THE Y.
SO MUCH MORE
2014 ANNUAL IMPACT REPORT

Connecting with 11,187 individuals through Y programs and events in Salt Lake, Wasatch and Weber Counties.
ACADEMIC SUPPORT & ENRICHMENT

15+ hours a week for all youth in our Out-of-School Programs

CARING ADULT ROLE MODELS

1:15 ratio ensures that youth are given the one on one attention they need to succeed

PARTNERING WITH SCHOOLS TO ENSURE SUCCESS

7 school sites YMCA offering tutoring and reading intervention programming to youth grades K–9

MORE KIDS READY FOR KINDERGARTEN

EARLY LEARNING

14–32 hours per week of quality instruction in 7 Preschool and 3 Kindergarten classes in Salt Lake and Weber Counties

SOCIAL AND EMOTIONAL WELL BEING

Trained teachers work in small groups to ensure that preschoolers are working together and growing socially

INNOVATIVE COLLABORATIONS

3 years working with Granite School District Preschool Services’ study

MORE KIDS ENGAGED DURING SUMMER

SUMMER LEARNING

5 Day Camps located in Heber, Ogden, Sandy and Taylorsville incorporate learning into fun summer clubs and field trips

OUTDOOR EDUCATION

8 week-long sessions at Camp Roger encourage youth to explore their surroundings through orienteering, hiking and rock climbing

NEW SKILLS & ACTIVITIES

Archery, volleyball, basketball, horseback riding, fire building, singing and skits are just some of the activities campers participate in at YMCA camp programs
OUR STORY

READY TO LEARN—ANGIE

When Angie started preschool at YMCA–Madison her limited English kept her from communicating with her teachers and peers. She was very shy and sometimes would get lonely. During the school year, teachers focused on developing activities and providing opportunities for Angie to learn various skills including building her English language skills. At the end of the school year, Angie was a happy member of the classroom, eager to play with all of her new friends. She participated in all the classroom activities and began to feel confident in her ability to learn. Angie is attending her second year at the YMCA–Madison Preschool and is now proudly teaching her baby brother English.
HEALTHY LIVING

OUR APPROACH

MORE KIDS LEARNING HEALTHY HABITS

FRESH FRUITS AND VEGETABLES
Fresh fruit and/or vegetable served at every meal or snack

PREVENTION EDUCATION
Weekly instruction to address challenging social issues—anti-bullying, cultural diversity, anti-tobacco, and more

NUTRITIOUS SNACKS AND MEALS
The YMCA provides a healthy snack at all of our youth programs and a healthy meal at 12 of our program sites

MORE KIDS BEING ACTIVE

PHYSICAL ACTIVITY
30 minutes of physical activity each day at our Afterschool Programs and 60 minutes at our Day Camps

RESEARCH BASED CURRICULUM
Weekly instruction on nutrition and physical activity using Y-USA Food & Fun Curriculum, ReCharge! and CATCH

EXPLORING NEW SPORTS
Introducing youth to new sports with the Y I Ski, Indoor Soccer, Basketball, Girls on the Run and Goal Foundation’s Young Runners Programs

MORE KIDS LEARNING POSITIVE VALUES

YOUTH SERVICE PROJECTS
100% of all YMCA youth programs participated in at least 1 service or volunteer project

LEADERSHIP PROGRAMS
Building tomorrow’s leaders with 4 leadership programs serving youth ages 14–17

CORE VALUE AWARDS
All youth building character by earning awards that exhibit the Y core values of caring, honesty, respect and responsibility
OUR STORY

HEALTHY LEADER—TAVION

Tavion has been coming to our programs for several years now and he is one of our most dynamic personalities. Our staff were concerned about Tavion’s eating habits – he usually brought cookies for breakfast and he was reluctant to try healthy foods offered during program. Our staff developed the “Polite Bites” activity that encouraged Tavion and his peers to try new healthy foods. Every time one of them tried a food they had never tried before, the staff would cheer and the youth’s camp group would get a point. Tavion loved the activity and he quickly became one of the top point earners for his camp group. As Tavion started eating healthier foods, both in our program and at home, he stopped crashing mid-day and he started being a leader with the other youth in showing positive behavior. Tavion is no longer such a picky eater and his mom is helping him keep his good nutrition habits.

OUR IMPACT

381
Health & wellness and sport clubs offered at Y Out-of-School Programs

123,311
Snacks and healthy meals provided at Y programs

850
Community members participated in the Y’s free Healthy Kids Day events

4,031
Youth participating in the YMCA’s health education

1,185
Hours youth volunteered for service projects

64
Youth service projects completed

EXCITING OUTCOMES

93% of parents said that their youth learned positive values at the Y

9 out of 10 parents say the Y is a place where their youth learns to be healthy

86% of parents said their child’s health has improved
OUR APPROACH

SOCIAL RESPONSIBILITY

MORE COMMUNITIES BROUGHT TOGETHER

PARTNERS
40+ partner agencies including schools, government agencies and other nonprofits

VOLUNTEERS
797 community members giving 8,608 hours of volunteer time

FAMILY & COMMUNITY EVENTS
6,044 individuals participated in 57 family night and community events

THE COMMUNITIES WE SERVE

% of low/moderate income families served

75% of families reported being low or moderate income

Youth programs for ages 3-18

41% Hispanic
6% Black
3% Asia
2% Am. Indian
1% Nat. HI/PI

47% White

Youth and families from a variety of backgrounds

SUPER VOLUNTEER—OMAR

Omar learned about the YMCA because his younger sister, Franchesca, was enrolled in our program. Sixteen-year-old “Super Volunteer” Omar was looking for a meaningful way to spend his summer vacation and learned that we needed volunteers. He started volunteering during our meal service. Omar was very excited about the program—he knows how important the food service program is to his own family and to families in their community. Omar was an excellent role model for the kids in the program—teaching them about volunteering and displaying positive behavior. We are grateful for volunteers like Omar.
ADDING IT ALL UP

$1,459,908 Provided in Financial Assistance

8 out of 10 Participants received Financial Assistance

OUR SUPPORTERS

Thanks to more than 1,300 donors and partners that supported the YMCA in 2014 we were able to do more to ensure that more youth in Utah were given the chance to reach their full potential.

$10,000+
American Express
B2 Air Systems
CIT Bank
Church of Jesus Christ of Latter Day Saints
Church of Jesus Christ of Latter Day Saints Bishops’ Storehouse
Fidelity Foundation
GE Capital Bank
George S. & Dolores Doré Eccles Foundation
Janet Q. Lawson Foundation
JoAnne L. Shrontz Family Foundation
Larry H. and Gail Miller Family Foundation
Mark Brouse and Lynn Hoffman-Brouse
Ruth Eleanor Bamberger and John Ernst Bamberger Foundation
Salt Lake County SSBG
Sorenson Legacy Foundation
Stephen G. & Susan E. Denkers Family Foundation
Sunderland Foundation
UBS Bank
Utah State Department of Workforce Services
Utah State Office of Education
Utah Transit Authority
Voices for Utah Children
Willard L. Eccles Foundation
YMCA of the USA

FINANCIAL REPORT

INCOME

$3.1 M

12% Private Support
13% Partnership Contracts
33% Earned Revenue
42% Public Support

EXPENSES

$2.9 M

24% Camps
8% Early Childhood
8% Development
9% Admin
49% Out-of-School

EXECUTIVE STAFF

Richard West | Chief Executive Officer
Chris Means | Chief Financial Officer
Carol Beddome | Development Director
Amy Henry | SL/Wasatch County Regional Director
Ann Nelson | Weber County Regional Director

BOARD MEMBERS

Julie Buchholz | Chair
Mark Brouse | Vice Chair
Brian Cadman | Treasurer
Bruce Foster | Secretary
Dr. DeWayne Ashmead
Charles Boynton
Dr. Marlin Clark
Ken Flint
Patrick Gibbons
Scott Henriksen
Dennis Lloyd
Tyrone Medley
Dennis Mills
Chris Parker
Marlene Plumlee
Ron Stevens
Steve Sullivan
Erika Tedder
OUR MISSION
To provide our communities with programs that build strong kids, strong families and strong communities

OUR CORE VALUES
Caring, Honesty, Respect and Responsibility

LIKE US ON FACEBOOK
Enjoy fun stories, photos and stay up to date on all our programs and events!
www.facebook.com/ymcautah

OUR LOCATIONS

- **Administrative Offices**
  2 Locations: Salt Lake and Ogden

- **YMCA Facilities/Camps**
  3 Locations: Community Family Center-Taylorsville, Larry H. & Gail Miller Family Foundation YMCA Community Family Center-Ogden and YMCA Camp Roger (15 miles from Kamas)

- **YMCA Partner School Sites**
  20+ School Sites in Salt Lake and Weber Counties
  1 Community Site in Heber Valley

CONTACT US

YMCA HEADQUARTERS OFFICE
3098 S. Highland Drive, Suite 440
Salt Lake City, UT 84106

PHONE
Toll Free 1.877.690.YMCA
Main Line 801.466.6299

WEBSITE: www.ymcautah.org

EMAIL: ymca@ymcautah.org

The YMCA is a 501(c)3 charitable non-profit organization
Tax ID: 87-0212472