

# GROWING TOGETHER

YMCA OF WESTERN NORTH CAROLINA  
2023 IMPACT REPORT





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

**The YMCA  
of Western  
North Carolina**

is committed to strengthening community through programming that supports youth development, healthy living, and social responsibility. Our mission guides us in all we do and compels us to embrace, reflect, and celebrate the richness of diversity within each other and our community.

# GROWING OUR IMPACT

Our association has always looked ahead to expand our impact. We learn from the past and adapt, moving quickly to anticipate and meet community needs. That determination and focus has served us well, never more so than over the past 48 months.

In November 2019, we were celebrating the best financial results in our history. One year later, we were fighting for our survival. It's been a long climb since then. With the help of our hard-working staff, dedicated volunteers, loyal members, enthusiastic program participants, supportive partners, and generous donors, we are thriving once more.

To fulfill our purpose of strengthening community for all, the Y is committed to being an inclusive, anti-racist, multicultural organization and leveraging our collective impact to address social inequities. We are continuing to work alongside people of color to improve our efforts in this area.

Equity is at the heart of Project Aspire, our partnership with First Baptist Church of Asheville to reimagine downtown. In addition to affordable housing and green spaces, this visionary project includes a new YMCA with expanded services for teens, families, and seniors and a federally qualified health center. It will inspire us as we plan for future capital projects at the Hendersonville Family YMCA and YMCA Camp Watia.

There is no shortage of need or opportunity in our community. The Y will continue to be a steadfast partner for health and well-being, childcare, food security, water safety, and many other essential services. Thank you for being part of our team.



In service,

Paul Vest  
President and CEO

Ben Hamrick  
Chief Volunteer Officer

# YOUTH DEVELOPMENT

Social-emotional learning (SEL) enables children to thrive throughout their lives. Its framework aligns with the Y's core values: caring, honesty, respect, and responsibility. It's been clear to us for a long time that our afterschool and camp programs make a tremendous difference to the kids we serve, but we didn't always have the data to prove it. Hello Insight evaluations have helped us measure and demonstrate SEL's impact. During the last school year we found that 89% of children we served in grades 3-5 showed growth in at least one core area.

**"This program removes the stress of afterschool care and activities from working parents. The activities that the youth do are great and keep them active. Also, knowing that the youth are in a safe and welcoming environment puts minds at ease." -Jasmin Vasquez, Parent**



**1,731**  
afterschool  
students

**739**  
Watia  
campers



**1,218**  
summer  
day campers

**96**  
Horizons  
campers



# HEALTHY LIVING

Connecting people, building relationships, and strengthening health are cornerstones of the YMCA. Whether it is providing nutritious food, helping battle type 2 diabetes and other chronic conditions, or bringing health programs to underserved communities, we are there.

This year, our YMCA was chosen to participate in the Healthy Opportunities Pilot (HOP) in partnership with the NC Department of Health and Human Services, NC Medicaid, and Impact Health. HOP is the nation's first comprehensive program to use Medicaid funding to support nonmedical health-related needs for Medicaid members who could benefit the most. We provide healthy food boxes to more than 120 families each week.



**158**  
people learned  
how to prevent  
diabetes



“Our partnership with the YMCA of Western North Carolina in the Healthy Opportunities Pilot has become a rich model of community engagement, particularly through the work of their amazing community health workers. These trusted, on-the-ground colleagues connect eligible clients to positively impactful services.” - Dionne R. Greenlee-Jones, Senior Director of Innovation and Equity Development, Impact Health

**129**  
people with cancer,  
Parkinson's, and other  
conditions regained strength

# SOCIAL RESPONSIBILITY

In addition to being an anti-racist, multicultural organization and supporting staff development, our commitment to global diversity, equity, and inclusion includes removing financial barriers to health and well-being. We believe the inability to pay should not prevent anyone from accessing fresh meals, YMCA membership, swim lessons, overnight camp, or afterschool childcare. With donor support, we're able to serve more people on the margins. "For a better us" is more than a slogan. It's our commitment to a stronger, more equitable community where all can learn, grow, and thrive together.



**1,278**  
individuals assisted with passports, identification cards, and other documentation during Mexican Consulate visits

**3,000+**  
health fair attendees got free preventative health screenings and vaccinations



**"Working with employee resource groups has brought a sense of community to the people that I work with that otherwise wouldn't have met. Building those relationships and being able to share our experiences and resources has given me a bigger sense of purpose in my work."**  
-Eva V. Vega, Co-Chair Hispanic/Latino ERG



**25,073**  
people served at our Mobile Food Markets

**6,335**  
scholarships awarded for membership, health, and youth programs



# STRATEGIC PLAN UPDATE

Organizations, like plants, have to adapt to changing conditions to thrive. The YMCA of Western North Carolina regularly revisits our strategic priorities to ensure that we're meeting community needs. One year into our current strategic plan, we're excited to share our progress.

## Youth Development

Our afterschool programs lead the state in positive social-emotional learning outcomes. Thanks to support from Dogwood Health Trust, we're launching administrative support services to reinvigorate family childcare homes in the region. As a result, we anticipate that 120 new infants and toddlers will have childcare spots by December 2024.

## Healthy Living

Our partnership with NC's Office of Minority Health and Health Disparities resulted in the renewal of our Minority Diabetes Prevention Program and funding for the launch of the Diabetes Education and Empowerment Program in 2024. We've also strengthened our partnership with Impact Health through the Healthy Opportunities Pilot and are delivering more than 120 boxes of healthy food to Medicaid members each week.

## Social Responsibility

We are committed to being an anti-racist, multicultural organization. Our Board of Directors chartered the Equity Committee and hosted the People's Institute for Survival and Beyond's Undoing Systemic Racism workshop. We relaunched employee resource groups supporting staff who identify as Black, LGBTQ+, or Hispanic/Latino, and we are one of five YMCAs in the U.S. participating in an Advancing Equity cohort.

## Greater Impact

Expanding our impact requires bold thinking and new facilities. Conditional zoning approval from the City of Asheville for Project Aspire (see opposite page) has put us closer to a new downtown YMCA. We're also in the preliminary stages of exploring long-term options for comprehensive updates to our campus in Hendersonville. In addition, we're increasing our public policy efforts to ensure that childcare is as adequately funded as other forms of critical infrastructure.

Our strategic plan has kept us focused and helped us accomplish a great deal in 2023. We know we have more work ahead to ensure that everyone in our region is able to build a healthy spirit, mind, and body. Thank you for your continued support.

# ASPIRING TO A BETTER ASHEVILLE

The YMCA of Western North Carolina is a nonprofit dedicated to addressing societal challenges such as education disparities, health inequity, and social isolation. We deliver lasting personal and social change. Donors are our partners and strengthen our organization by helping ensure everyone can access our programs, regardless of background or income.

Our vision for expanding our impact throughout the region is audacious. With bold philanthropists by our side, we know anything our community dreams and deserves is possible.

One of those dreams is Project Aspire. This collaboration with First Baptist Church of Asheville will transform our 10 acres of neighboring properties from a parking desert to a walkable urban village. Our goal is to provide affordable workforce housing, a new state-of-the-art YMCA, early childhood development and education, health and well-being programs, and much more.

Project Aspire is the first of many projects in the works to secure long-term accessibility, meet ever-changing community needs, and deliver on our mission to serve all.



# 2023 BOARD OF DIRECTORS

## Officers

Chair: Ben Hamrick  
 Past Chair: Joe Brumit  
 Treasurer: Robby Russell  
 Secretary: Kathy Guyette Palazzo

## Committee Chairs

Development: Gary Foss  
 Equity: Meg Ragland  
 Facilities Visioning: Brian Walker  
 Finance: Robby Russell, Amy Bibby  
 Governance: Rick Lutovsky  
 Strategic Planning: Charles Frederick

## Board Members

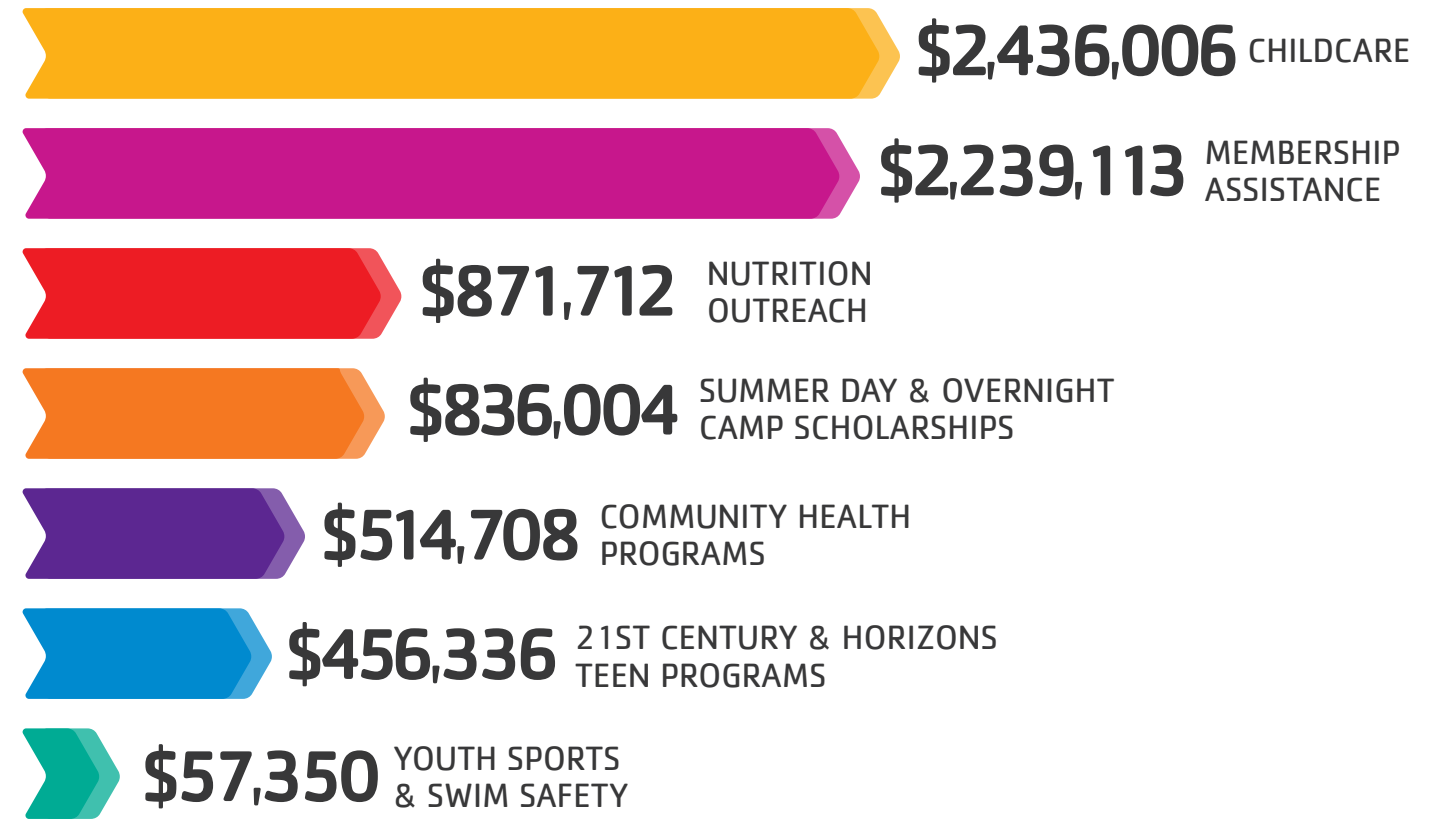
Amy Bibby  
 Joe Brumit  
 John Bryant  
 Tracy Buchanan  
 Emilee Dickerson  
 Clark Duncan  
 Dan Field  
 Gary Foss  
 Charles Frederick  
 Lara Glass  
 John Gossett  
 Bill Hathaway  
 Kevin Hefner  
 Terri King  
 Elizabeth Lima  
 Rick Lutovsky  
 John Pierce  
 Meg Ragland  
 Jennifer Reed  
 JC Sadler  
 Shantelle Simpson  
 Brian Walker

# FINANCIAL REPORT

## OPERATIONAL

INCOME	2022-2023*	2021-2022	EXPENSES	2022-2023*	2021-2022
<b>Public Support</b>					
Contributions	\$1,901,030	\$1,803,439	Staffing	\$14,943,495	\$13,015,212
Grants	4,091,647	4,624,929	Contract Services	2,002,853	1,794,973
Government Contracts	1,448,190	1,746,828	Supplies/Postage	1,445,497	1,337,871
<b>Earned Revenue</b>			Occupancy	2,679,190	2,997,857
Membership	14,795,673	11,244,620	Equipment/Telephone	450,679	362,512
Programs	7,580,030	5,899,418	Printing/Promotions	273,605	476,941
Other	1,722,780	1,276,731	Dues	334,777	312,411
Subsidized Services	(4,187,910)	(3,477,335)	Financing	1,929,157	1,878,191
			Other	3,259,339	942,662
<b>TOTAL</b>	<b>\$27,351,440</b>	<b>\$23,118,630</b>	<b>TOTAL</b>	<b>\$27,318,592</b>	<b>\$23,118,630</b>

\*unaudited



**TOTAL CHARITABLE INVESTMENT** **\$7,411,269**



**43,707** MEMBERS

**99,986** POUNDS OF PRODUCE GIVEN

**3,700+** VOLUNTEER HOURS

**5,710** STRONGER SWIMMERS

**1,698** KIDS LEARNED HOW TO BE SAFE AROUND WATER

**25,073** PEOPLE SERVED AT MOBILE FOOD MARKETS

**4,236** SCHOLARSHIP RECIPIENTS (MEMBERSHIP & PROGRAMS)

**2,099** SCHOLARSHIPS FOR YOUTH CAMP PROGRAMS (SUMMER DAY CAMP, HORIZONS CAMP, CAMP WATIA)





**YMCA OF WESTERN NORTH CAROLINA**

40 N. Merrimon Ave., Ste. 309

Asheville, NC 28804