



CLIMBING  HIGHER

A VISIONARY CAMPAIGN FOR YMCA OF THE ROCKIES

VISION

Climbing Higher will help our mission-based hospitality soar to the next level, with more intentional programs, updated spaces and opportunities to impact youth, families and groups in spirit, mind and body.

But we need your support.

This effort will impact hundreds of thousands of future guests and elevate the spaces and programs we offer for family bonding and connection with one another.

Investing **\$50 million** in capital improvements, programming and operations across the YMCA's two Rocky Mountain campuses and overnight youth camp will help us indeed climb higher.

- **Camp Chief Ouray:**
Expand our ability to foster independence, confidence and resilience in youth as one of Colorado's best-in-class resident camps.
- **Snow Mountain Ranch:**
Strengthen the foundation by enhancing and growing the capacity of facilities, staff and programs.
- **Estes Park Center:**
Nurture the legacy and adapt to better serve staff and guests today and tomorrow.

TODAY'S CHALLENGES

Our world is rapidly changing.

A broader audience of families, groups and youth – in record-breaking numbers – are searching for welcoming spaces and life-giving, mountaintop experiences.

Yet, many of our most used and cherished facilities, programs and services need upgrades to provide a more accommodating getaway and deliver on all aspects of our mission.

Climbing Higher will empower YMCA of the Rockies to transcend our traditional programs and services to become a catalyst for genuine transformation, rejuvenation and meaningful influence on contemporary families, youth and groups.

▶ Climbing Higher is the most transformational philanthropic undertaking in YMCA of the Rockies' history, building on more than a century of generosity.

OUR PRIORITIES

Checkmark ✓ indicates fully funded projects.

Develop Tomorrow's Leaders	Reimagine Outdoor Recreation	Inspire Creativity and Spiritual Well-Being	Provide Transformational Hospitality	Lead in Social and Environmental Responsibility
All Locations • Camper Scholarships • Seasonal Staff Experience • Staff Scholarship Fund for Educational and Vocational Training Snow Mountain Ranch • Day Camp Estes Park Center ✓ Day Camp Playground ✓ Outpost for Teens ✓ Preschool Start-Up Costs and Endowment Camp Chief Ouray • Character and Leadership Development • Health Center • Wilderness Village	All Locations ✓ Aerial Challenge Courses Snow Mountain Ranch • Family Adventure Park • Gaylord Reservoir • Nordic Center and Program Estes Park Center ✓ Archery and Axe Throwing • Hiking Program • Recreation Field	All Locations • Faith Programming Snow Mountain Ranch • Arts and Crafts Center and Program ✓ Columbine Point Estes Park Center • Arts at Altitude ✓ Center for Well-Being	All Locations • Cabin Adoption • Wi-Fi Expansion Estes Park Center • Administration Building ✓ Roller Rink Improvements • Sweet Memorial Program Building Camp Chief Ouray • Camp Administration Building • Flagpole Gathering Area • Iconic Sculpture, Entry Sign and Luggage Drop Service	All Locations • Annual Fund/Donor-Sponsored Getaways • Indigenous Access • Mental Health Support • Nature Appreciation/Stewardship Programming • Outdoor Education Access and Expansion • Renewable Energy Projects Snow Mountain Ranch ✓ Utility Infrastructure Camp Chief Ouray • Access Initiatives • Gear Closet
Commitments through endowments, planned gifts and the annual fund will strategically support each priority above. Project scope as of July 1, 2024. Philanthropic projects include but are not limited to the areas listed above.				

YOUR INVITATION TO CLIMB HIGHER

As we embark upon this \$50 million transformational campaign, we are strengthened by the passion of those who blazed the trail in the early 1900s. Our new group of visionaries is making a modern-day alpine trek to thoughtfully approach the challenges and opportunities of the 21st century. **We invite you to be part of the ascent.**



For more information about Climbing Higher: A Visionary Campaign for YMCA of the Rockies, contact Carrie Rossman at crossman@ymcarockies.org.