*
- *A healthy environment focused on respect, caring honesty and responsibility.*

*Your contribution will help make Silver Bay accessible to those who need us most.
We don't want to turn anyone away from Silver Bay.
Please help us meet the need!*





Silver Bay is more than a place to come for vacation. It inspires people to reach beyond their potential, fostering new ideas and beliefs that help impact communities.

This campaign will move us forward and help assure that those who need a place like Silver Bay will have it for generations to come. This is our opportunity to safeguard our mission, revitalize our heritage and bring new people with new ideas to a place that so many have called home.

This is our opportunity to be truly transformational.

— David Kisselback
Chief Executive Officer
Silver Bay YMCA of the Adirondacks

HOW YOU CAN HELP

Your support for Silver Bay is so important. You can help by:

- Making a pledge payable over three to five years.
- Directly contributing cash or securities.
- Making installment gifts in equal amounts over a defined period of time.
- Arranging for your company to match your gift.
- Encouraging others to give to Silver Bay.



The development staff of Silver Bay will be happy to work with you and your financial advisors to structure a gift that meets your wishes and goals.

***For further information, please contact the Development Office:
518-543-8833 or email us at: development@silverbay.org.***



Silver Bay
YMCA
of the
ADIRONDACKS
Capital Campaign

Honorary Chairs

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ROBERT WOODRUFF

Co-Chairs

PAUL FOLKEMER
PAUL & JANE INGREY

Committee Members

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MARK PACALA
KENNETH PARLIN
JOHN PATERSON

Chief Executive Officer
DAVID KISSELBACK

Capital Campaign Director
KIMBERLY PACALA

A Letter from the Co-Chairs



Dear Silver Bay Friends,

Silver Bay has been 'home' for us and our families for many years. We can't wait to return every year to see our lifelong friends and our beautiful lake. Our families enjoy the many activities that are available and we appreciate the opportunity for personal and spiritual renewal.

Because our lives have been touched by Silver Bay, we have agreed to lead The Campaign for Silver Bay and we would like you to join us as we "honor the past and embrace the future."

For more than a century, Silver Bay has offered all people an opportunity to renew, refresh and nurture their spirit, mind and body. Each generation has been asked to support and sustain the physical and programmatic elements of Silver Bay and now it's our turn.

Silver Bay's leadership team has laid the groundwork for the campaign by establishing a strategic plan and authorizing a Master Site Plan that will serve as the blueprint for the future. Specific projects have also been identified and prioritized by the Board of Trustees. The plan is ready and now Silver Bay needs our financial support.

Please join us in "honoring the past and embracing the future" by considering a generous gift to the Campaign for Silver Bay. Future generations will thank you.

Sincerely,

Jane & Paul Ingrey

Paul Folkemer
Campaign for Silver Bay Co-Chairs