



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

January 22, 2015

Angela Dávila  
Contract Administrator  
Parks and Recreation/Finance Office | City and County of Denver  
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Angela,

In 2014, we began the process of updating our membership dues for the first time since 2011. 44% of our members experienced a nominal dues increase while 12% of our members saw a reduction of their dues. Our intention is to complete this process for the remainder of our members in 2015 with the following updates:

<b>MEMBERSHIP TYPE</b>	<b>2014 RATE</b>	<b>2015 RATE</b>	<b>CHANGE</b>	<b>% of MEMBERSHIP</b>
Dual	\$76	\$69	\$-7	7%
Senior	\$37	\$39	\$2	13%
Senior Family	\$55	\$57	\$2	15%
One Adult Family	\$61	\$63	\$2	11%
Young Adult	\$38	\$39	\$1	2%
Youth	\$22	\$25	\$3	3%

These updates allow the Y to continue to serve our members needs and strengthen the Southwest Denver community. Our aim is for these new rates to become effective March 1, 2015, although this may be adjusted to allow us at least 30 days to communicate it to our members. Acknowledging the potential need for more financial assistance from these updates, our board has committed to increasing our annual fundraising efforts by 5% for a total of \$120,000 in 2015.

As with any non-profit, increases to the cost of business have a dramatic effect on our very tight budget. While there are several factors that contribute to this, increased personnel costs (increase of minimum wage, health insurance, and new definitions of full-time due to provisions of Affordable Care Act) represent the largest change to our annual expenditures.

As soon as we have received acknowledgement and agreement to these updates by the City, we will begin notifying our members. Please let me know if you have any questions and I look forward to hearing back from the City soon.

Thank you!

Joe Kovalcheck  
Executive Director  
Southwest Family YMCA

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