



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



SPIRIT, MIND & BODY

2018 IMPACT REPORT • YMCA OF GREENSBORO

To Our Y Family

We are excited to showcase the extraordinary impact the Y has had on our community over the last year, all thanks to you as part of this incredible Y family.

Impact. What a small word that represents such a huge difference in the lives of so many.

Thanks to you, we sent underprivileged children to camp so they could spend their summer in a supervised and safe space, building friendships and learning to work as a team. Thanks to you, we saved children and adults from potential drownings through life-saving swim lessons. And, thanks to you, we provided programs for youth and adults on the autism spectrum, at no cost to them, so they can have fun and build relationships with people to whom they can easily relate.

Thanks to donors and volunteers like you, the Y has helped build a stronger community by bridging financial and social need gaps.

Our work thus far has proven that lasting personal and social change comes when we all work together, and we are grateful to work side-by-side with you to make sure that everyone in our community has the opportunity to learn, grow and thrive.

Thank you for helping us shout to the world that all individuals — regardless of age, income, race, religion or circumstance — deserve the opportunity to reach their full potential, and there's no place better to do that than the Y.



Greg Jones
President/CEO



Phil Barnhill
CVO

ABOUT US

YMCA of Greensboro is a growth-oriented organization, committed to building strong communities, with strong individuals and families as the foundation. The entire Y family – including staff, members, donors, volunteers and more – is united by a common belief that all individuals deserve the opportunity to succeed. Our programs develop youth, promote healthy living and foster a sense of social responsibility in the effort to build a healthy spirit, mind and body for all.



YMCA of Greensboro At a Glance

MEMBERSHIP AND PROGRAM PARTICIPATION

More than just a gym, the YMCA has meaning for everyone. Through membership, the Y fosters community and relationship-building and helps create real growth in an individual's overall health and wellness.

64,663 total members

1,181 member units received financial assistance

13,953 youth participated in programs like sports and camps

YMCA of Greensboro offers a variety of programs, all tailored to suit the unique needs of individuals in our community and created to empower all to learn, grow and thrive. We help children explore new skills, teens grow to their fullest potential, young adults connect and give back, parents relax in a family-friendly environment, and seniors find a sense of belonging.

- 3,810 children had fun in Playzone while their parents worked out
- 159 children were nurtured in our licensed DayCare program
- 2,450 children learned their full potential in after school and summer day camp
- 1,100 children developed a sense of belonging at overnight camp (Camp Weaver)
- 6,000 children grew a passion for nature through environmental education school programs
- 3,565 children learned lifesaving skills through swim lessons
- 6,838 children developed sportsmanship through youth sports
- 467 adults connected with others through adult sports
- 95 cancer survivors made lifelong connections through the LIVESTRONG program

COMMUNITY IMPACT

- 3,346 volunteers donated 20,910 hours to the YMCA, enabling our cause to become a reality in the lives we touch each day.
- Bright Beginnings provided underprivileged children with the tools they need to learn and succeed.
- We served 8,368 senior members with programs like Tai Chi, water fitness and pickleball, creating an outlet for community and relationship building.
- Our unique programs connected individuals from all walks of life – including cancer survivors, individuals with intellectual and developmental disabilities, those living with Parkinson's and more.
- Achievers, our college readiness and mentoring program, helped prepare teens for life after high school, featuring college tours, SAT preparation, career development and leadership training.



2018 A LOOK BACK..



In 2018, our Annual Giving Campaign raised \$763,000 for our financial assistance program, which served over 3,000 individuals and families.



Over 1,000 of our volunteers served in our special events and programs such as Bright Beginnings, Angel Tree, and the National Short Course Swim Meet, providing opportunities for our community to connect and grow.



We hosted more than 1,400 swimmers for the National Short Course Swim Meet, featuring elite-level swimmers from across the country.



➤ In the aftermath of the tornado that hit eastern Guilford County, and following Hurricane Michael, we opened our local branches to the community, providing a place for hot showers and to recharge cell phones and flashlights. We also collected water, nonperishable food items and school supplies to donate to agencies serving families in need.



➤ With special events like Family Fun Day, Healthy Kids Day, Yoga in the Park and Fitness Under the Bridge, we provided a fun, inclusive environment for families and individuals of all ages.

FINANCIALS



BUDGET AND SCOPE

\$17,209,970 Annual budget.

64,663 Members served by the YMCA of Greensboro.



1

Overnight camp providing children the opportunity to make memories of a lifetime.



8

YMCA branches providing unique programs and a sense of community.

PUBLIC SUPPORT



United Way Funding
\$223,208



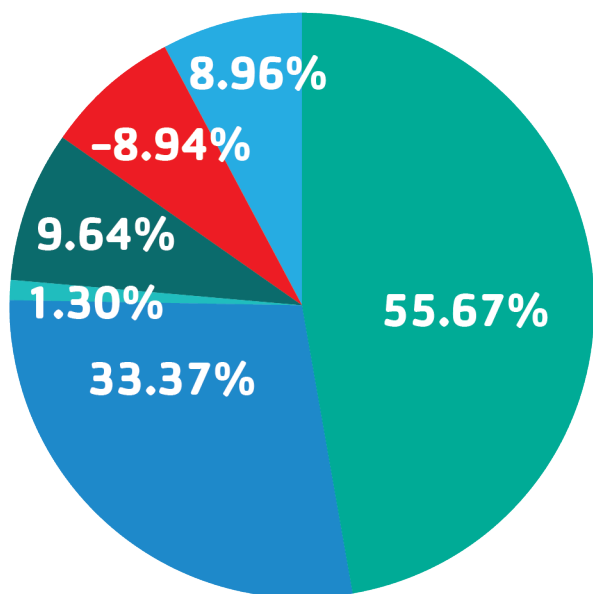
Total Support
\$1,882,093



Contributions and Grants
\$1,658,885

2018 TOTAL REVENUE AND EXPENSES

REVENUE



MEMBERSHIP: \$9,581,364

PROGRAM: \$5,743,614

UNITED WAY: \$223,208

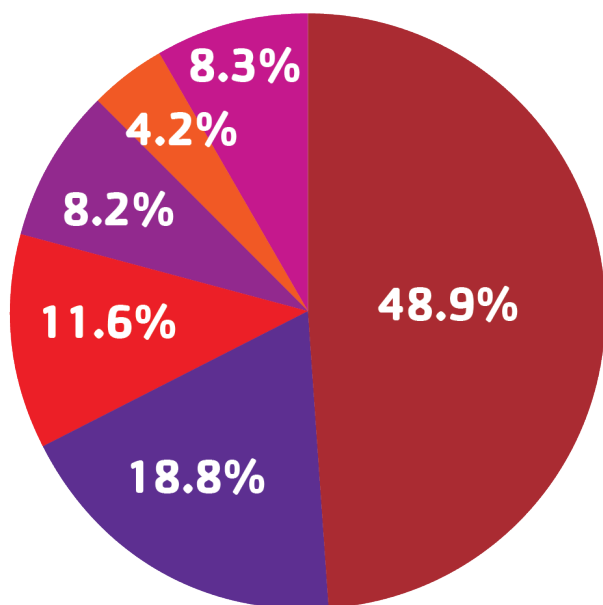
CONTRIBUTIONS/GRANTS: \$1,658,885

OTHER: \$1,541,752

UNREALIZED LOSS ON INVESTMENTS: (\$1,538,853)

TOTAL: \$17,209,970

EXPENSES



PERSONNEL: \$8,461,106

OTHER OPERATING COST: \$3,481,710

DEPRECIATION/AMORTIZATION: \$2,010,909

OCCU/EQUIP COSTS: \$1,424,496

INTEREST EXPENSE: \$725,128

SUPPLIES: \$1,441,394

TOTAL: \$17,544,743

Y STORIES

GIVING PEOPLE STRENGTH

“People here are very friendly and helpful, and I meet a lot of other people that are trying to do the same thing I am, which is to get healthier. Since I’ve been here, I have been able to use weightlifting machines. That is something I hadn’t been able to do before. I have been able to increase the amount of weight that I have been able to lift, making me a lot stronger.”

– Thomas

BUILDING COMMUNITY

“LIVESTRONG gave me encouragement! Being with other survivors and watching everyone improve their strength and endurance made me want to work and build my body back up. Everyone was so kind to each other, and we truly developed some strong connections and friendships. I would and do highly recommend LIVESTRONG to other survivors.”

– Marie

TEACHING CONFIDENCE & NEW SKILLS

“My 3 girls and I moved here 3 years ago, and the Y has been my sanity and safe place for my girls. Knowing that I have good care for them while I work out is priceless. Also, through the Financial Assistance program we were able to start swim lessons, and now my girls are mermaids! We come a few times a week to swim and spend time as a family. I have seen swimming give my middle daughter confidence and identity. Her goal is to join the swim team! Thank you to the Y for providing opportunities to my girls I couldn’t give them alone.”

– Rachel



READ MORE STORIES:
WWW.YMCAGREENSBORO.ORG

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620 GREEN VALLEY RD. SUITE 210
GREENSBORO, NC 27408
336.854.8410

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LOCATIONS

METROPOLITAN YMCA
620 Green Valley Road, Suite 210
Greensboro, NC 27408

KATHLEEN PRICE BRYAN FAMILY YMCA
501 W. Market Street
Greensboro, NC 27401

YMCA CAMP WEAVER
4924 Tapawingo Trail
Greensboro, NC 27406

EDEN FAMILY YMCA
301 S. Kennedy Avenue
Eden, NC 27288

HAYES-TAYLOR MEMORIAL YMCA
2630 E. Florida St.
Greensboro, NC 27401

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900 Bonner Drive
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504 S. Main Street
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3216 Horse Pen Creek Road
Greensboro, NC 27410

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954-E Golf House Road
Whitsett, NC 27377

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600 South 5th Avenue
Mayodan, NC 27027