



# THE Y SO MUCH MORE

**MONROE COUNTY YMCA  
2014 Annual Impact Report**



Dear Friends,

We are proud to share our 2014 impact report with you. This report will give you a snapshot of how the Y is keeping its promise to strengthen the foundations of community by living our cause. The Y is so much more than a gym. It's a cause that is dedicated to youth development, healthy living, and social responsibility. From exercise to education, volleyball to volunteerism, preschool to preventative health, the Y doesn't just strengthen bodies—we strengthen communities and build relationships. We are committed to driving academic achievement and inspiring kids to reach their greatest potential, tackling our community's greatest health challenges, improving quality of life, and ensuring access to all, so everyone has a chance to succeed.



Our Y community had a very productive year. We were able to provide financial assistance to nearly 1,000 individuals, single parents, youth, and families in need through generous donations to Y For All. We expanded our free group exercise classes to better serve our members. The Endowment Fund helped to provide wellness programming at local schools. We continued to encourage life-changing behaviors through our Cardiac Rehab and Diabetes Prevention programs.

It was also a year of large-scale change and growth. We celebrated the one-year anniversary of our Northwest Branch. The new location expanded our reach into the community and answered the expressed need for a high-quality, licensed child care center and an orthopedic outpatient clinic on the northwest side of our county.

Our heartstrings were pulled this year as well, as we celebrated the career and retirement of Roberta Kelzer. It was 22 years ago that Roberta first impacted Jason's life with her leadership and enthusiasm. "As a counselor at Camp Arrowhead, I had the wonderful opportunity to work with and learn from Roberta. Her leadership and love of the Y won't be forgotten."

It was a year worthy of celebrating. Thank you for helping us achieve so much more.

Respectfully,

Dr. Jason Winkle  
CEO

Kem Hawkins  
Association Board President

## OUR CAUSE

At the Y, we believe that lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors. That's why we focus our work in three areas: youth development, healthy living, and social responsibility.

## OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

## OUR FOCUS

### YOUTH DEVELOPMENT

Through the Y, kids, teens, and young adults have the opportunity to discover who they are and what they can achieve by cultivating the values, skills, and relationships that lead to positive behaviors, better health, and educational achievement.

### HEALTHY LIVING

Our Y will always be dedicated to building healthy, confident, connected, and secure communities. At the Y, it's not about the activity you choose, as much as it's about the benefit of living healthier.

### SOCIAL RESPONSIBILITY

As a nonprofit, the Y is committed to strengthening the community. We give back to our community and support our neighbors through our focus on advocacy, volunteering, and giving.



# 2014 COMMUNITY BENEFIT REPORT

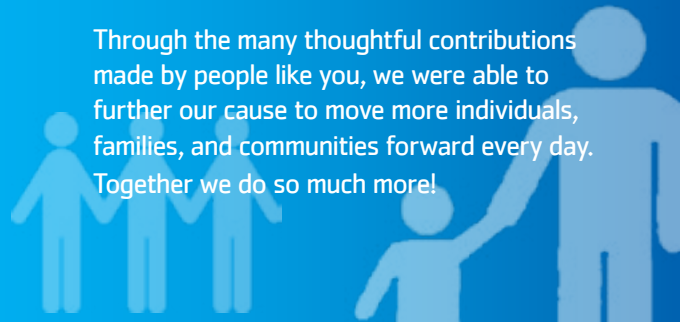
### Through Y For All Funds:

- Nearly 1,000 individuals, single parents, youth, and families were provided financial assistance to become a part of the Y community
- 145 local children were given the opportunity to attend summer camp
- 250 of our neighbors were able to attend wellness programming

### Through Endowment Funds:

- Local schools were able to offer physical education and health lessons taught by Y staff

Through the many thoughtful contributions made by people like you, we were able to further our cause to move more individuals, families, and communities forward every day. Together we do so much more!





## **Penny OVERCOME ALL OBSTACLES AND THRIVE**

If you have been to the Y recently you have seen Penny; quiet and shy, but as her friend and workout partner Barry describes her, “a powerful presence”. Penny finds the strength to come to the Y everyday, which can be a challenge with the obstacles she faces. Barry says, “She made the decision to change her life and she inspired me to do the same. I know we have all gotten to a place where we feel like giving up. **I know what Penny has overcome, all of her fears -- if she can do this, anyone can**”.

## **Mark Magnuson YOU CAN TAKE CONTROL**

“I want to be around for my family. I couldn’t allow my struggles with health to get in the way of taking care of my family.” Mark believes the program provided him with a holistic approach to make positive changes that hold him accountable for his actions through food journaling, calorie and fat content of his food intake, and the addition of weekly activity. **“Mark was a rock star participant for himself and for the group”,** said Cheri Landrey, YMCA’s Diabetes Prevention Lifestyle Coach. **“He is a true example of – YOU CAN TAKE CONTROL.”**



## **KJ and Kevin Andrews LEARNING INDEPENDENCE**

KJ Andrews and his dad, Kevin, swim at the Northwest Y every chance they get. Their membership through the financial assistance Y For All program now gives them fun and learning time together. At two, KJ was diagnosed with fetal valproate syndrome, which led to high functioning autism. The pool and swimming have been wonderful for KJ; Kevin has noticed his son’s focus and speech have grown stronger, and he has a new independence. Kevin said, **“We deal with a lot, but for the two hours we are in the pool, we don’t think about any of it.”**



# OUR IMPACT

## ▶▶ YOUTH DEVELOPMENT • Nurturing the potential of every child and teen

[The YMCA's Center for Children and Families](#) served 105 children in its first full year, preparing them for learning while developing lifelong healthy habits. The YCCF was recognized and awarded a Level 3 Paths to Quality for health and safety standards, a high quality learning environment, and curriculum that prepares children for school readiness. | [LEAP--Learning through Education, Activity, and Play](#), in partnership with RBBCSC Afterschool Academic Enrichment Program, had 86 participants. This program elevated their test scores, increased academic performance and participation, and decreased negative classroom behavior. | 63 children attended the [Y's Preschool Academic Enrichment Program](#), providing an environment for preschoolers to learn, gain self-confidence, make new friends, and respect others. | Y Camp counselors were dedicated to making sure [Summer Camp](#) at the Y was an amazing experience for the 3,625 children participating in day camp and sports camps at the Y. | [Swim, Sports & Play](#) – the Y was the starting point for many youth to learn about becoming and staying active, and developing lifelong healthy habits. | 2,590 kids gained the confidence that comes from learning to swim or were able to build positive relationships that lead to good sportsmanship and teamwork. | 3,625 visits to the [YMCA Play and Learn](#) in 2014 allowed children a safe and caring environment while parents were able to find time to achieve their personal health goals.

## ▶▶ HEALTHY LIVING • Improving the Health of Our Community

The Y was committed to providing a safe, welcoming space for health and wellness for 15,000 active members in 2014. | Through our efforts, numerous individuals discovered a new way of life by losing weight, gaining strength, and finding the support of our qualified staff through our many wellness opportunities. | 115 individuals now have the support they need to take control of their lives and prevent the onset of type 2 diabetes through our signature [YMCA'S Diabetes Prevention Program](#). | Family Night activities provided safe and fun opportunities for families to engage and connect with each other. | Our seniors stayed connected to their communities through our specially-designed programs, many of them free.

## ▶▶ SOCIAL RESPONSIBILITY • Giving back and providing support to our neighbors

[Volunteerism & Giving](#) – The generosity of others is at the core of our existence. It is only through the support of our volunteers and donors that we are able to give back to the communities we serve. 172 volunteers gave countless hours to help strengthen our community. | [Generous donors](#) contributed \$102,390 to our Y For All Annual Campaign, providing access to Y programs and services to 996 individuals and families. As a nonprofit, we count on the generosity of our members and partners to help us continue our vital community work. Please see our online impact report to view the names of our many volunteers and supporters at [MonroeCountyYMCA.org](#). | 200 kids and parents joined us for a community Healthy Kids Day as part of our commitment to strengthen community by addressing critical health gaps. | 589 individuals participated in the community [Fall and Spring Runs](#). | Over 100 youth participated in [SPLASH](#)—a free program that teaches kids how to swim and be safe in and around the water, offered to community members age 6–11 during the week of spring break. Thank you to the volunteers who made this event possible. | At the Y, a supportive community is a big part of wellness. 5K Fridays at the NW Y was a free weekly event that saw 279 individuals and families come together to achieve a greater well-being.

# THANK YOU FOR YOUR GENEROSITY!

**Thank you to our donors** who through their generosity have given the Y the opportunity to ensure a brighter future for our community in Monroe County. Your gift to the Y will have a lasting impact by helping us reach more people through life-changing programs and services. With your support, we can do so much more to help those who need us most.



## THANK YOU!

Y volunteers give individuals of all ages and from all walks of life the resources and support they need to be healthy, confident, connected, and secure.

Our volunteers are integral to the accomplishment of our mission. Without the hard work and dedication of many volunteers, the success of our annual campaign, capital campaign, special events, and other programs would not be possible.

**A special thank you to all of our amazing volunteers!**



# 2014 FINANCIAL REPORT

## REVENUES

### PUBLIC SUPPORT

■ Capital Campaign.....	\$327,127
■ Corporate and Government Grants .....	\$278,458
■ Y For All.....	\$102,390
■ Endowment & General Contributions.....	\$50,024

**TOTAL PUBLIC SUPPORT.....\$757,999**

### EARNED REVENUE

■ Membership Dues.....	\$3,140,070
■ Program Fees.....	\$2,237,712
■ Other.....	\$343,527

**TOTAL EARNED REVENUE.....\$5,721,309**

**TOTAL REVENUE.....\$6,479,308**

## EXPENSES

■ Program/Operating Costs.....	\$4,455,201
■ Occupancy.....	\$1,079,549
■ Fair Share.....	\$98,589

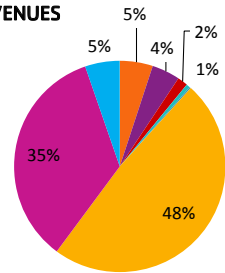
**Total Expenses.....\$5,633,339**

## FINANCIAL ASSISTANCE

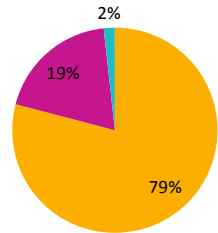
■ General Membership.....	\$82,276
■ Program.....	\$167,500

**Total Financial Assistance.....\$249,776**

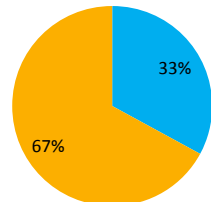
### REVENUES



### EXPENSES



### FINANCIAL ASSISTANCE



## Northwest Y

YMCA's Center  
For Children  
and Families



Gymnastics Center  
Southeast Y

## SOUTHEAST BRANCH

2125 South Highland Avenue  
Bloomington, IN 47401

812-332-5555

## YMCA GYMNASTICS CENTER

1917 South Highland Avenue  
Bloomington, IN 47401

812-961-2187

## NORTHWEST BRANCH

1375 North Wellness Way  
Bloomington, IN 47404

812-331-5556

## YMCA'S CENTER FOR CHILDREN AND FAMILIES

1375 North Wellness Way  
Bloomington, IN 47404

812-961-2377







**Southeast YMCA**

2125 S. Highland Avenue  
Bloomington, IN 47401

812-332-5555

**Northwest YMCA**

1375 N. Wellness Way  
Bloomington, IN 47404

812-331-5556

..... [MonroeCountyYMCA.org](http://MonroeCountyYMCA.org) .....

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