



# KINDNESS IN ACTION

YMCA OF WESTERN NORTH CAROLINA 2022 IMPACT REPORT



# OUR SHARED COMMITMENT

Dear Friends,

Annual reports provide a look back at an organization's activities during the previous year, and while you'll certainly find that in these pages, you'll also get a glimpse of what's ahead as the YMCA of Western North Carolina enters its 134th year of service.

Just before the pandemic, we convened a broad cross-section of community stakeholders to embark on our next strategic plan. We had no way of knowing the process would be delayed for well over a year, or that its focus would change so dramatically. However, the challenge of reimagining our future after a global health crisis is one the Y is uniquely positioned to meet.

Former Board Chair Charles Frederick led a volunteer committee that used extensive data analysis and input from more than 175 community leaders and experts in the region to identify community needs. The resulting three-year strategic plan is outlined in the "Looking Ahead" section of this report.

The plan is organized around the YMCA's three areas of impact: youth development, healthy living, and social responsibility. A fourth category, greater impact, captures our aspirations for future program and facility revitalization.

The Y is dedicated to developing children and teens, improving the health of all, and supporting our neighbors through services that promote social responsibility. Our new strategic plan will guide us as we deliver on our promise to positively affect the spirit, mind, and body of tens of thousands of children, families, and adults for years to come.

In service,



Joe Brumit  
Chair, Chief Volunteer Officer



Paul Vest  
President and CEO



## MISSION STATEMENT

The YMCA of Western North Carolina is committed to strengthening community through programming that supports 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, guides us in all we do and compels us to embrace, reflect, and celebrate the richness of diversity within each other and our community.

# Building a better us, one life at a time



1,016  
afterschool  
students



94,088  
pounds of  
produce given



2,047  
volunteer  
hours



3,678  
stronger  
swimmers



36,546  
healthier  
members



20,651  
people served at  
mobile markets



4,159  
scholarship  
recipients





## YOUTH DEVELOPMENT

Children learn about community at a young age. Y programs like afterschool, day camp, Camp Watia, Horizons, counselor-in-training, and teen development teach empathy, teamwork, and self-confidence. These are all strengths that carry into adulthood.

The Y provides spaces for personal growth and exploration for youth from their earliest development, through teenage years, and into early careers. In recent years former campers and afterschool participants have returned to the Y as lifeguards, youth mentors, and childcare counselors. Their successes are our successes, and they are passing on what they've learned to a new generation.

**“I’ve been involved with the YMCA in afterschool, as a camper, and as an employee. I’ve always wanted to work here because my counselors inspired and encouraged me. I enjoy working in the Y’s friendly and inclusive environment.”**

— Maddy, YMCA youth mentor

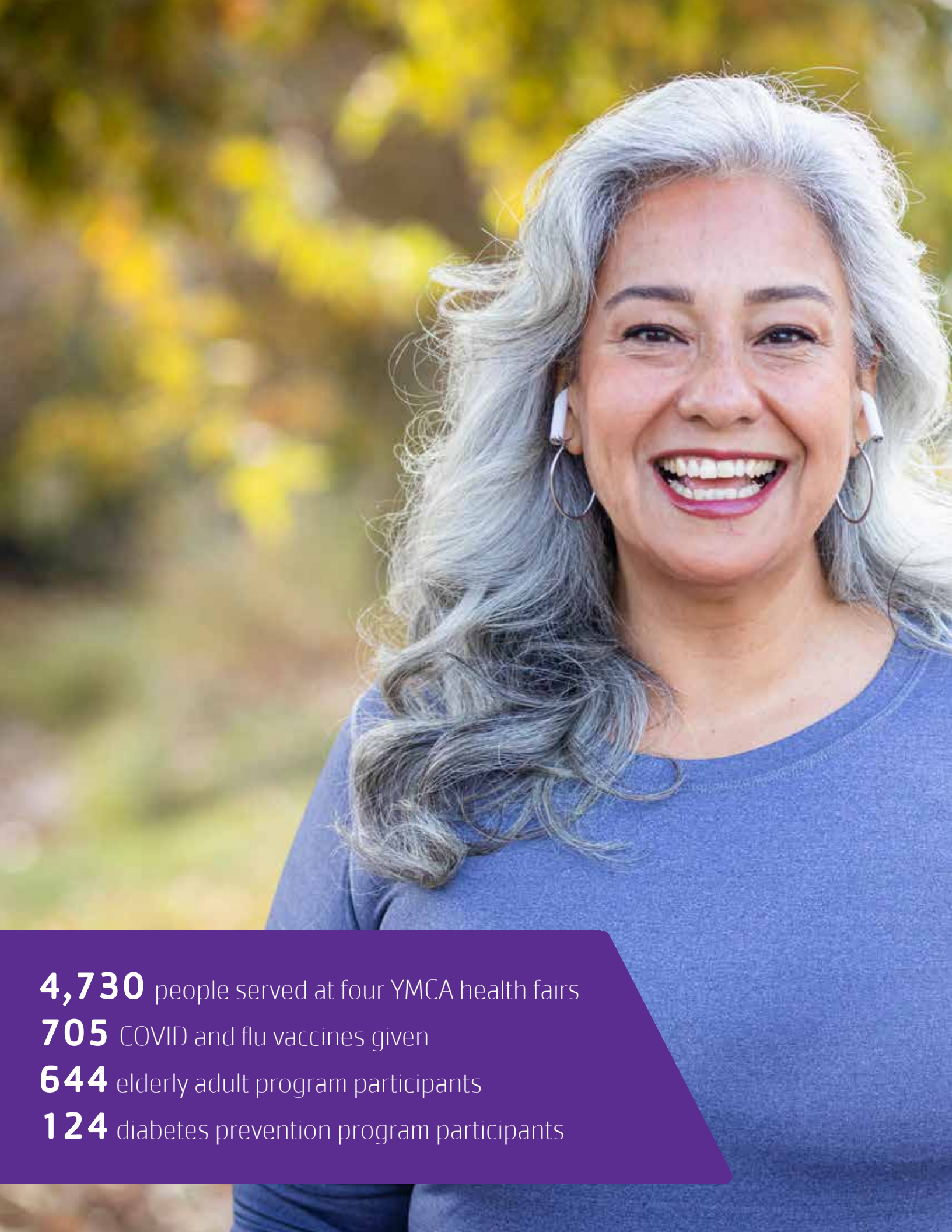


**1,016** AFTERSCHOOL KIDS

**1,011** SUMMER DAY CAMPERS

**627** YMCA CAMP WATIA CAMPERS

**306** 21st CENTURY/HORIZONS TEENS



**4,730** people served at four YMCA health fairs

**705** COVID and flu vaccines given

**644** elderly adult program participants

**124** diabetes prevention program participants



## HEALTHY LIVING

“Paso a pasito” means “step by step.” That’s how Camila and other participants in our Minority Diabetes Prevention Program have learned healthy habits, built friendships, and achieved goals such as running their first 5K.

Across western North Carolina, the Y’s programs and health initiatives are tailored for the needs of the communities we serve. We adapt classes to account for age, ability, language, and gender to ensure we meet every participant where they are. By listening carefully and working collaboratively, we give them the greatest chance to meet and exceed the goals they set for themselves.

**“No es ganarle a todos, es ganarte a ti mismo. It’s not beating everyone, it’s beating yourself.”**

— Camila, MDPP participant and runner

# SOCIAL RESPONSIBILITY

The YMCA's nutrition outreach changes lives daily. Our impact includes fostering healthier choices for youth through cooking and food choice discussions in the Food Explorers program and going where we are needed most to distribute produce and fresh foods in the community.

Our longtime commitment to providing nutrition education while relieving hunger is one of the many ways we seek to build equity in our region. We're honored to have many local partners in this effort, because the need is greater than ever in the aftermath of the pandemic.

**“The YMCA is a key leader in fighting hunger in WNC. Their emphasis on providing healthy staples to our community not only builds food security but nutrition security. We are proud to call them a partner.”**

— Clare Neal, DrPH, CEO, MANNA FoodBank







**4,159** scholarships awarded for membership, health, and youth programs

**3,784** individuals assisted with passports, identification cards, and other documentation from the Mexican Consulate

**20,651** visits to our Mobile Food Markets





## LOOKING AHEAD

The YMCA of Western North Carolina is dedicated to strengthening communities throughout the region. For 133 years, we have worked to build places and programs where children, teens, adults, and families can learn, grow, and thrive. Our new strategic plan will guide our service and establish key priorities for our work over the next three years.

**YOUTH DEVELOPMENT:** Strengthen and expand programs that address mental health, socialization, academic performance, and workforce readiness FOR ALL youth and teens in WNC.

**HEALTHY LIVING:** Improve health and advance health equity across WNC through programs and partnerships.

**SOCIAL RESPONSIBILITY:** Embody YMCA values and culture through intentional actions focused on improving equity throughout our organization and the region, ultimately transforming the YMCA of WNC into an antiracist, multicultural organization.

**GREATER IMPACT:** Secure our long-term sustainability through philanthropy, advocacy, and investments in our infrastructure and program development.

## OPERATIONAL

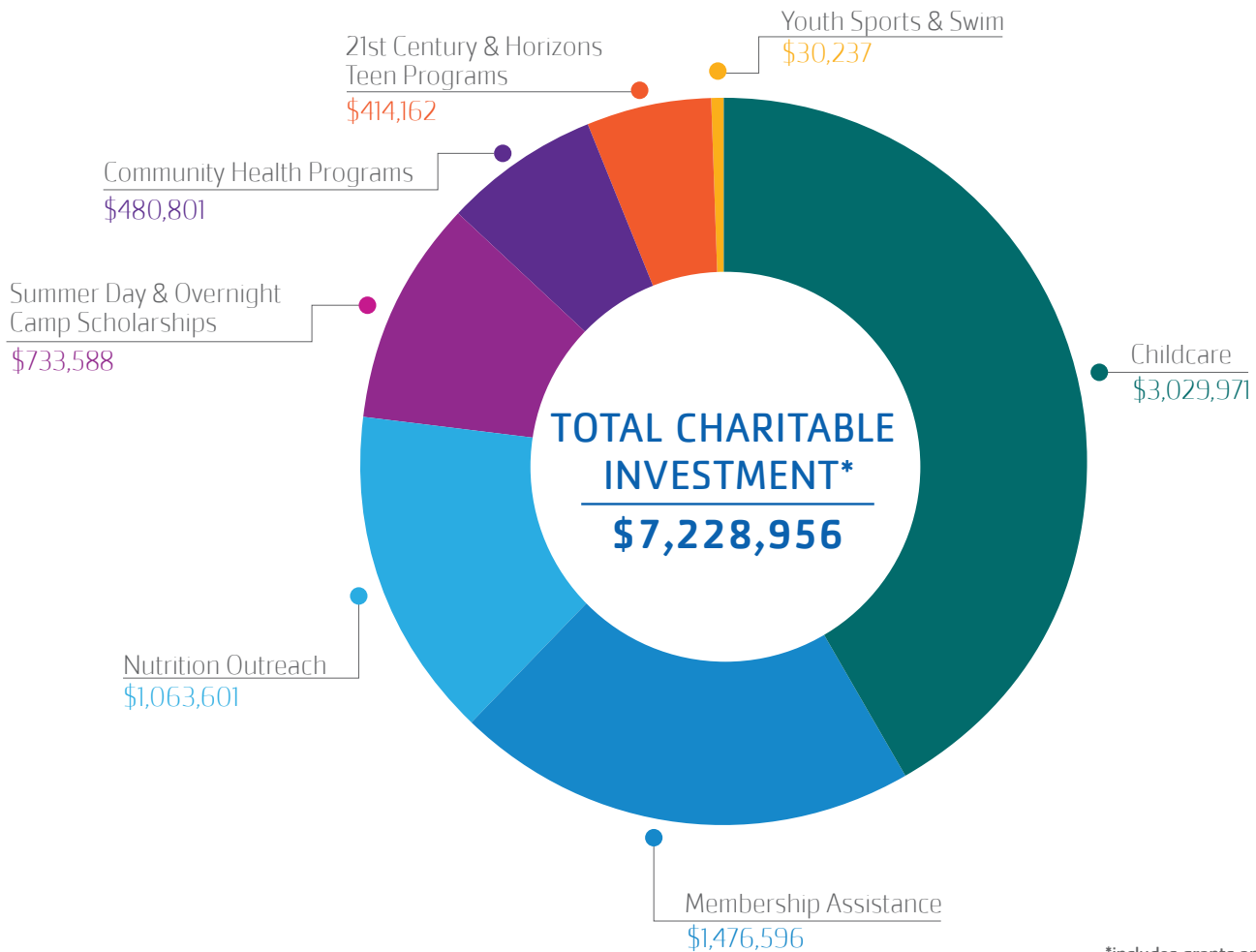
INCOME	2021-2022*	2020-2021
<b>Public Support</b>		
Contributions	\$1,803,439	\$1,754,528
United Way	23,425	39,791
Grants	4,579,396	4,600,618
Government Contracts	1,663,043	1,470,315
<b>Earned Revenue</b>		
Membership	11,244,620	9,044,576
Programs	5,899,418	4,218,656
Other	1,609,891	972,228
Subsidized Services	(3,477,335)	(2,722,839)
<b>TOTAL</b>	<b>\$23,345,897</b>	<b>\$19,377,873</b>

EXPENSES	2021-2022*	2020-2021
Staffing	\$12,720,930	\$10,138,343
Contract Services	1,786,756	1,323,944
Supplies	1,338,319	1,022,947
Occupancy	2,292,929	2,016,200
Equipment	180,695	174,545
Printing/Promotions	476,941	390,749
Travel	135,916	100,107
Dues	312,411	272,164
Financing	1,878,191	1,631,261
Other	2,214,239	2,300,505
<b>TOTAL</b>	<b>\$23,337,327</b>	<b>\$19,370,765</b>

\*unaudited

# FINANCIAL REPORT

## COMMUNITY BENEFIT



\*includes grants and subsidized services