

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Itasca County Family YMCA



2019 Annual Report

Youth Development

Dear Friends,

We are proud to present our 2019 Annual Report. Reflecting on this past year's tremendous efforts, by the hands of so many, reinforces our Mission of Strengthening Ourselves, Families and the Community.

At a glimpse, the enclosed highlights are a collection of life's encounters where the Y is the common denominator. When you look more closely, you realize it's a familiar narrative; it's the story of us. It's our story because we've grown together.

Never underestimate the power of relationships made at the Y. We see them every day, everywhere we look. It's the friendships that are formed in our Active Living Center. It's a peer with a listening ear and a voice of encouragement found at LIVESTRONG at the YMCA. It's that community that helps you rebuild your life when it's shaken to the core. These relationships are as special and diverse as the individuals who form them.

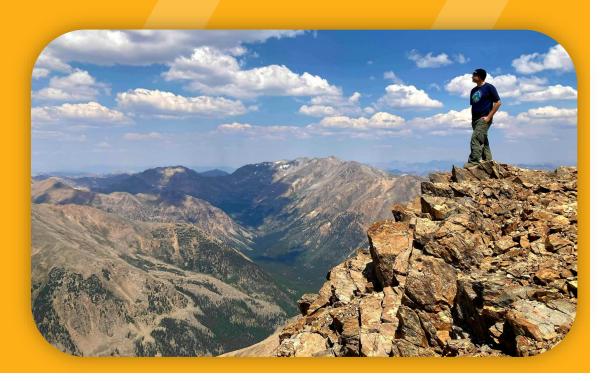
Just like families evolve, our Y is changing and growing to meet your needs and those of the community. In 2019 our child care and school age programs took big strides by offering a second Toddler Room, a Kindergarten Readiness program, and enhanced afterschool program options. The success of these initiatives serve as an example of what passionate volunteers, staff, donors, and partners can accomplish together: An innovative Y experience where people connect, lives are improved and our community is strengthened, for generations to come.

As result of our combined efforts, individuals of all ages and abilities are coming to the Y to find the resources, knowledge and support they need to live healthier lives. And more and more people — regardless of age, income, background — have access to the services they need to learn, grow and thrive.

Thank you to our Y staff, members, volunteers, donors, partners and supporters, who make this possible. Together, we are strengthening the community.

With Warm Regards,

Nick Hansen Executive Director



Healthy Living



My journey at the YMCA started January 1, 2018. The Y was offering a no registration fee promotion to celebrate the new year. Being a stay at home mom living in Deer River with a 1 year old and 3 month old, I was wary about how much I'd actually use my membership.

My initial goal was to make it to the Y two times a week. The first couple weeks, I would go in the fitness center and use the elliptical or treadmill, and, while doing so, I would always see a rush of people coming in and out of the group fitness rooms. After doing some research, I decided to go out of my comfort zone and try the TRX class offered. I was instantly hooked-this was way better than running on a treadmill!!! About a week later, I tried Cardiokick. And then Step. And then Kettlebells. By February I had a "schedule"...no longer did I have the mind set of "you need to go to the Y 2 times a week", I was going to the Y almost every day and could not wait for the next group fitness class.

Ever since, the Y has become more and more apart of my life.

When making the decision to move to Grand Rapids, the connection our family had to the Y was a big factor. The YMCA offering a program like Kid Zone is solely what makes it possible for our family to have a Y membership AND actually utilize it. I remember the first day I left my young kids in Kid Zone; I was a

mess!! I couldn't even focus on exercising and maybe lasted a 1/2 hour before I caved and went to pick them up. Shannon told me "It gets better, I promise". And she was right. My kids absolutely love Shannon and Lei Lei and are excited to come every day. Even though I can be quite protective of my kids, I have every ounce of trust in Shannon and Lei Lei-they truly are THE BEST. We had our third child in 2019, and again, the Kid Zone crew blew me away with how comfortable I felt leaving my newborn while I got a workout in, along with some time for me. I feel so fortunate that we have a program like this in our small community.

The YMCA gives our family the best of all worlds. I am able to do my group fitness classes & benefit physically and mentally, while my kids use Kid Zone & benefit socially. I feel like the Y staff genuinely care about us. They greet you by name, help with any issue you have and always answer any question. I am SO thankful for all the ways our family benefits from the YMCA.

Aubrey DeYoung, YMCA Member, Group Fitness and Kid Zone Fanatic



Social Responsibility

Months after I moved to Grand Rapids in 2017, a friend and member invited me to come to the walking track at the Y with her after work. I was not much into fitness, but I knew I had enjoyed Zumba classes and would like to be more active, so I agreed to go. Slowly, I looked into more classes and saw many that I would like to try, but the financial side stopped me for a little while. Eventually, other friends let me know about the scholarship (income-based membership) program, which I applied for and received, and I've been a Y member ever since! My love for fitness and different forms of movement grew, and I have always loved the variety of classes and great atmosphere the Y provides.

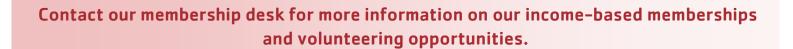
After I was a member, I responded to a survey that was sent out, and shortly after I was contacted by Nick Hansen (CEO) to hear more about my opinion. I appreciated the personal contact and connection formed, and this connection eventually lead to my being chosen to be a part of the board of directors. I had been looking for a way to get more involved in our community, and this was the perfect answer to that. I have learned so much about Grand Rapids and met so many new people that I otherwise wouldn't have.

My involvement in the board also lead to my involvement in the annual campaign. Teaching others about the Y's cause has taught me so much, and made me even happier to offer my support. At first, coming to the Y was about bringing fitness into my lifestyle and having something fun to do. It didn't take long for me to see just how integrated this organization is in our community, and the true impact it has. I am proud to be a member and support our mission, and I thank everyone who has come alongside the Y to offer their support.

I was able to get my Y journey started thanks to the campaign and income-based membership program, and I know that there are many families out there that also benefit greatly from their memberships. I am so glad to be able to give back in whatever way I can!

Rachelle Miller, YMCA Member, Board of Directors Member, Annual Campaign Chair





Chairman's Roundtable

Annual Campaign Gifts of \$1,000 or more

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A Strong Community



6853

Hours of volunteer service



Children received loving care and kindergarten preparation in WeeFolks



\$81,920

Financial Assistance provided



160

Children energized through healthy activities in Camp Wannago



488

Children empowered through youth sports



42,204

Participants attended our studio fitness classes (duplicated)



241

Children received help and care afterschool



757

Children taught water safety through swim lessons



42,603

Community members brought together by social activity in the Active Living Center

2019 FINANCIALS

2019 Revenue:

Contributions	\$	36,824
United Way	\$	22,726
Grants	\$	148,425
Fundraising Events	\$	113,566
Total Public Support	\$	321,541
Membership Dues & Guest Passes	\$1	,294,842
Childcare	\$	729,185
Classes & Programs	\$	135,226
Rentals & Sales	\$	92,797
USDA Reimbursement (food program)	\$	37,193
Other	\$	9,631
Total Earned Revenues	\$2	,298,874
Total Income	\$2	,620,415

2019 Expenses:

Wages & Payroll-Related Expenses	\$1	,516,037
Building Expense & Utilities	\$	398,316
Fair Shares (Franchise Fee)	\$	49,366
All Bldg & Program Equipment/Repair	\$	27,176
All Program Supplies	\$	170,714
Promotion/Staff Dev/Other	\$	60,032
Insurance	\$	25,612
Office, Telephone, Banking	\$	39,708
Membership Scholarships	\$	80,839
Childcare & Program Scholarships	\$	13,443
Specific Grant-Related Expenses	\$	18,811
Total Expenses	\$2	,400,054
2019 Net Surplus	\$	220,361

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