



2020 IMPACT REPORT

GRAND TRAVERSE BAY YMCA

HOLD THE LINE

We have all heard and used the terminology that has shaped 2020. Terms like social distancing, flatten the curve, contactless, pandemic, Zoom and of course PPE were commonplace in 2020. Phrases such as, “in these unprecedented times, or “in an abundance of caution,” were also boilerplate responses to situations and scenarios we all found ourselves in the year that was 2020.

While the Grand Traverse Bay YMCA found itself relying on these phrases as much as any organization, the one word we focused on most was resilience. 2020 was the year that, despite the pandemic, our community, staff and members displayed true resiliency. Our members stayed with us, our stakeholders walked beside us, and our staff members stood behind each other as we forged ahead in a unified effort to deliver the work of our mission stronger than ever before.

As this annual report will demonstrate, 2020 was indeed unique, not only in the impact it had on the traditional operations of the Y, but the impact it had on many of us as well. True lessons in what matters most emerged every day. Lessons in holding the line and not yielding to the circumstances that appeared before us. Resiliency saw us through and will again, no matter the challenges that may come our way!



Peter Marinoff
Chair, Board of Directors



Andrew Page
Chief Executive Officer

OFFICERS: 2020

CHAIR: Peter Marinoff

VICE CHAIR: Mark Wilson

TREASURER: Mark Wilson

SECRETARY:

Mary Beth Morrison

IMMEDIATE PAST CHAIR:

Mike Brown

MEMBERS: 2020

Nate Alger

Phil Ellis

Gary Ford

Kevin Klein

Kerry Kalbfleisch

Ernie Maas

Steve Merten

Jeff Rademacher

David Rowe

Stephanie Walton

Theresa Will

THE MISSION

TO PUT CHRISTIAN PRINCIPLES INTO PRACTICE THROUGH PROGRAMS
THAT BUILD HEALTHY SPIRIT, MIND AND BODY FOR ALL.





YOUTH DEVELOPMENT

190

children cared for throughout the pandemic in our Summer Camp and Child Development Center programs

120

middle schoolers per week visit the West YMCA

474

new youth and young adult memberships were activated



HEALTHY LIVING

1,994

personalized sessions with YMCA trainers

4,846

group fitness participants joined in healthy habits together, strengthening their bodies and friendship

355

active older adults engaged in physical and social activities



SOCIAL RESPONSIBILITY

\$95,000

Dollars provided to youth, seniors and families in the community that cannot afford membership, child care or programming

68

virtual check-ins with members and community participants via social media and email during our facility closure

22

individuals received gifts from our Annual Giving Tree

YOU MAKE THE DIFFERENCE

THANK YOU TO EVERY DONOR that stood beside us in 2020 to better serve our communities.

\$5,000+

CASEY COWELL

COMMUNITY FOUNDATION
FOSTER FAMILY FUND

KNOWLTON FAMILY DONOR
ADVISED FUND

LARKIN GROUP

MILLER FOUNDATION

NORTH BAY PRODUCE

PERKINS MALO HUNTER
FOUNDATION

TOM AND MARYLOU SMITH

VERELLEN 5 OF TC

\$1,000-\$4,999

Andy Page
AVFlight Corporation Traverse City
Barbara Beckett
Bearcub Outfitters
Burdco Inc.
Caprice Behner
Char-Em United Way
Charlevoix County Community Foundation
Charlie & Kerry Kalbfleisch
Cherryland Electric COOP
David Jones
David Marvin
David Rowe
Denise Antonishen
Don Kaltenbach
Ernie Maas
Fletch's
Frank Siepker Family
Ginny Bilacic
James & Diana Huckle
Jeanne Snow
Kari Manthei
Keith Bonomo
Mark & Laurie Wilson
Mary Beth & Hugh Morrison
McLaren Northern Michigan
Mike & Chris Bartlett
Mike Pattullo

OsborneKlein - Ameriprise Financial
Petoskey Rotary Sunrise Charities
Pit Spitters
Rotary Charities of Traverse City
Steve & Nina Merten
Stone Funeral Home
Stricof Family Foundation
The Backlot

\$100-\$1,000

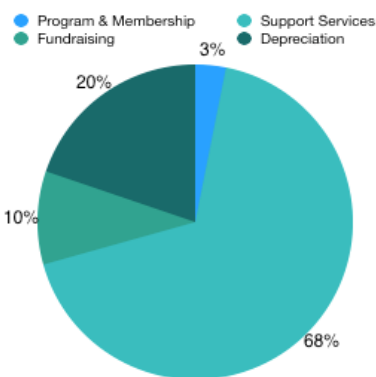
Aaron & Lori Mansfield
Alison Connors
Angela Schleifer
Barbara McClellan
Bear River Chiropractic
Beth Hubbell
Bliss Garden Farms and Community Kitchen
Blue Cross Blue Shield Corporate Giving
Brad Jones
Brad Pavwoski
Buffalo Wild Wings Petoskey
Cailin Miller
Carol Lauer
Carol Pixley
Carolyn Ebbinghaus
Casey Reynolds
Cass Street Ear, Nose and Throat
Cheryl Tallman
Cheryl Bebee
Cheryl Dale
Christian Smith
Christine Corrado
Christopher Regier
Christy Johnson
Cindy McSurely
Citizens National Bank
Dan & Linda Casasanta
Dave Kring
Dave Kring Chevrolet - Cadillac
Dave Wells
David Finley
David Green
David Nicolaou
Deborah Bloom
Dee Wickham
Dennis McCarthy
Diane Daniel
Don Spalla
Doug & Jan Brautigam
Edgewater Design Group
Erika Smith
Ernest Santurbane
Gary Bowerman
Gary Ford
Georgia Lindstrom
Ginna Beckett
Greg Williams
Gregg Smith
James F. Helmer
James Gartner
Janette Davis
Jay Bushen
Jean Clous
Jeana Seidelman
Jeffrey & Laura Bennett
Jeffrey Neihardt
Jennifer Dalstra
Jennifer Geiger
Jordan Robbins
Joshua Olson
Judy Zorn
Julia Snyder
Julia Vanhamm
Karen Belanger
Kathy Coffin-Sheard
Kelli Mengebier
Kevin Christman
Kevin Klein
Kyrie Caswell
Laura Zerbe
Laurel Durkin
Lesley Kovacs
Leslie Julian
Lisa Rapson
Liz Bloom
Lynette Johnson
Lynn Packer
Margaret Alexander
Marv & Carol Studinger
Mary Foster
Mary Ling
Maureen Doull
McKillip Painting, Inc.
Michael Brown
Michael Carley
Michael Zimmerman
Michele Smith
Mindy Winslow
Minka Insulation
Molly Kaufmann
Morgan Ferens
Mr. and Mrs. Louis C Ricord
Nancy Fazio
Neil and Marsha Bidwell
Newcomer's Club of Traverse City
Oxford Woodworks
Patricia and George Bearup
Patricia Becker
Patrick Noland
Peggy's Gardening
Peter Marinoff
Peter Mustard
Petoskey Plastics
Phil Ellis
Phyllis Adams
Pioneer State Mutual Insurance Company
PMP Corporation
Rachel Manthei
Rehmann
Richard Murie
Richard Strong
Rick Meyer
Rob & Ann Bassett
Sally Crowley
Sandi Strong
Scott & Dibby Smith

Shane Ballard
Shannon Galla
Shelly & Dennis Brodeur Family Foundation
Sherry A Holifield
Stephanie Walton
Susan Armstrong
Susie Nuorala
The Gaffill Family
The Graber Family
Tom Herriott
United Way of Northwest Michigan
Vicki Barnett
Warren Cline
Wendy Boyd
William Brower
William Hansen

\$1-\$99

Al Laursen
Andrea Shafer
Andy Camden
Ben Freundl
Bill and Jane Millar
Cameron Brunet-Koch
Cheryl Beyer
Cindy Alexander
Connie Leutloff
Darla Smela
Debbie Deal
Debbie Kan
Debra Graetz
Donald Valentino
Elizabeth Ashwill
Ellyson March
Emma Cannon
Eric Seese
Eric Davis
Glenn Graber
Hollyann Brown
Jamie Staley
Jill Byron
Joe Bradway
Karen Bohn
Katherine Winslow
Keith Dykhuis
Kerry Brantley
Kian Culloty
Laura Asiala
Laura Will
Linda Oelke
Liz Couturier
Logan Sheard
Marcia Shattuck
Marika Bevier
Marla Hoffman
Mary Billideau
Mary Putters
Michael Baier
Myleigha Thiel
Pat Kolody
Patrice Ryan
Peggy Millard
Rachel Krajkowski
Roberta Begley
Stan & Kay Krajkowski
Sue Gravedoni
Susan Burks
Susan Jones
Taryn Heaton
Treenen Sturman
Trudy Galla
Valerie Millar

FINANCIALS



INCOME

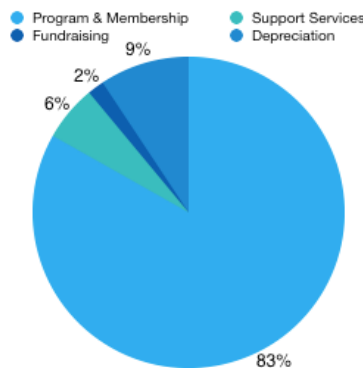
Programs + Child Care.....	\$1,176,000
Membership.....	\$2,533,000
Contributions.....	\$359,000
Other.....	\$742,000

Total income	\$4,810,000
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EXPENSES

Program & Membership.....	\$4,077,000
Support Services.....	\$284,000
Fundraising.....	\$84,000
Depreciation.....	\$456,000

Total expenses	\$6,124,000
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HISTORY OF NET ASSETS



COVID IMPACT

15,000
MEMBERS



12,000
MEMBERS

\$6MILLION
ANNUAL REVENUE



\$5MILLION
ANNUAL REVENUE

250
EMPLOYEES



200
EMPLOYEES

100%
RESILIENCY OF
STAFF AND MEMBERS



110%
RESILIENCY OF
STAFF AND MEMBERS

60% USAGE
OF THE FACILITY AS
COMPARED TO 2019

30% CAPACITY
FACILITY MAXIMUM
PER STATE MANDATES

