

Town of Williamstown
Application for Support of Non-Profit Organization

The Town of Williamstown receives occasional requests from non-profit organizations for partial funding in support of programs or projects that provide services for and benefits to town residents. This application form has been developed by the Finance Committee and the Select Board to assist in their evaluations of requests from non-profits seeking this support. The information collected will be used to consider whether or not requests for funding will appear on the warrant for Annual Town Meeting, and if action on these requests will be recommended by the Finance Committee and Select Board.

Projects for purposes addressed by the Community Preservation Act (open space, recreation, affordable housing and historical preservation) should follow procedures established by the Community Preservation Committee and should not use this application form and process.

Applications should be submitted each year to the Town Manager no later than January.

The application package must contain each of the following:

_____ Completed application

_____ A list of the current Board of Directors, indicating executive officers

_____ A copy of the most recent independent CPA audit, financial review, or compilation for each non-profit organization participating in the proposal, a financial report signed by the President and Treasurer of the organization showing all revenues, expenses, and financial assets

_____ A copy of the most recent Massachusetts Form 3ABC filed and the 990 Tax Form, if such forms are required for the organization

Application

Date: 1/12/23

Organization Name: Williamstown Youth Center

Address: 66 School St., Williamstown, MA 01267

Telephone: (413) 458-5925

Contact Person: Michael Williams, Executive Director

Email Address: mike@williamstownyouthcenter.org

Program or Project Name: Williamstown Youth Center Program Support

What is the benefit to Williamstown residents of the proposed project? *See Addendum*

Amount requested: \$77,000

Has the Town of Williamstown funded your organization or program before, **including** payments for services or through the Community Preservation Act? **YES X** NO

If yes, please indicate the year and amount awarded (up to the past 3 years).

Year 2022-23 **Amount** \$77,000 **Purpose** Programming and financial aid

Year 2021-22 **Amount** \$77,000 **Purpose** Programming and financial aid

Year 2020-21 **Amount** \$77,000 **Purpose** Programming and financial aid

On a separate page, briefly describe your program or project including a budget for the proposed use of the funds requested. Is this a new program? How will it benefit Williamstown residents? Include the total number of persons expected to be served by the program or project for which you are requesting funding. How many of those served are Williamstown residents? How do you determine the residency of the people you serve? Identify those who will administer the program.

What percentage of your total organization budget would be covered by the request? 16.5%

Would this grant enable your organization to obtain additional funding? No

If yes, explain N/A

Are the funds to be used for purposes that fall within those covered by the Community Preservation Act (open space, recreation, affordable housing, and historical preservation)?

YES ___ NO X If yes, explain

Please complete the information requested in the following table. Feel free to provide a separate page with an explanatory narrative where needed.

Item	Current year*	Previous year (actuals 2021-22)
Total annual revenues of organization	288,720.00	461,955
Total contributions received	217,450	208,329
Total grants received from sources other than the Town of Williamstown	98,000**	219,145**
Total grants and payments received from the Town of Williamstown	77,000	77,000
Total dues, memberships, and other revenues received	256,720	253,626
Total annual expenditures of organization	406,141	481,911
Total salaries and employee benefits paid	300,000	315,825
Combined balance of reserves, savings, CDs, endowments and other accounts	520,645	372,876 (as of 6/30/22)
Number of employees (Full-Time Equivalents)	11***	9
Number of volunteers	2	0
Total persons served by organization	343***	310
Total persons served by organization who are residents of Williamstown****	312	280

*FY22-23 Budget (except combined balance, which is actual YTD as of 12/31/22)

**Includes MA Early Education and Care Stabilization and PPP Grants

***As of 12/31/22

****Residency self-reported on registrations

Evaluation of success

On a separate page, describe how and when you will evaluate the success of the program or project for which support is requested. Examples might include consumer/client surveys, focus groups, or employee self-evaluations. Attach a copy of the evaluation of effectiveness or success from the most recent year available.

A funded project requires that the organization submit a report to the Town Manager by March 31 following the year in which the funding was received. This report should describe the status of the

project and the use of funds awarded and include an evaluation of the program or project. Submission of this report is required in order to be eligible for future support.

Williamstown Youth Center Funding Request: 2023 Addendum

Program Description, Benefit to Williamstown Residents

For generations the Williamstown Youth Center has provided Williamstown residents with safe, reliable, and enjoyable after-school programming that is affordable for every family budget. In addition to our After School Program, the WYC opens its doors whenever the Williamstown Elementary School (WES) is closed due to snow or other emergencies, or when the school is closed for professional training. We continue to offer recreational sports, arts programs, and school vacation camps throughout the year.

We continue to strengthen our partnerships with our community service providers. Our relationship with WES has never been more important. 37% of the school's total enrollment is also enrolled in our After School Program. In addition, we work closely with other youth sports providers, such as the Williamstown Soccer Club, Cal Ripken Baseball, and the Greylock Youth Basketball Association, to ensure that all of our children have access to the programs they want and need, as well as to the facilities needed to host these activities.

The WYC is grateful for the opportunity to provide our community with essential services at a fraction of what these same services cost residents of other towns and cities.

A Return To A "Normal" Year

The WYC offers programs that fall into three general categories.

1. The After School Program operates every day that Williamstown Elementary School is in session from dismissal time until 5:30pm. Attendees participate in a variety of activities in a safe and fun environment under the supervision of WYC administrators and After School Program staff.
2. WYC Sports and Arts programs offer a broad range of recreational activities to appeal to kids with all sorts of interests.
3. WYC all-day programs provide a safe and enjoyable place for kids whenever WES is not in session, including an eight-week summer camp, February and April vacation camps, and emergency openings whenever WES closes due to weather, professional development days, or other unforeseen events.

The ASP, which is a Commonwealth of Massachusetts Department of Early Education and Care-licensed facility, supports the social, emotional, educational, and physical development of children by offering a variety of activities every day. Our close working relationship with WES administration and staff testify to our shared commitment to care for our community's children. As with all WYC programs, ASP program fees are affordable.

We also operate a Before School Program from 7:00 to 8:30am daily, with average attendance at 7 kids per day. Breakfast is provided to those who need it.

Second, the WYC offers sports and other recreational programs for young people and their families. These include everything from creative movement and community art sessions, to youth basketball,

soccer, and ski and snowboard lessons. We adapt our programming to promote healthy, active lifestyles, and support efforts to increase participation in youth sports through innovation as well as partnerships with other organizations that offer sports programs. We are always looking for new opportunities to make connections with local groups. This year we added tennis lessons in the fall, in conjunction with the Williams College tennis teams.

Third, the WYC provides full-day programming during WES school vacations and professional days. We also open our doors whenever WES cancels due to weather or other unplanned events, providing childcare for working parents and others. Rates for these full-day programs are low enough to be affordable to most families, and financial aid is provided to anyone who needs it. In 2019, we reduced the cost of child care on WES cancellation days from \$50 to \$10 per child per day.

Every summer, we offer an eight-week, all-day vacation camp for children entering grades 1 through 8. For many, ours is the first summer camp experience they and their families have been able to afford.

In addition to providing programming in these areas, we also serve the community by making our facility available for use for any non-profit community group that needs a space to host forums, talks, or other presentations or events of community interest, all free of charge.

Finally, the WYC promotes commitment to the community by employing young people as staff and welcoming others as volunteers. Many current camp counselors and After School Program assistants are former campers and ASP attendees. The WYC remains committed to developing leaders by welcoming young people to work with us.

At the WYC, we are keenly aware of our position as a private non-profit that is supported with public funds. As part of our ongoing efforts to remain responsive to community comments and concerns, we raised our program fees by 10% across the board in FY23, and added an option for families to pay more than the listed program fees to support others without the financial resources to pay our full rate.

Our members' response to the additional payment option has been a success. For example, of the 160 individuals registered for our After School Program in FY23, 40 have opted to pay more than necessary. These donations range from \$25 to \$100, with an average of about \$50.

Program Evaluation:

When evaluating our success during a typical year we look at registration/attendance figures (with particular attention on the After School Program) as well as soliciting feedback from our families. With that in mind, here's how we did last year:

WYC After School Program Average Daily Attendance

2018-2019 = 97

2019-2020 = 110 (prior to the onset of COVID-19)

2020-2021 = No After School Program; all-day remote learning provided instead

2021-2022 = 83

2022-2023 = 104

WYC Family Feedback (Survey Responses)

Our other primary means for measuring success is soliciting feedback via customer surveys. We continue to send surveys to participants at the conclusion of every program.

Here's what we heard about our programs this fall:

K-2 Soccer: 100% said they would recommend this program to other families. 80% were very satisfied with the instruction.

"It was fantastic! I was so impressed with how Coach Rob approaches teaching the fundamentals and exposing the kids to the game with small scrimmages."

"We appreciated that the instructors kept all of the kids moving and came up with fun games to help them learn. There was a lot of positive energy!"

Cross Country Running: 100% of respondents were very satisfied with the instruction and would recommend this program to other families.

"My daughter has tried and quit more activities than any child I know and she really loved this program and wants to do it again!"

"My son loves to run so I hope he will have more opportunities to do so in a fun environment. He does very well when working with older kids. Thank you."

Tennis: 100% said they would recommend this program to other families. 80% of respondents were very satisfied with the instruction.

"The staff and players were absolutely phenomenal with the kids and made sure they had fun and were learning the game."

We hope and expect the same kind of response from those participating in upcoming WYC programs.

Of our respondents, 100% said they would recommend our program to other families, and 100% said they would continue participating for as long as the program is offered.

What Is Different In FY23

We are back to "normal" programming after two program years profoundly affected by the pandemic. We have evaluated our sports programs and adjusted them to be more in line with the USA Development Model developed by the US Olympic Committee. For example, grades 3 and 4 of our youth basketball program now play three versus three games, to emphasize more movement and more participation for each of our young athletes.

We are no longer strictly cohorting in our After School Program, although most activities continue to be organized by grade.

More importantly, we are well into an organization-wide effort to become more caring and responsive to the needs of our families of color, our gender non-conforming students, and our LGBTQIA young people. We collaborate closely with a group of parents to hear their concerns and adapt our program as necessary. All of our staff have completed 3 hours of DEI training, and we are scheduled to complete 3 additional hours before the end of the academic year.

As for finances, we've already mentioned our fee increases, and additional payment options.

The WYC is also hosting two new fundraising and community-building events—a golf tournament and a kick-off for a WYC-themed exhibit at the Williamstown Historical Museum—to further strengthen ties between our organization and potential funders. Additionally, we will continue to host our annual Springfest celebration at the Youth Center in May of this year.

What Will Be Different In FY24

Next year we will continue to build on the momentum we established with our return to full, regular programming. We will once again raise our fees and will continue to adjust our sports programs

Rationale For Funding

Town funding allows us to keep our program fees low enough to be affordable for most residents and to provide full financial assistance to remaining families who still might need help. Fully 37% of students enrolled at WES attend our program. For those town families, the support we provide is invaluable.

In a typical year, the WYC provides after-school care that is essential for many of our working families, in addition to our recreation and full-day camp offerings. WYC programs are an important contributor to the overall well-being of our community.

In a time of unique challenges, our impact on our families has only been magnified.

Continued support from the Town of Williamstown will allow the WYC to provide for our community, whatever its needs might be.

Concluding Remarks

The Williamstown Youth Center's success has always depended on community support. In return for this commitment, the WYC provides Williamstown residents with services that are essential for some and that improve the quality of our community's life for all. The need for WYC programming has never been greater than it is right now.

We remain grateful to the Town for making all that we do possible, and we thank you for your invitation to once again ask for your support.