



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

POWERFUL ADVOCATES FOR COMMUNITY

The Y's National Impact Report



**“THE Y IS A FORCE
FOR COMMUNITIES,
SO THAT COMMUNITIES
CAN BE A FORCE
FOR GOOD.”**

NEIL NICOLL

President and CEO, YMCA of the USA



POWERFUL ADVOCATES FOR COMMUNITY

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WE SEE STRENGTH IN COMMUNITY

The Y believes that everyone deserves a chance to succeed—no matter their background or income—and we have learned that can happen only when we unite to nurture the best in all of us. That is why our cause is strengthening community through youth development, healthy living and social responsibility.



The Power To Make Change

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.

The Y is **community centered**. For more than 160 years, we have been listening and responding to our communities.

550,000 volunteers lead Ys to respond to community needs for youth development, healthy living and social responsibility.

The Y **brings people together**. We connect people of all ages and backgrounds to meet community needs.

20.6 million members—8.8 million of whom are children—learn, grow and thrive at a Y.

The Y **nurtures potential**. We believe that everyone should have the opportunity to learn, grow and thrive.

Ys collectively attract \$745 million in private and public funding annually in support of our cause.

The Y has **local presence and global reach**. We mobilize communities to effect lasting, meaningful change.

10,000 U.S. communities and 120 countries worldwide are united for the common good by the Y.

YOUTH DEVELOPMENT

Nurturing the potential of every child and teen

At the Y, we believe that all kids have amazing potential. The values and skills learned early are vital building blocks for life, and young people deserve an opportunity to discover who they are and what they can achieve. From the youngest in our child care programs to the teens in our leadership development initiatives, the Y gives kids and teens a safe place to belong, build confidence and learn positive behaviors grounded in our core values of caring, honesty, respect and responsibility.



AT-RISK YOUTH BECOME ADULTS WHO GIVE BACK

YMCA of Greater Long Beach (Calif.)

Leonard Salcido turned his life around at the YMCA of Greater Long Beach Youth Institute. The Institute works with at-risk high school students from low-income communities to improve academic performance and stimulate interest in post-secondary education.

Coming from a family that struggled to make ends meet, Leonard found refuge at the Institute. He developed skills in information technology, graphic design, film and acting. But that was just the beginning. More importantly, the Institute instilled Leonard with the confidence and leadership skills that are critical for success.

Today, Leonard is a college graduate and mentor to kids like himself. "I'm accomplishing something every single day," he says. "So many more youth out there need this program, not just because it's cool, but because it offers a place to belong where you can learn valuable life skills."

**OUR IMPACT:
SO OUR KIDS CAN MAKE
THEIR DREAMS A REALITY**

Our Work In Action



Local Impact:

HELPING KIDS IN TROUBLE WITH THE LAW

Amarillo Family YMCA (Texas)

Writing Wrongs is part of the Writer’s Voice program at the Amarillo Family YMCA in Texas. One-hour classes are conducted once a week in conjunction with the WordStorm Project—creative writing for teens—and Potter County Juvenile Services. Students on probation or sentenced to community service by teen court obtain community service hours for participating in writing classes.

Writing Wrongs was started in February 2010 and serves 100 kids who do writing exercises involving personification, memory writing and hyperbole. Jenna Hodges, who runs the program, recalls one 13-year-old who dragged his friends (who had no obligation to community service) to class after his required time was over. “I heard this boy tell these friends that this class was fun and that they should stay. They did stay and the boy continues to come—not because he has to, but because he wants to. He also told me that he writes more now, thinks it’s fun and feels better about himself because of it.” Kids’ lives are being turned around through self-exploration.

National Reach:

GETTING A LEG UP FOR COLLEGE

Higher Education for All

In an effort to improve educational outcomes for youth, particularly in low-income and underserved communities, Ys across the country provide academic support and enrichment in both early learning and out-of-school environments. Through tutoring, mentoring, character and social development, and exposure to higher-education and career opportunities, Ys give young people the tools and motivation to succeed in school and life. In partnership with Lumina Foundation, Ys are expanding and integrating programs and partnerships to guide more young people to post-secondary education.

WHAT DO 8.86 MILLION KIDS DO AT THE Y? GROW

PARTNERS IN YOUTH DEVELOPMENT

"jcpenny is firmly committed to supporting youth-serving organizations like the Y, which are dedicated to providing positive, meaningful programs outside the school day when too many of America's students are unsupervised," **says Michelynn Woodard, vice president of philanthropy at jcpenny.** "By collaborating with the Y, we can ensure that more kids can participate in life-enriching afterschool programs that help them spread their wings."

"We are delighted to partner with the Y, an organization that has long been at the forefront of serving communities and making a difference in the lives of children and families," **says Roland C. Warren, president of the National Fatherhood Initiative.** "Working together, we are developing an exciting new program model for YMCAs designed to increase the quality of care and level of connection that individual fathers and adult male role models, particularly those from low-income and underserved populations, provide for their children and families. Our goal is to engage and support these fathers and role models to better understand and nurture the young people in their lives."



HEALTHY LIVING

Improving the nation's health and well-being

At the Y, we believe that being healthy means more than simply being physically active. It is about maintaining a balanced spirit, mind and body. The Y is a leading voice on health and well-being issues—and a leader in fighting chronic disease—and is committed to empowering people to lead fuller lives. We bring families closer together, promote healthy living and foster connections through fitness, sports, fun and shared interests. As a result, millions of youth, adults and families receive the support, guidance and resources they need to become and stay healthy.



BECOMING A CHANGE AGENT

YMCA of Greater Omaha (Neb.)

Laura Duhigg was struggling when she joined the YMCA of Greater Omaha. She was in poor health, having just survived a terrible car accident, and lacked the self-confidence and motivation to get better. As part of the Y's "fitness boot camp," she found a community that challenged and inspired her—a community that gave her faith in herself.

Laura's road to good health led to a job at the Y. Now she is giving back to the community by coaching people to take the next step in achieving their health and well-being goals. "I know what it's like to walk into a building and feel like everybody is looking at you," she says. "When I see

people are changing and reaching their goals, it means everything to me. To me, it confirms the fact that I am giving back and helping others."

Big change can happen in a community by transforming one person at a time. Laura is a source of inspiration because she can relate to others who want to become and stay healthy. "You're able to reach that individual that no one else could and it's that one person who needs you the most."

OUR IMPACT:
**EVERYONE GETS MORE
 OUT OF LIFE**

Our Work In Action



Local Impact:

HELPING FATHERS BECOME DADS

Racine Family YMCA (Wis.)

The Racine Family YMCA began its Focus on Fathers (FoF) initiative after learning that 75 percent of homes closest to the Y were headed by a single parent, most often moms. The initiative was developed to engage and nurture the fatherhood instinct, and teach skills to dads no longer living with their children. FoF, in partnership with local agencies, focuses on single-parent families living in low-income neighborhoods with high rates of juvenile crime and risky behavior. Y staff meet with groups of fathers to complete a 13-session class focusing on parenting skills. In addition, the initiative provides opportunities for the fathers to meet and share lessons and model nurturing skills.

National Reach:

LEADING THE FIGHT AGAINST DIABETES

YMCA's Diabetes Prevention Program

The YMCA's Diabetes Prevention Program—an innovative model to reduce chronic disease in communities across the nation—helps individuals at highest risk for type 2 diabetes take steps to improve their overall health and well-being. The group-based lifestyle intervention, which is based on research led by the National Institutes of Health, has been proven to reduce the risk of developing the disease by more than half. The Y is committed to helping prevent chronic disease by giving individuals of all ages tools for healthy living and by leading the way in a new health care delivery system that values prevention. The Y is working with the Centers for Disease Control and Prevention and UnitedHealth Group to expand the program. The YMCA's Diabetes Prevention Program is part of the CDC-led National Diabetes Prevention Program.

WHAT DO 20.6 MILLION PEOPLE FIND AT THE Y? STRENGTH

PARTNERS IN HEALTHY LIVING

“UnitedHealth Group is committed to helping stem the rising tide of diabetes and obesity that is already having devastating consequences for individuals, families and our country,” **says Dr. Deneen Vojta, senior vice president of UnitedHealth Center for Health Reform and Modernization.** “We are proud to be the first company to provide coverage for the YMCA’s Diabetes Prevention Program. By combining our national health care resources with the Y’s presence in local communities, we can expand access to this clinically proven program for a much larger group.”

“Through our long-standing and important partnership, PepsiCo and the Y have worked together to help people lead healthier lifestyles,” **says Jacqueline Millan, senior director of corporate contributions for PepsiCo.** “By strengthening initiatives across the country that encourage individuals and families to increase physical activity and commit to better nutritional choices, our shared commitment helps people make sound decisions about their health.”

“With its ability to touch the lives of millions of Americans each day, the Y plays a critical role in our nation’s efforts to combat chronic diseases and promote wellness at all ages,” **says Dr. Ursula Bauer, director of the National Center for Chronic Disease Prevention and Health Promotion at the Centers for Disease Control and Prevention.** “CDC’s partnership with the Y shows how the government, nonprofit organizations and businesses can join together to turn policy ideas into real-world solutions to improve the health of U.S. communities.”



“Medical studies show exercise is the simplest way for cancer survivors to reduce fatigue, improve their mood and bounce back from the debilitating effects of cancer treatment more quickly,” **says Andy Miller, LIVESTRONG® executive vice president.** “LIVESTRONG joined forces with the Y to create LIVESTRONG at the YMCA® because of the organization’s national reach, commitment to meeting the needs of all community members and history of program innovation in support of health and well-being. Together, we are confident we can make an unprecedented difference in the way we inspire and empower people affected by cancer.”

SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors

At the Y, we believe that when we work together, we move individuals, families and communities forward. Since 1844, the Y has responded to society's most pressing needs by developing innovative, community-based solutions and uniting people from all walks of life to participate in and work for positive social change. Whether providing job training to a newly single parent, advocating for affordable, healthy food options for underserved communities, or helping newcomers transition into their new neighborhoods, the Y is committed to empowering people with the resources and support needed to live healthy, connected and secure lives.



FIGHTING HUNGER AND TEACHING RESPONSIBILITY

YMCA of the Southcoast (Mass.)

One-third of kids in and around New Bedford, Mass., grow up in homes without enough food. That is a staggering figure, and one which caused the YMCA of the Southcoast to act. With an army of volunteers who seed, weed and harvest—and a lot of love and dedication—the YMCA has created a community farm that provides fresh produce to thousands of families in need.

Producing nutritious food is one goal of the farm. Just as important, it unites the community and builds a sense of mutual responsibility. “The big goal is teaching people about working together as a

community,” says Gary Schuyler, CEO of the YMCA of the Southcoast. “It’s teaching young children about helping those in need. That’s the big win—building a sense that we’re all in this great world together and helping each other out.”

OUR IMPACT:
**EVERYONE COMES TOGETHER
 FOR THE COMMON GOOD**

Our Work In Action



Local Impact:

FIGHTING FAMILY HOMELESSNESS

Old Colony YMCA (Mass.)

When staff at the Old Colony YMCA realized that the fastest growing population experiencing homelessness in the Boston area was families, they knew they had to act. In August 2003, the YMCA opened its Family Life Center (FLC), a collaborative effort among 16 nonprofit, state and federal agencies designed to empower and strengthen families threatened by homelessness. The FLC provides housing and family support services for 13 families, 100 percent of whom are experiencing barriers beyond poverty and homelessness, including underemployment, lack of education and trauma stemming from domestic and community violence and past abuse or neglect. The FLC serves an average of 26 families per year, with a common length of stay of six to nine months. Once a family leaves the FLC, the YMCA works with them while they transition into permanent housing and provides continued support services after they are established in their new home.

National Reach:

STARTING A NEW LIFE

Newcomer/Immigrant Engagement

Immigration will remain the key factor in U.S. population growth throughout the next half century, according to the U.S. Census Bureau. By 2050, nearly 20 percent of the total U.S. population (88 million people) is projected to be foreign-born.

What is our responsibility to newcomers and immigrants to this country? The Y has welcomed and connected diverse populations for nearly 160 years. In 1856 we offered the nation's first known English as a Second Language (ESL) class to German immigrants at the Cincinnati YMCA. Today, Ys provide a variety of support systems that welcome, celebrate, educate and connect diverse demographic populations—from adult education classes to youth leadership initiatives, and health and wellness services to workforce development programs—all so newcomers to the U.S. can learn, grow and thrive in their new country.

WHAT DO 550,000 Y VOLUNTEERS DO? GIVE BACK

PARTNERS IN SOCIAL RESPONSIBILITY

“We are proud to support the Y’s efforts to make sustainable changes to building stronger communities,” **says Jill Turner-Mitchael, senior vice president of health and wellness at Sam’s Club.** “Because of its presence in communities all across the United States, the Y is able to leverage resources to help improve the places where we live, work, learn and play—making real changes in communities and neighborhoods that improve health and well-being and prevent chronic disease.”



“As one of the largest and oldest nonprofits in the U.S., the Y has played a transformational role throughout its history by addressing the needs of diverse and underserved populations—and by adapting to changing community needs,” **says Damian Thorman, national program director for the John S. and James L. Knight Foundation.** “The Y believes, as we do, that the more you’re involved in your community, the stronger the civic fabric becomes. We support their efforts to deliver critical services and resources to newcomer and immigrant communities that empower them and help them to adjust to their new environments and become fully naturalized.”



“The Y is a strong, positive force for good health in communities across the nation. At a time when excess medical costs are threatening our national competitiveness and the American dream, the Y realizes that an increased emphasis on preventing illness and maintaining good health is crucial,” **says Dr. James Marks, M.P.H., senior vice president at the Robert Wood Johnson Foundation and director of the Foundation’s Health Group.** “These priorities combined with investments in our children’s health and development will benefit all of our families and the country.”

FACTS

YMCAs

2,700

YMCAs IN COMMUNITIES
WHERE HOUSEHOLD
INCOME IS BELOW THE
NATIONAL AVERAGE

58%

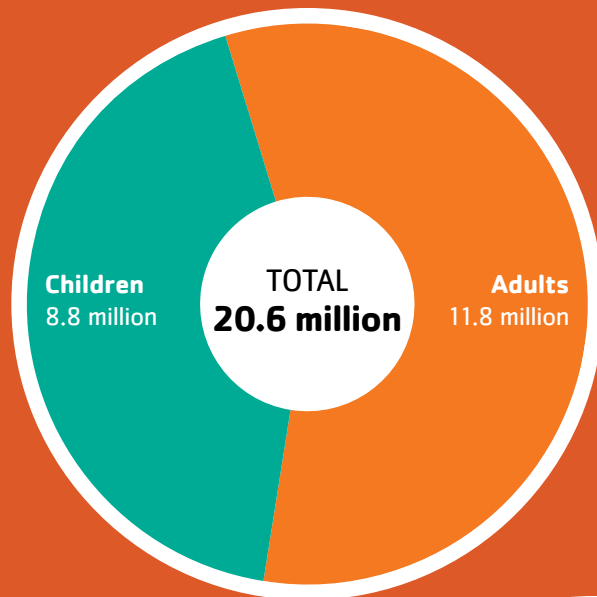
COMMUNITIES
SERVED

10,000

STATES

50

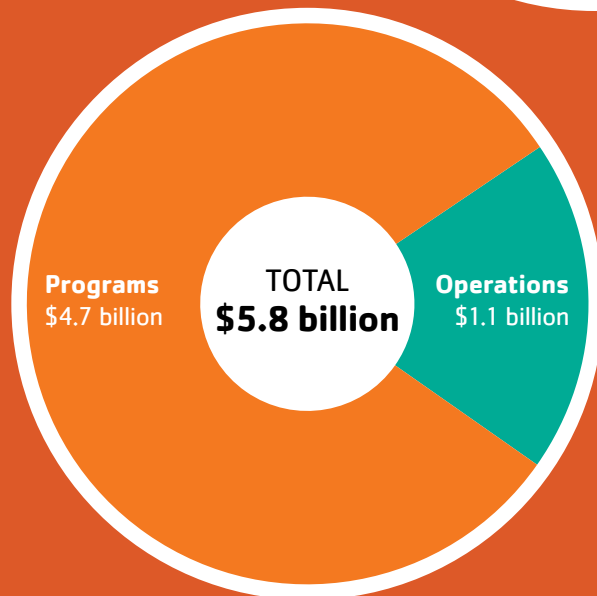
plus
District of Columbia
and Puerto Rico



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& STAFF**



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