



2018 IMPACT REPORT

GRAND TRAVERSE BAY YMCA

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We know that lasting personal and social change comes about when we all work together. That's why at the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.



There typically isn't much excitement generated from anything that has the word report in its title but as the old adage goes, "never judge a book by its cover."

As you thumb through the review of the last year of your Grand Traverse Bay YMCA, perhaps you will recognize a familiar smiling face; maybe you will recognize a program or activity you either participated in, wished you had, or aspire to one day do. Perhaps there will be that one statistic of impact that you had no idea the YMCA achieved, or better yet, one that you know it had!

What we hope you will find in these pages is a satisfying sense of impact and community demonstrated through a spirit of belonging and support to all those who have walked through the Y doors in the last year. Hopefully you will feel that this is not a report at all, but rather stories of impact, happiness, courage and strength depicted in every picture and message it contains.

The YMCA is indeed such a story, one of you and your neighbors, friends and family, of those passing through and passing by, each interacting in some way within the space that is your YMCA. A story that is indeed the most vibrant reflection of memories not only earned but many more to be generated in the days and years to come.

Thank you for being there then, now and in the future as your Y story continues to grow every step of the way!

Mike Brown
Chair, Board of Directors

Andrew Page
Chief Executive Officer

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OUR CAUSE

**WE ARE HERE TO MAKE
SUSTAINABLE CHANGE IN OUR
COMMUNITIES.**

We believe that lasting personal and social change can only come about when we all work together. Here's how we're working to affect change.

1

YOUTH DEVELOPMENT

Nurturing the potential of every child and teen

2

HEALTHY LIVING

Improving the nation's health and well-being.

3

SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors.





OUR IMPACT

LEADING THE WAY IN COMMUNITIES EVERYWHERE.

When we work together for common good, we can have tremendous impact in our spheres of influence and our communities. Change does not always come easy and it does not come quickly; change requires a dedicated group of people willing to be consistent and intentional to change the trajectory of the future.





YOUTH DEVELOPMENT

YOUTH DEVELOPMENT IS THE SOCIAL-EMOTIONAL, cognitive and physical processes that all youth uniquely experience from cradle to career.



1,082

YOUTH **ENGAGED WITH EACH OTHER** THROUGH PROGRAMMING INSTEAD OF SCREENS.



18,630

CHILDREN WHO MADE **POSITIVE CONNECTIONS** IN CHILD WATCH.



80

FAMILIES **ADOPTED HEALTHIER LIFESTYLES** THROUGH FITKIDS 360.



5,565
YOUTH
PLAYERS
TAUGHT
RESPECT
THROUGH
SPORT



63,246

MEALS SERVED TO **PREVENT HUNGER** AT OUR CHILD DEVELOPMENT CENTER.



6,120

MIDDLE SCHOOL VISITS USING THE Y AS A **SAFE & FUN SPACE** AFTER SCHOOL.



OF THE BRAIN **DEVELOPS** BEFORE AGE 5



90%

OF CAMPERS **MADE NEW FRIENDS**

77%

OF CAMPERS **LEARNED NEW SKILLS & ABILITIES**

85%

OF CAMPERS **BECAME MORE PHYSICALLY ACTIVE**

81%

OF CAMPERS **GAINED CONFIDENCE** THROUGH THEIR CAMP EXPERIENCE
OF CAMPERS DEMONSTRATE **CARING, HONESTY, RESPECT & RESPONSIBILITY**

71%

*Results from 2018 summer camp parent survey



424

SUMMER CAMPERS **ENGAGED THROUGH OUTDOOR PLAY** RATHER THAN VIDEO GAMES.



5,500

YOUTH GAINED **CONFIDENCE AND SKILL** AROUND WATER.



HEALTHY LIVING

HEALTHY LIVING MEANS MORE THAN FITNESS. Healthy living includes social connection, emotional health and community. Here at the Y, we strive to engage everybody for a better community.



1,618

PERSONALIZED SESSIONS WITH YMCA TRAINERS HELPING MEMBERS BECOME **HAPPIER, HEALTHIER AND MORE CONFIDENT.**



228

ADULTS USED SPORTS TO **CREATE SOCIAL CONNECTIONS.**



104

HOURS SPENT **PREVENTING**
SYMPTOMS OF PARKINSON'S
DISEASE.



1,012

1-ON-1 SESSIONS TO HELP NEW MEMBERS WITH THEIR
BEST, MOST CONFIDENT START TO A NEW HEALTH
JOURNEY THROUGH SMART START COACHING.



91

PEOPLE
FORMED
COMMUNITY
IN WELLNESS
CHALLENGES



680

ADULTS ENGAGED IN
FRIENDLY COMPETITION





SOCIAL RESPONSIBILITY

SOCIAL RESPONSIBILITY is working together to move individuals, families and communities forward.

YMCA SPONSORS

3RD GRADE CLASSROOMS AT PARTICIPATING SCHOOLS



668
THIRD
GRADERS
SERVED



\$75,000+
program cost, funded by the
YMCA and community donors

WHY OUR WORK MATTERS

MICHIGAN IS HOME TO

11,000
INLAND LAKES



IN MICHIGAN, YOU ARE
NEVER MORE THAN

6 MILES AWAY FROM
A BODY OF WATER



88%

OF CHILD DROWNINGS HAPPEN
UNDER SUPERVISION



\$200

6 kids given the ability to recreate with peers in structured programs.



\$55,000

21 families given the ability to reach their full potential through peer recreation, curriculum and mentorship regardless of family finances.



\$17,000

30 kids were afforded the opportunity to play all summer, stimulate senses, stay off screens, improve their reading and build relationships at Summer Camp.



\$106,000

423 kids who can play all summer, stimulate senses, stay off screens, work on reading retention and build relationships at Summer Camp.



\$700

25 kids given the opportunity to participate in structured play with peers through YNM programming.

\$6,500

20 kids given the opportunity to further develop their potential in Healthy Out of School Time.

\$18,000

29 kids able to belong, achieve and stay active all summer long through YNM Summer Camp.

\$203,400

FINANCIAL ASSISTANCE

500

FAMILIES PARTICIPATED

HEALTHY KIDS DAY

Healthy Kids Day is a FREE event that provides education, activities and experiences that teach good health and foster connections through fitness, sports, fun and healthy habits. Hundreds of people came out to enjoy the event with us!

430

FAMILIES PARTICIPATED

FALL FESTIVAL

A FREE indoor family event throughout our West facility. Dozens of local vendors hosted activities for all ages!



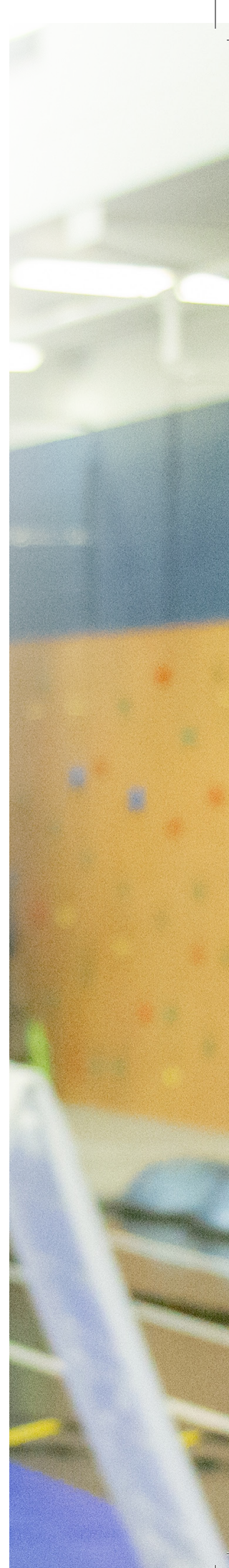
PROVIDING ACCESS

“

When I give to the YMCA, I know
**MY CONTRIBUTIONS MAKE A
DIFFERENCE.** I love getting to make an
impact through an organization that
believes in nurturing youth, helping
families live healthier lives and **BEING A
PLACE WHERE EVERYBODY BELONGS.**
When I come to the Y on a Saturday
and it's packed - **IT GIVES ME GREAT
JOY** to know I've contributed to this
wonderful community.

”

- MIKE BROWN
YMCA DONOR





PICTURED:
Mike enjoying Healthy Kids Day at the Y.



PICTURED:

Richard playfully sporting his swim goggles.



MAKING CONNECTIONS

“I take the Leelanau Wellness Bus to the Y twice a week to swim laps. It’s a fantastic place with lots of programs and more seniors should utilize it. **PEOPLE NEED SOCIAL CONTACT.** You don’t realize how much a touch on the shoulder means or just to be listened to. **THE Y IS ONE OF THE GREATEST PLACES IN TRAVERSE CITY** and I love my time here.”

– RICHARD MURIE
MEMBER OF 4 YEARS



SAFE SPACE FOR ALL

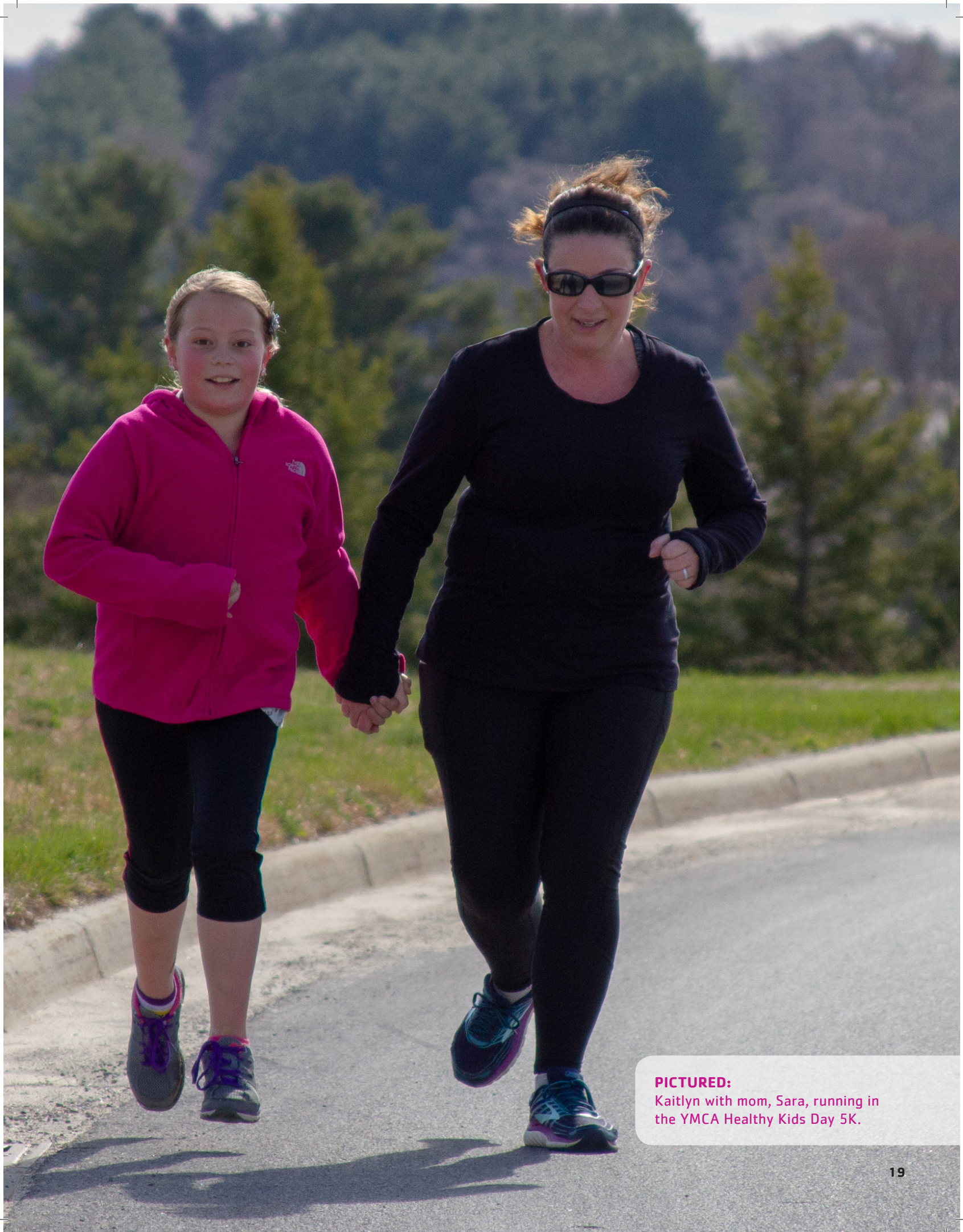
“

The YMCA stepped in at one of the toughest times for our family. **OUR 5-YEAR-OLD HAD BEEN DIAGNOSED WITH CANCER** and had a port inserted in her chest for chemo treatments. She could only swim in chlorinated water so the Y **WELCOMED US WITH A FAMILY MEMBERSHIP** and we've been hooked ever since. Our daughter **SUCCESSFULLY BEAT THE CANCER** and we're happy to report that she runs and plays and swims in all the Y programs and Summer Camp just like all the other kids. The Y was here when we needed them.

”

- TONY, SARA & KAITLYN POSEY
MEMBERS OF 4 YEARS





PICTURED:
Kaitlyn with mom, Sara, running in
the YMCA Healthy Kids Day 5K.



PICTURED:
Eden with mom, Jacqueline
by Lake Michigan.



BUILDING CONFIDENCE

“After capsizing in a canoe on a family trip, 9-year-old Eden Burke found herself in the middle of a 50-foot-deep lake off a rapidly flowing river. Eden stayed calm and was even able to grab her family’s belongings before they sank to the depths of the lake. Eden credits her know-how to the Y, **“WE PRACTICED THIS IN SAFETY AROUND WATER, SO I KNEW EXACTLY WHAT TO DO.”**”

- EDEN BURKE
SAFETY AROUND WATER PARTICIPANT



BUILDING STRENGTH

“

I had a stroke in 2004. I couldn't move my whole left side. Now I come to the Y 5-6 times a week. If I hadn't had the Y and been doing strength training, I can't imagine. I probably would've been one of those home-bound. **I CAN'T SAY ENOUGH ABOUT THE TRAINERS HERE. I'VE SEEN SUCH A DIFFERENCE!** I met a lot of great people besides the trainers too. The staff really encourage you. **I AM SO GRATEFUL FOR THE Y.**

”

- CAROLE LANNIN
MEMBERS OF 8 YEARS





PICTURED:
Carole participating in Enhance
Fitness at the Y.



YOU MAKE THE DIFFERENCE

THANK YOU TO EVERY DONOR that came alongside
us in 2018 to better serve our communities.

\$5,000+

BURDCO INC.**

CASEY COWELL

**DELLORA & LESTER NORRIS
FOUNDATION**

**COMMUNITY FOUNDATION
FOSTER FAMILY FUND**

**COMMUNITY FOUNDATION
ROBERT & PAULINE YOUNG**

**COMMUNITY FOUNDATION
JIM TOMPKINS ENDOWMENT
FOR TC YOUTH**

DON KALTENBACH

NORTH BAY PRODUCE

MEIJER

DAVID C JOHNSON

CHAR-EM UNITED WAY

THE ISABEL FOUNDATION

\$1,000–\$4,999

7 Monks Taproom

Advanced Painting Technologies, Inc.

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AVFlight Corporation

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Bartlett Family Charitable Fund

Bilacic Family*

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Association

Hugh & Mary Beth Morrison**

Independent Bank

James & Diana Huckle

Jeanne Snow

Kenneth Bloem & Royce Ragland

Marana Webber Tost Charitable Fund

Munson Healthcare

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Pellston Animal Clinic

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Rowe Family**

Schmuckal Oil Co

Sharon Schappacher

State Alliance of MI YMCA's

Tom & MaryLou Smith

Tompkins Family

Vern Vance

Women's Club

<\$1,000

4Front Credit Union

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Adam Paetz

Advantage Benefit Group

Alexander Wood

Allen & Claudette Elzinga

Alpine Realty Group

Ameriprise Financial, Inc.

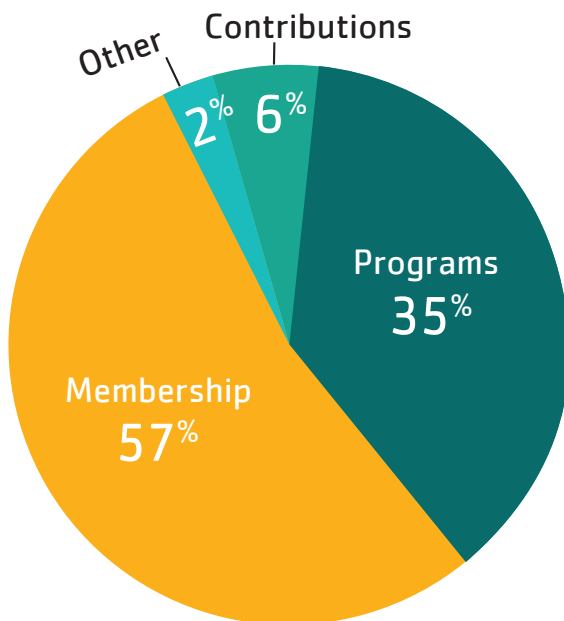
Andrew Kan Travel Service Inc.	Dave Kring Chevrolet – Cadillac	Jerry Magee	Mary White	Robert A. Abraham
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Chris Warren	Jacob's Farm	Lori Jones	Press On Juice	Tom & Susan Schmidt
Christine Corrado*	James & Donna Waterston	Lou Anne Ford	Preston Feather Building Centers	Traverse City Turkey Trot
Cindy Alexander*	James F. Helmer	Luanne Zak	Pro Image Design	Traverse Health Clinic
Circuit Controls Corporation	James Pittel	Magna Exteriors & Interiors Lexamar Corporation	Rasmussen, Teller, O'Neil & Christman	Trish Hartwick
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Craig Rick	Jeannean C. Verburg	Mark & Denise Antonishen	Richard L Frank Trust	Wayne & Suzanne Nayback
Dan Sal	Jeffery Bennett	Mark & Laurie Girardin	Richard Strong	William & Judy Shoskey
Danielle P Mullen	Jenna Robbins*	Mark & Laurie Wilson**	Rick & Martha Videan*	Women's Club (Indian River)
	Jenny Graber*	Mark & Gwen Manthei	Rob & Allyn Kay Cornwell	Young Living Essential Oils
		Martha Vreeland		
		Mary & Bill Foster		

* Staff

** Board Member



FINANCIALS



INCOME

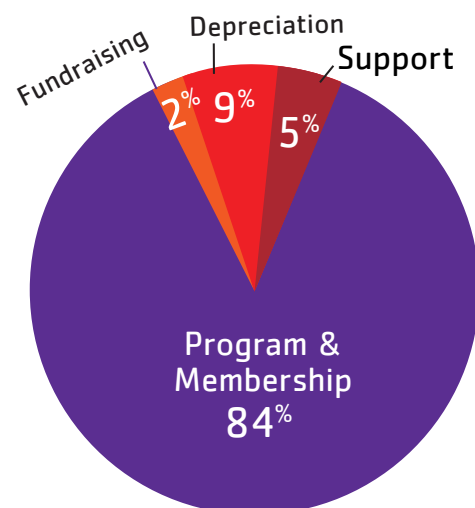
Programs + Child Care.....	\$2,077,000
Membership.....	\$3,350,000
Contributions.....	\$372,000
Other.....	\$89,000

Total income	\$5,888,000
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EXPENSES

Program & Membership.....	\$4,881,000
Support Services.....	\$256,000
Fundraising.....	\$137,000
Depreciation.....	\$517,000

Total expenses	\$5,791,000
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REVENUE FROM OPERATIONS

	2015	2016	2017	2018
Membership	\$2,176,000	\$2,709,000	\$2,988,000	\$3,350,000
Child Care & Camp	\$525,000	\$616,000	\$803,000	\$908,700
Program	\$801,000	\$877,000	\$1,070,000	\$1,168,300
Fundraising	\$672,000	\$325,400	\$365,000	\$372,000
Miscellaneous	\$233,000	\$112,000	\$93,000	\$89,000
TOTAL	\$4,407,000	\$4,639,000	\$5,319,000	\$5,888,000

EXPENSES FROM OPERATIONS

	2015	2016	2017	2018
Employee Salaries & Benefits	\$2,114,000	\$2,494,000	\$3,009,500	\$3,170,500
Professional & Contract Fees	\$352,000	\$465,500	\$431,500	\$524,000
Supplies	\$137,000	\$158,000	\$200,000	\$236,000
Utilities	\$485,000	\$490,000	\$431,000	\$478,500
Debt & Leasing	\$275,000	\$260,000	\$281,000	\$299,000
Other	\$169,000	\$254,400	\$567,500	\$566,000
Depreciation	\$491,000	\$491,000	\$504,000	\$517,000
TOTAL	\$4,023,000	\$4,594,000	\$5,441,000	\$5,791,000

HISTORY OF NET ASSETS

