



# TODAY. TOMORROW. TOGGETHER!

GREATER MISSOULA FAMILY YMCA 2019 Impact Report & 2020 Reflection



### FINDING HOPE TOGETHER



Dear valued Y supporter,

As we prepared to report on our 2019 impact—a year in which membership, donations, and our ability to serve Missoula grew—the world completely changed. Like other local nonprofits, the Y was called to rapidly respond to uncharted, unbudgeted, and radically different ways of operation. We quickly adjusted to our "new normal" as Missoula changed overnight. Businesses went dark, services stopped, and it felt as if our community collectively held its breath. In that space, we were able to lean in and rely on our cause to guide our way.

The Y has always been more than a gym, a pool, or a summer camp. We are a community-centered charitable organization committed to strengthening Missoula. As we made decisions as a staff team, I continued to reflect on a quote from Viktor Frankl, a psychiatrist and Holocaust survivor. Frankl said "Between stimulus and response, there is space. In that space is our power to choose our response." Our Y chose our response to the changing landscape of our world. With dedicated and talented staff, we committed ourselves to showing up and standing in the gap.

We provided emergency child care for frontline workers and supported our local food bank by sending paid employees to help distribute food throughout the community. We made calls to isolated and homebound seniors and launched enrichment programs to support hybrid school schedules. We partnered with other nonprofits in creating collaborative efforts for wraparound services for our entire community. We moved fitness outdoors and created online offerings to keep people moving and healthy. We opened summer camps and implemented safety procedures that allowed us to safely serve hundreds of Missoula's youth.

Our Y has been an enduring presence in Missoula for decades and we believe, now more than ever, we are positioned to serve our community in more meaningful and lasting ways. Our staff and board of directors stand committed to working with you, our members, donors, program participants, and supporters to ensure that our Y will remain an integral part of the fabric of our community for decades to come.

Sincerely,

Heather Foster CEO

821

seniors who participated in programs through Y membership, Silver&Fit®\*, and SilverSneakers®\*

\*The Y is proud to be the only Missoula health club to offer Silver&Fit® and SilverSneakers®, which provide discounted membership options through insurance benefits.



6,189

active Y members who enjoy fitness classes, drop-in child care, and more—all while helping us keep our doors open so we can continue to offer crucial Y programs including child care for families impacted by COVID-19

Montana counties served by Y programs

361

6<sup>th</sup> graders who received free Y membership through the Active 6 program

5,625

program participants who enjoyed swim lessons, youth soccer, early child care programs, summer camp, and so much more



Impact numbers reflect January–December 2019.

# DISCOVERING STRENGTH TOGETHER

Y members are committed to more than physical health. They are committed to the Y's values and services that strengthen our community. Every month, membership dues keep our lights on, pay staff wages, and provide member-based programs like group fitness. In short, members help us keep our doors open!

During Montana's shelter-in-place order, the Y was forced to shut its doors like so many other businesses. Thanks to our members who rallied around us and continued to pay membership dues, we were able to reopen our doors in May. Our members' unwavering support has allowed Y staff to continue to be there for our neighbors and provide mission-focused work, such as child care.

Thanks to generous community partners who lent a hand, the Y was able to make much-needed facility improvements. When we reopened our doors, our members were greeted with freshly-painted walls, a pothole-free parking lot, and bright new lighting. What an incredible way to welcome our members back!

You—our generous donors, sponsors, community partners, and Y members—make our work possible. Thank you for your continued support.

# The power of **partnership**.

A special thank you to our partners for making facility improvements possible!













Other generous community partners include Rising Fast Maintenance and Clark Fork Riverside Manor.

### **MORE THAN A GYM**

Please accept my thanks and gratitude for all that the Missoula YMCA does for our little town—both today during the pandemic and for all the years past.

Our family has been Y members for more than 10 years. During this time, our family has enjoyed summer camps, swim lessons, basketball seasons, and yoga in the park. We've seen renovations, upgrades, and changes. But never have we been more proud to be Y members than during this pandemic. Suddenly, when everything was upside down in our country, the Y opened its doors for emergency child care. It changed protocols and offered virtual classes. The emails, communication, and many personal connections made me remember that we are part of something that is so much more than a gym.

Our family has paused on visiting the Y. However, we continue to pay our monthly membership because we consider the Y's work and mission to be in line with our family's core values. While we look forward to a time when we can once again enjoy a Sunday afternoon together as a family on the track or basketball court, we proudly remain members of this terrific community and are cheering for you.

-The Bailey Family



# 775 Summer Campers including 671 day campers (15% receiving assistance) and 74 campers in licensed Camp Imagination (64% receiving Best Beginnings\* scholarships)

# DISCOVERING ADVENTURES TOGETHER



I wanted to say a sincere thank you for your excellent care this summer. You picked up the pieces of a broken school year and finished completing the puzzle of my kids' education this year.

I can't tell you how much gratitude I have for the way you provided the social/active component my kids were missing so much, all while also working so diligently to keep everyone safe.

You made it possible for me to work, making our family functional again. Thank you for your dedication to kids in these stressful and uncertain times.

-Summer Camp Parent

41

camp options including sports, STEM, and teen camps

108,649

meals served to children in Y child care programs, including camp

\*Best Beginnings is a state program that provides child care scholarships to low-income families and is only accepted by licensed child care programs.

Impact numbers reflect January–December 2019.

472

children served through licensed child care programs

\$38,705

in child care financial assistance to ensure families had access to safe, affordable care for children ages 0–10



15,692

**Child Watch check-ins** 

\$107,345

in direct subsidy to provide free family programs including Family Fun Time and Child Watch

1,854

youth athletes who participated in Y soccer and basketball programs

**593** 

3<sup>rd</sup> graders from 11 schools who participated in SPLASH!, the Y's drowning-prevention program



1,392

swim lessons taught

262

students who enjoyed School's Out Day
Camp on school holidays

Impact numbers reflect January-December 2019.

### **ADAPTING TOGETHER**



Hello Y friends,

While this past year has been unique to say the least, it has given our Y the opportunity to innovate in creative, meaningful ways. This year we have been able to adapt to meet our community's needs, making lemonade out of lemons if you will.

Our team remains positive and continues to identify ways to support you as our neighbor. Here are a few highlights from the past eight months:

- Built an emergency child care program from the ground up. As shelter-in-place orders were issued, our Y partnered with local organizations to provide vital care options for children of essential service workers. Something we feel proud about? Our Y's health and safety plans were later adopted by the Missoula City-County Health Department as COVID-19 child care standards!
- Offering virtual workout classes. Members love their group fitness classes! Our team quickly created a
  virtual studio through Facebook to stream workouts and keep members engaged, healthy, and active.
  Next up? Virtual Y—a live-streaming platform to bring local fitness classes into your home!
- Providing full-day enrichment to support schools and students. With schools operating modified schedules, Missoula County Public Schools turned to the Y for out-of-school options for families. Our full-day enrichment programs offer healthy snacks, active play, and homework help to prevent learning loss and ensure students in grades K-6 are cared for while parents are at work.
- Giving our facility a makeover. From fresh coats of paint to brand-new MERV 11 air filters, our team is committed to giving you both a welcoming and safe experience.

In an unpredictable year, we've learned that we can still predict one thing—our Y's continued commitment to meeting Missoula's most pressing needs. Thank you for your support of our Y and its work!

Sincerely,

Keri McHugh COO

# The power of **partnership**.

Thanks to generous supporters, the Missoula Y was able to provide child care to essential workers throughout the pandemic.



















Other generous child care supporters include the Jane S. Heman Foundation.

We have been absolutely thrilled with the Y's full-day enrichment program.

This is keeping my kids so much healthier—mentally and physically!

-YMCA Full-Day Enrichment Family



### **SUPPORTING EACH OTHER**

Where should I start on describing the grace that this program has shed on our family? Maddox\*, our grandson, has lived with us for a year now. When COVID-19 shut down schools and daycares, we were suddenly left without child care.

My wife and I are both essential service workers. With both of us working and no viable child care options, Maddox came to work with me each day. I work in an industrial setting, which is no place for an inquisitive, energetic five-year-old child.

I was becoming very concerned for his safety when I learned about the Y's Emergency Child Care program. Our minds were eased knowing that Maddox was in a safe and enriching environment that allowed my wife and I to continue to go to work each day. Maddox loves Y programming and the staff are first-class. We

are so grateful for the Y during these tough times.

-Emergency Child Care Family (\*names have been changed)

## **APRIL 6-JUNE 5, 2020\***

During Montana's shelter-in-place orders, the Y provided 9 weeks of emergency child care to essential service workers. Through this program, the Y created 41 jobs and administered 2,449 hours of care in 7 classrooms at 4 locations around Missoula.

\*YMCA Summer Camp started Monday, June 8, and offered all families (including those of essential workers) full-day summer child care options.

# **BUILDING COMMUNITY TOGETHER**

#### Thank you to our 2020 Annual Support Campaign donors and our 2019 sponsors!

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# MISSOULA YMCA FINANCIAL HEALTH

	<b>2018 FINANCIALS</b>	<b>2019 FINANCIALS</b>
TOTAL ASSETS	\$6,120,708	\$5,993,662
TOTAL LIABILITIES	\$457,593	\$438,387
TOTAL NET ASSETS	<b>\$5,663,115</b>	\$5,555,275
TOTAL REVENUE	\$4,000,716	\$4,359,954
TOTAL EXPENSE	\$4,388,012	\$4,467,641
CHANGE IN NET ASSETS	(\$387,296)	(\$107,687)

\$661,051

provided in financial assistance and community subsidies

\$323,364

in gifts from 688 donors raised by 85 volunteers during the 2019 Annual Support Campaign 19,658

people served through all Missoula Y programs and services

Impact numbers reflect January-December 2019.



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> Return Service Requested



As chairman of the board, I have had a unique opportunity to watch the Missoula Y fill real gaps in our community over the last year.

At the start of the pandemic, Y leadership and staff stepped up to provide emergency child care to Missoula's health care professionals, first responders, and essential service employees. They continued this safe, quality care and programming throughout the summer months. Now, they are providing before school, after school, and full-day enrichment programming.

These are just a few of the shining examples of so many community needs that our Y fulfills on a daily basis. I'm so proud to be part of an organization that has served Missoula for more than 50 years, and I look forward with hope and optimism to the next 50 years.

Sincerely,

John Brauer Missoula Y Board President

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