



BUILDING BRIGHTER FUTURES

\$3.8 Million

80th Anniversary Campaign

For 80 years, the Shasta Family YMCA has been the heart of health, youth development, and community connection in Redding. Thousands of children, teens, and families find their place here every year. As our community grows, so must we.

That is why we are launching the **BUILDING BRIGHTER FUTURES Campaign**, in honor of our 80th Anniversary. This ambitious \$3.8 million initiative will invest in our core facilities, strengthen teen programs, help cover expenses and ensure that our Shasta Family YMCA continues to meet the evolving needs of the community.



PHASE I

Expand youth & community space, building accessibility for all ages & abilities

\$900,000



PHASE II

Expand recreation opportunities by developing sports courts, upgrading pool house & resurfacing pool.

\$2.9 Million



PHASE III (LONGER TERM)

Revitalize natatorium & indoor pools for future generations.

\$1 Million

“This is more than a campaign.

It’s a commitment — to our kids, our families, and our shared future.” – Kristen Lyons, CEO

Vision: At the heart of this campaign lies a powerful vision: to create a stronger, healthier, and more connected Shasta County by expanding access to high-impact programs and safe, inclusive spaces. By revitalizing our facilities and investing in youth, we’re laying the foundation for lifelong health and community resilience.

The Opportunity: This campaign focuses on strategic priorities that together reflect our deep commitment to youth development, healthy living, and social responsibility:

Pursue a Capital Campaign for \$3.8 Million outlined as follows:

PHASE I

• Preschool	\$50,000
• Y Club, Community Space	\$375,000
• Y South Fitness Space	\$475,000
	\$900,000

PHASE II

A. Sports Courts	\$900,000
B. Pool House & Pool Resurfacing	\$2,000,000
	\$2,900,000

TOTAL	\$3,800,000
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PHASE III (Longer Term Goal)

• Revitalize natatorium & indoor pools for future generations.	\$1,000,000
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Join us in crafting a legacy that will last for generations!



To learn more or make a leadership gift, contact:
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