BUILDING A BETTER US

2016 Annual Impact Report



YMCA of Northwest North Carolina

\$5.1 million

charitable assistance, scholarships, and subsidized and free programs

3,528 Volunteers

Community Benefit

At the Y, we make a difference by focusing on three key areas: Youth Development, Healthy Living and Social Responsibility. We work to strengthen our communities by investing in our kids, our health and our neighbors. In 2016, through Annual Giving Campaign support and grants, our Y provided \$5.1M in charitable assistance, scholarships, subsidized and free programs to members and program participants.

Volunteers are the heart of our Y. During 2016, 3,528 volunteers provided 37,925 hours of service throughout our Association as board members, storytellers, coaches and program volunteers.

Dear Friends,

It can be said that the secret to change is embracing the new, not fighting the old. This was a year of change for our organization and we are incredibly proud of how our volunteers and staff embraced the new in order to help us grow and evolve.

We said goodbye to President and CEO Curt Hazelbaker, who led our organization for nearly nine years, as he left to lead another Y. During that time, Curt helped our organization grow strategically and ensured our Y is fiscally sound, expanding to serve those who need the Y most, and staying focused on our mission while remaining innovative to best serve our changing community.



During the past year we also evaluated

our organization from the inside out and implemented a number of operational efficiencies. We worked to enhance our wellness offerings with state of the art equipment, new training spaces, popular group exercise classes, and more. Membership reciprocity grew across North Carolina and Virginia. These and other changes helped our Y have one of the strongest fiscal years in our history. We saw growth in many programs, such as YMCA TYDE swim team, youth sports, and summer camp. Overall, the past year generated 3.6% growth in membership revenue and 6.7% in program services.

Investing in infrastructures helps to ensure our facilities are well prepared for years to come. We made \$2.8 million in infrastructure improvements to our buildings that included new HVAC systems, roofs, boilers, and completed projects at YMCA Camp Hanes. We were able to invest more in branches than we have in recent years and fully fund reserves.

Collaborations are a cornerstone of the Y and help strengthen our community. Over the past year, our partnership with the YMCA expanded along with relationships with other fellow nonprofit agencies, including Crosby Scholars and the United Way-funded East Winston STRIDE Program.

In the 2016 Annual Report you will read more about programs changing lives in our community through youth development, healthy living, and social responsibility. We are grateful to the thousands of members, donors, and volunteers who are part of our YMCA and support our mission of, "Helping people reach their God-given potential in spirit, mind and body."

The life-changing programs and services offered by the YMCA of Northwest North Carolina would not be possible without our generous donors and selfless volunteers.

Every day at the YMCA is an opportunity to make an impact in someone's life.

OUR 2016 IMPACT by the numbers



148,730

People were served through membership and programs in our YMCAs

FOR YOUTH DEVELOPMENT

Growing & Learning



611

Academically at-risk students improved their chances of success in Summer Learning Academies



407

Teens learned about the governmental process in Youth and Government



1,042

Youth in the Latino Achievers, Black Achievers, and Youth Achievers programs learned about the tools needed for success in higher education and career opportunities



17,201

Youth were served in Before and After School Programs, Summer Day Camp, Youth Swim Lessons, Youth Sports, and at YMCA Camp Hanes

FOR HEALTHY LIVING

Making a Difference



203

Health screenings were conducted as part of the STRIDE (Serving Together to Reduce the Impact of Diabetes through Education) project and enrolled 25 persons in the YDPP program



19,008

Members over age 65 participated through SilverSneakers, Silver & Fit, and Active Older Adult programs and membership



273

Adults found fitness on the court or the field in adult sports programs

FOR SOCIAL RESPONSIBILITY

Building Our Community



185

Adults in Adult and Family Literacy Programs were served by program staff and 98 trained volunteers



17.803

Neighbors in need benefited from Open Doors Financial Assistance for membership and programs



45

Preschool and elementary children, primarily of immigrant families, received homework help and literacy enrichment activities through The Literacy Program at the Ledges Apartments Children Center



8,567

Individuals and organizations donated to the YMCA Annual Giving Campaign

30 Years of Service: The Y as Part of the Fabric of LifeRed Triangle Award

Robin Richards grew up hearing his father's stories of how much the Y had meant to him as a young boy. When Robin's father was just 12 years old, he lost his father. It was a few months into the Great Depression and the family struggled. He was able to get part-time work at his local YMCA during those difficult years. That job was not only a few dollars in his pocket, it was a safety net that became a path toward



higher education. "My father said the job at the Y was part of why he was able to go to college, becoming the first person in our family to do so," says Robin. "My father felt the Y gave him his start in life."

"Reflecting on the fabric of our lives, it's so interesting how certain things are woven into our stories," he says. "For me, the Y is part of the fabric of my life." From hearing those stories as a young boy, Robin spent some time at his local YMCA in a small town in South Carolina during his teen years. But it wasn't until the mid-1980s that he got involved with the Y on a deeper level. He was asked to join the Board of Managers for YMCA Camp Hanes. Since then, he has been on three different Boards for the YMCA of Northwest North Carolina. He has not stopped serving for the past 30 years.

While serving on the Board of YMCA Camp Hanes he saw the impact one week can have in a child's life. "Camp helps people to grow up and know who they are and what they are capable of – that one week changes lives." As he became more familiar with the Y, he joined the YMCA Literacy Initiative Advisory Council, a cause he was particularly passionate about. At the time, the Literacy Program was part of YMCA Community Outreach Services, which would become part of the Winston Lake Family YMCA. Over the past three decades, Robin has served as Chair of the Board for three different branches." I've had the opportunity to serve the Y in very different capacities, but one thing is the same – how the Y improves people's lives."

In addition to impacting Robin and his father, the Y played a significant, albeit unusual, role in bringing two other members of his family together. Robin and his wife Jane have four children and seven grandchildren. As part of his volunteer work with the Y, Robin traveled to the Ukraine in 2005 to help with a group of young people from the United States who were visiting as goodwill ambassadors. There he met Ksenia, the Director of International Relations for the Ukraine YMCA. The following year, Ksenia traveled to the United States and during her trip connected with Robin's son, who she would go on to marry.

To Robin, the Y has always been more than a place. "For me, the Y has been fabric throughout my life — an anchor of sorts. I will never be able to repay what the Y did for my dad and what it has done for me. I see it as one of the top nonprofits in the world."

The Red Triangle Society was established in 2002 and induction into the Society is the highest honor a Y volunteer can receive. Recipients demonstrate long-term and significant commitment, enthusiasm and dedication to the YMCA mission. The YMCA of Northwest North Carolina is pleased to induct Robin Richards into the Red Triangle Society.

"Robin is a unique volunteer for our Y. His dedication surpasses what anyone could expect. Every time he was asked to lead in a new capacity, he has never wavered," says Darryl Head, Interim President and Chief Executive Officer of the YMCA of Northwest North Carolina. "We are grateful for Robin's leadership and passion for the Y that has advanced our mission forward for the past 30 years."



"Every child, in every neighborhood, in every school truly deserves the opportunity and the chance to grow," says Cassandra Barnes, Coordinator for YMCA Childcare Services. YMCA Summer Learning Academies (SLAs) give students from Title I schools the opportunity to stay on grade level while having a great time in a structured environment.

This summer, the programs expanded to 10 sites and served more than 600 children. Of those, 75% maintained or improved reading scores and 73% maintained or improved math scores. Statistics show that a large number of children from low-income environments reach kindergarten unprepared and that they continue to fall behind in school without proper interventions. The Summer Learning Academies help to reverse this trend and reduce summer learning loss.

The programs are five to six weeks where K-5 students attend one of ten sites and continue their education during the summer. The program includes:

Summer lessons developed by a certified teacher hired from the Winston-Salem/Forsyth County school system.

Students taught by teachers from the local school.

Students provided breakfast and lunch and many of them joined by their siblings who otherwise may go hungry at meal time.

The Statesville Y also hosts a YMCA STEAM Summer Learning Academy that includes a research-based curriculum and field trips every week. There is an education achievement gap in our community, says Roderick Howard, Executive Director of YMCA Childcare Services. The farther students fall behind, the greater the chances they may never make up that achievement gap, but we are working to change those odds.



Peals of laughter and loud cheers erupt from the Training Center tucked in a corner of the Robinhood Road Family YMCA. It's the sounds of Let's Get Fit, a fitness class for people with intellectual and developmental disabilities. The group is playing a game involving coordination and cardio activity set to dance music. High fives and elbow bumps greet each participant as they rejoin the group after their turn.

The program began in 2014 and has grown in popularity, with many participants staying involved since it began. "It's just fun," says Deborah Woolard, whose son Jeremy participants in the class. "It's all about fun, friends and physical activity." She says Jeremy loves spending time with his friends in a social environment, and as a person with Down Syndrome it's also important for him to monitor his weight. "This makes exercise fun, not a chore."

Deborah Woolard, a Y member and mother of one of the class participants who leads four book clubs for people with intellectual disabilities, first approached the Robinhood Road Family YMCA to as serve a location to host the Next Chapter Book Club. Deborah saw the need for more opportunities for group physical activities and helped launch the class at the Y. She says, "It's something that was really needed. They have a great time, get physical activity and the social aspect is important."

Y staff who lead the class incorporate a variety of activities for a fun, interactive physical activity experience. The group participates in everything from soccer and basketball to Zumba and other fitness-oriented games.

"To us, the Y is a very friendly and accepting place," says Deborah. "Before this program, some of the members of the group wouldn't have had the opportunity for this much socialization or fun. This is truly a community activity."



Much has been said about the heart of a volunteer and what inspires them to give their time to causes they believe in. But often, the impact of volunteering is even greater for the volunteer.

That was what Christina Lilly experienced when she and her family volunteered for YMCA Bright Beginnings at the Yadkin Family YMCA. Christina has been a member of the Y since it opened in Yadkin County and has contributed to the Annual Giving Campaign for the past five years. Her husband, 14-year-old son and 10-year-old daughter joined her to take two children in need back to school shopping.

"Thankfully, my children have never been in need of anything in their lives. We have been truly blessed by God with all things that we need. We talk to our kids about how there are children in our communities, children they sit with in the classrooms, and children they are friends with, that are not as blessed," Christina says. "I knew Bright Beginnings would help them understand that while we are blessed as a family, not everyone has that opportunity."

YMCA Bright Beginnings helps kids feel confident by making their first day of school special. Volunteers take children in need back to school shopping to purchase a new outfit and new shoes. Students also receive a new backpack and school supplies.

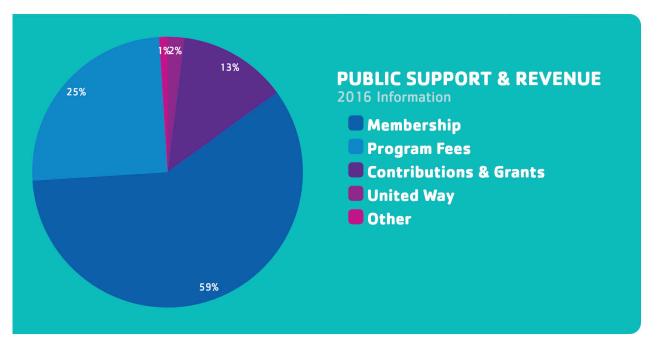
Christina and her family shopped with two brothers. She remembers how excited they were to pick out new shoes. "It was clear they hadn't had many new things. My children saw how grateful they were. They saw firsthand how a child in need is very thankful for things that they may take for granted."

She'll never forget how the brothers got off the bus and said it was the best day ever. "Some may think that the children were the ones most blessed that day. While I agree it was a blessing for them, I think that each and every volunteer that participated were the ones blessed the most. It was my honor that day to participate in this program. I encourage each of you to volunteer because I am certain it will make an impact in yours and another child's life."

Each year, program serves 379 kids with 367 volunteers at the Kernersville, Jerry Long, Statesville and Yadkin Family YMCAs.

FINANCIAL OVERVIEW

Funding Our Cause





FINANCIAL DETAILS

for the years ending December 31 - dollars in thousands

| PUBLIC SUPPORT AND REVENUE | 2016 (unaudited) | 2015 |
|--|------------------|-----------|
| United Way | \$ 655 | \$ 883 |
| Contributions and Grants | 4,159 | 3,933 |
| Membership * | 18,677 | 18,036 |
| Program Fees ** | 8,011 | 7,519 |
| Other | 402 | 411 |
| TOTAL PUBLIC SUPPORT AND REVENUE | \$ 31,904 | \$ 30,782 |
| OPERATING EXPENSES | 2016 (unaudited) | 2015 |
| Personnel | \$ 19,079 | \$ 19,188 |
| Occupancy | 5,218 | 4,955 |
| Supplies & Equipment | 3,300 | 3,180 |
| Marketing | 433 | 541 |
| Vehicles & Transportation | 305 | 327 |
| National/World Service Support | 469 | 429 |
| Capital Debt Retirement | 1,336 | 1,336 |
| Capital, Maintenance, & Operating Reserves | 1,756 | 808 |
| Other | 8 | 18 |
| TOTAL OPERATING EXPENSES | \$ 31,904 | \$ 30,782 |

^{*} Net of direct Financial Assistance of \$1.1M and \$1.2M, respectively

^{**}Net of direct Financial Assistance of \$1M for both years

Being a volunteer in an organization helps us to remember to give back, and to keep in mind all of our own blessings.

VOLUNTEERS OF THE YEAR



Kathy Stikeleather

Alexander County Family YMCA



Mike Jenkins
Davie Family YMCA



Ruth Dowell
Fulton Family YMCA



Lexie Lednum

Jerry Long Family YMCA



Taylor DuBois
Kernersville Family YMCA



Janet Ray Robinhood Road Family YMCA



Michael Spencer Statesville Family YMCA



The Lambe Family
Stokes Family YMCA



Marty Moore



Sheila Smith



Hernan Sabio William G. White, Jr. Family YMCA



Oz Prim Yadkin Family YMCA



Darren Bandy YMCA Camp Hanes



Derrick Webb

2016 YOUTH AWARDS

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Davie Family YMCA

Caleb Herrera
Fulton Family YMCA

Victor Desnoyers
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Mackenzie Smoak Kernersville Family YMCA

Bailey BrownWilliam G. White, Jr. Family YMCA

Kyle RhodesWilkes Family YMCA

Ryan Horton
Winston Lake Family YMCA

Jacob Lilly Yadkin Family YMCA

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^{*}Contributions in this report were received prior to 12/31/2016. Great care was taken to ensure the accuracy of this list. If you discover any errors or omissions, please call 336 777 6222.

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