The Center for Science, Technology & Leadership Development

Bethel Youth Activity Center

Building What's Possible

CSTLD's $8 Million Bethel Campus Expansion Campaign

Renovating the existing Bethel Youth Activity Center and building the new Hope, Health and Wellness Center to expand learning, health, and connection across generations.





6 Counties

Pitt • Edgecombe • Martin • Beaufort • Halifax • Bertie

15,363 sq.ft.

2,776 Renovation
12,587 New Building

One Shared Vision

Greater access to the resources and opportunities to help our community thrive.

POTENTIAL IS HERE.

THE OPPORTUNITY SHOULD BE, TOO.

Ask the children at the Bethel Youth Activity Center what they want to be when they grow up, and their answers come quickly: **“A teacher.” “A doctor.” “A police officer.” “A veterinarian.” “A singer.” “A nail tech.” “A business owner.”**

Their dreams are no smaller than those of children anywhere else. But in Bethel and the surrounding rural communities, access to the spaces, programs and people that help turn those dreams into reality remains limited.

Potential is not the problem. Access is.

The Center for Science, Technology & Leadership Development (CSTLD) is a trusted place where young people receive academic support, enrichment and consistent encouragement. The results are measurable, but the current Youth Activity Center lacks the space and facilities needed to serve more students and strengthen its educational programs.

Beyond the Youth Activity Center, Bethel has limited access to the kinds of comprehensive wellness resources available in larger communities. For children, families, adults, and seniors, accessing fitness, preventive health, nutrition, and other wellness opportunities can mean traveling outside the community. For those without reliable transportation, that distance can be a significant barrier.

WHAT THE EXPANDED CAMPUS MAKES POSSIBLE

HEALTH + WELLNESS
Safe, affordable opportunities to exercise, access preventive health resources and develop healthier habits.

LEARNING + OPPORTUNITY
More room for academic support, enrichment and experiences that help young people see what is possible.

CONNECTION + COMMUNITY
A trusted place where people of all ages can build relationships, find support and belong.

1 in 4 Bethel children **live in poverty**

24% Pitt County adults are **physically inactive**

72% Adults in Pitt County are obese

Mental health is identified as an urgent need in Pitt County



ONE CAMPAIGN. TWO CONNECTED INVESTMENTS.
Renovating the Bethel Youth Activity Center and building the new Hope, Health and Wellness Center.

PROVEN IMPACT. READY TO GROW.

For five years, CSTLD and the Bethel Youth Activity Center have worked alongside families to remove barriers to learning and give young people the academic support, enrichment and encouragement they need to succeed.

Working from a repurposed bank building and providing its youth programs free of charge, BYAC has developed a trusted model built on consistent participation, qualified educators and measurable results.

Measurable Academic Progress

60%
Performing at or above grade level in math
UP FROM 0%

47%
Reached reading proficiency
UP FROM 5%

94% Made academic progress or met grade-level expectations

2025-26 Impact at a Glance

236 Students served free of charge

7,000+ Student-days of instruction provided

414 Days of instruction reclaimed through the Y.E.S. Program

140+ Community volunteers

What makes BYAC's approach work

HIGH-QUALITY ACADEMIC SUPPORT- Certified teachers, a 1:6 staff-to-student ratio and adaptive math and reading programs provide focused academic support based on each student's needs.

ENRICHMENT AND WHOLE-CHILD DEVELOPMENT- Afterschool and summer programs combine academics with STEAM enrichment, mentoring and social-emotional learning.

ACCESS AND CONTINUITY - Programs are provided free of charge. Transportation, family support and the Y.E.S. Program help students remain connected to learning when other barriers arise.

STATEWIDE RECOGNITION - BYAC's results have gained statewide attention. The North Carolina Department of Public Instruction invited CSTLD/BYAC to share the MyAcademy approach behind its standout student growth.

The model works. Now it needs room to grow.

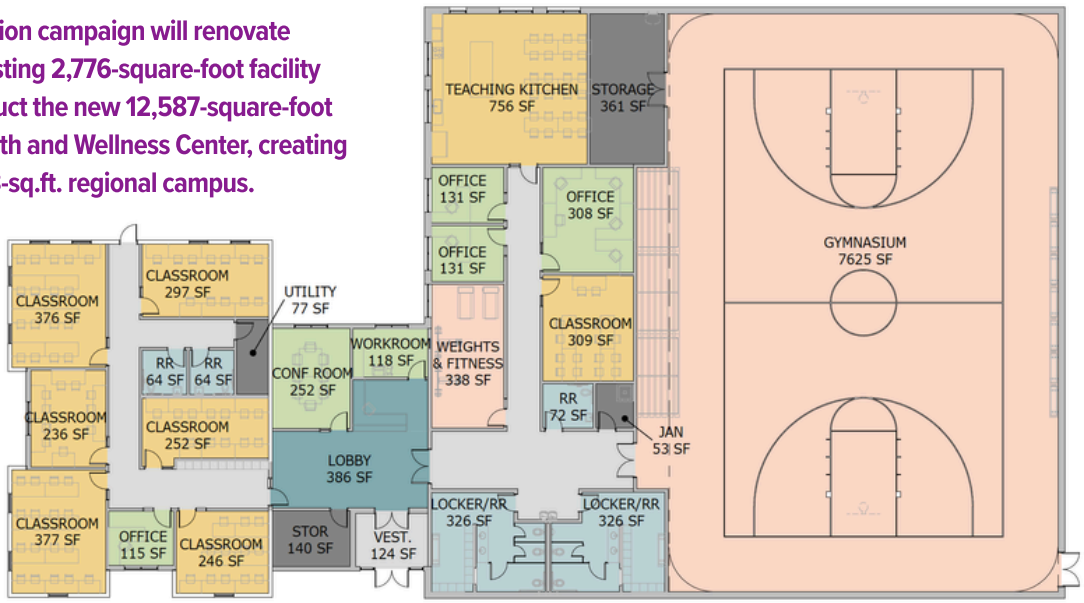
> *Kids can't dream something if they don't see it. When you're able to bring in people to say, 'You could do this,' children are able to dream it, and they're able to reach their full potential.*

- Ms. Beth Ulffers, Former PCS Director of Outreach and Public Relations/Executive Director for the Pitt County Educational Foundation



TWO PROJECTS
ONE EXPANDED CAMPUS.

The $8 million campaign will renovate BYAC's existing 2,776-square-foot facility and construct the new 12,587-square-foot Hope, Health and Wellness Center, creating one 15,363-sq.ft. regional campus.



STRENGTHENING THE BETHEL YOUTH ACTIVITY CENTER

The complete renovation of the existing Youth Activity Center will improve six classrooms, expand student capacity, strengthen staff and support areas, and give BYAC's academic, STEAM, and whole-child programs room to grow.

BUILDING THE HOPE, HEALTH AND WELLNESS CENTER

Far more than a gym, the new Center will provide space for structured physical activity, nutrition education, preventive health resources, workforce development, lifelong learning and community connection.

ONE CONNECTED CAMPUS

A shared entrance will connect the renovated Youth Activity Center and the new Hope, Health and Wellness Center, bringing educational and wellness resources together in one coordinated campus.

THE EXPANDED CAMPUS INCLUDES:

- A regulation-size gymnasium
- A teaching kitchen
- A weight and fitness room
- Seven classrooms across the campus
- Locker rooms
- Offices and flexible community spaces

Together, these spaces will give young people greater room to learn and develop healthy habits, provide families with resources for healthier lives, and help people of every age remain active and connected to their community.





Renderings provided by HH Architecture

WHAT YOUR INVESTMENT WILL CHANGE

Youth

An expanded BYAC and new wellness opportunities support young people's academic growth, physical health and emotional well-being through opportunities to learn, move, connect and belong.

Families

Health education, screenings, nutrition, fitness and family programming create new opportunities for families to build healthier habits, access resources and participate together.

Adults and Seniors

A welcoming, accessible place to move, learn and gather makes healthier living and community connection easier to be part of everyday life.

Regional Connections Will Expand What the Center Offers

The Center creates a place where trusted regional partners can bring health education, screenings, nutrition, workforce development and lifelong learning directly to Bethel.

Partners across the region, including ECU Health, East Carolina University, the ECU Brody School of Medicine, Pitt County Health Department, Pitt Community College, Pitt County Schools, local schools, and regional senior centers, expand the expertise, resources, and programming available to the community.

Together, these partnerships extend the Center's impact far beyond what it could achieve alone.

> *"Mental health is health, and our mental health affects our physical health. By creating opportunities for physical activity, social connection and wellness programming, this center can support the overall health and well-being of people in Bethel."*

- Kahla Hall, ECU Health Foundation

BUILT AROUND DOCUMENTED COMMUNITY NEED

Physical health is a Pitt County priority, with physical inactivity, obesity, chronic disease, food access, and transportation among documented community challenges.

Rural communities and areas north of the Tar River face particular barriers to health resources, physical activity, healthy food, and community connection.

The Hope, Health and Wellness Center brings these resources and opportunities closer to the community.

Source: 2024 Pitt County Community Health Needs Assessment





WE NEED YOUR HELP

BUILDING WHAT'S POSSIBLE.





> *"If we help each other, we can build a healthier community and a strong foundation for children who are our future."*
>
> - Dr. Garrie Moore, Founder & CEO, Center for Science Technology and Leadership Development

$8 Million Bethel Campus Expansion Campaign

Transformational gifts and naming opportunities are available for the Youth Activity Center, The Hope, Health and Wellness Center, gymnasium, teaching kitchen, classrooms, fitness spaces, and other areas.



CREATE A STRONGER FUTURE FOR EVERY GENERATION.

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SCAN TO LEARN MORE
and explore giving opportunities.