



**WE'RE MORE
THAN A GYM.
WE'RE A CAUSE.**

**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

2017 ANNUAL REPORT

**YMCA OF THE CEDAR RAPIDS
METROPOLITAN AREA**



WWW.CRMETROYMCA.ORG

YMCA OF THE CEDAR RAPIDS METROPOLITAN AREA LEADERSHIP

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“THIS YEAR MARKS OUR 149TH

and our mission to support the youth in our community and to promote healthy living and social responsibility are values that we embrace. We are successful because the YMCA staff, its leadership and our membership understand that our value proposition is more than just a gym, a set of weights or a swimming pool. We encourage our youth, support our families and strive to help each individual achieve a positive outcome.”

– DUANE JASPER

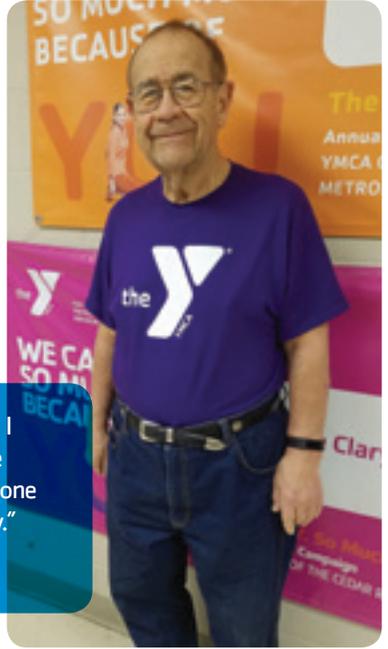
“TAKING CARE OF PEOPLE

along with improving the health and well-being of our community has never been more important. As we approach our 150th anniversary, we should be reminded that the mission of the Y has never changed. We are a cause-driven organization, which shows in all that we do. Our wonderful staff and volunteers are constantly motivated to put that great mission into action.”

– BOB CARLSON

SUCCESS DEFINED IN OUR MEMBERS

Gerry Schindler knew he needed to make a lifestyle change. His story began as an overweight veteran, where he was encouraged to improve his diet and be involved in regular exercise. In 2017, Gerry joined the YMCA where he recalls, "I met more nice people who encouraged me in my weight-loss journey." He began to walk, lift weights and work out with the "grey-haired generation." When he became bored with his regular routine, he ventured into the swimming pool where the YMCA lifeguards and directors continuously provided him encouragement and support. "So this 72 year old man set his goal of losing 100 pounds in a year. By the grace of God; the goal was reached. Over the next three months I have been at the local Y for two and a half hour workouts. I have been swimming 36 laps of the pool, roughly one mile each day, doing water aerobics and if I have any energy left in me, I lift weights for a short time."



"I am much healthier. Many came along side me when I was weak. You must keep your heart and mind on the target and go for it. My grandpa told me, "A leader is one who knows the way, goes the way, and shows the way."

– GERRY SCHINDLER

YMCA SIGNATURE PROGRAMS

166
individual participants in
5,468
hours of
Enhance® Fitness.

22 DPP
participants lost a total of
381.6 lbs
and attended
448 classes.

Added an additional **LIVESTRONG®** session, bringing the total to
4 for the year
to allow recovering
cancer patients & survivors
to access regular exercise and support.

SCHOOL-AGE CHILD CARE

Scholarships Awarded: **\$67,904**

Total number of kids: **373**

Breakfasts served: **8,245**

Snacks served: **15,555**

Free Lunches served: **1,713**

"We have loved the child care program. For working parents like us, having the YMCA provide child care at the school is incredibly convenient. The program keeps the kids engaged in activities that they enjoy, everything from coloring to playing kickball in the gym. Our kids love the program so much, there have been times when we arrived earlier than usual to pick them up and they asked us to let them stay longer and come back later to get them! It's awesome to know that they're having fun and they enjoy the time they spend at child care."

– Kate Wallace, Basepoint Wealth

IMPROVING LIVES

Over 500,000 people crossed the doors of just one YMCA branch in the Cedar Rapids metropolitan area in 2017. It is a place where seniors can enjoy a cup of coffee and each other's company, a place where parents can exercise while their child takes swimming lessons, a place where cancer survivors can get back on their feet and receive support. The Y doesn't just provide services, it transforms lives.

In 2017, over 500 people in the local community donated to the YMCA, making it possible for nearly 7,000 people to improve their lives with the Y's programs and facility access. A total of \$1,151,158 was given in financial assistance in the form of scholarships.

Out of the YMCA's 21,501 members, 30% were accommodated through income-based membership pricing in 2017.

FINANCIAL ASSISTANCE AWARDED IN 2017

Over \$ 1.1 Million



Membership



Camp



Child Care



Programs

OPERATING INCOME

Program Fees	2,172,696
Membership Dues	2,584,140
Grants/Contributions	426,532
Sales/Miscellaneous	64,261
Investment Income	86,845
	5,334,474

INCOME NOTES: Membership dues and program fees make up 89% of the operational budget.

OPERATING EXPENSE

Salaries/Benefits	3,214,240
Supplies/Equipment	517,654
Occupancy (Includes Insurance)	993,548
Marketing/Promotion	29,372
Professional/National Support Fees	96,848
Financing Costs	271,626
Miscellaneous	221,561
	5,344,849

EXPENSE NOTES: Recorded depreciation in 2017 was \$470,555.

We sincerely thank everyone who donated to the YMCA. Your gifts allow us to do so much more for the people in our community.

Please visit www.crmetroymca.org/donate/ if you would like to donate to the YMCA. You can also see exactly how your gift will make an impact for many people of all ages in our community.

NEW REGIONAL YMCA



IN PARTNERSHIP WITH THE CITY OF MARION

The city of Marion has more than tripled in size since the current YMCA was built in 1963. As one of Iowa's fastest growing cities and realizing a lack of adequate recreation and social gathering spaces, Marion's city leaders joined forces with the YMCA to build a legacy project that will serve the entire community. The new regional YMCA in Marion will be a full-service, multigenerational recreation facility and a central hub for well-being and social gatherings. Located off of Tower Terrace and Irish Drive, it will be more than twice as large as the current Marion Y and slightly larger than our downtown Helen G. Nassif YMCA.

Pledges from the city of Marion, the Hall-Perrine Foundation and Farmers State Bank kicked off the Y's \$20 million capital campaign. Ryan Co., Rinderknecht and OPN were hired as the project's design-build team. After many delays, we are proud to announce the new regional Y in Marion will finally break ground in the fall of 2018!

"The new Marion YMCA represents yet another wonderful example of municipal, corporate and private citizens coming together to provide for the people of Marion and the surrounding area."

- LISA STEPHENSON, CRST



\$6.5 MILLION

\$2 MILLION



\$500K

\$20 MILLION



COMMUNITY BENEFITS

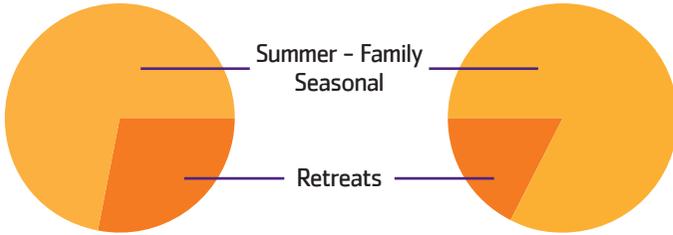
1. A true partnership with the Marion Parks & Recreation Department to provide a one-stop programming catalog for all residents.
2. A state-of-the-art gathering space for all metropolitan citizens to meet, connect and play. The entry lobby with social stairs will enable members to hang out before or after a workout to re-energize themselves or their technology with power outlets. The first floor community gathering room provides ample area for viewers of swimming classes, a cafeteria for the adjacent healthy living café and a space for birthday parties.
3. A place for families and friends to go to stay active and fit during seasons, with a separate warm water pool and an indoor 1/8 of a mile soft-surface, running track. Over 7,000 square feet of fitness equipment, including a wide variety of cardio/weight machines, free weights and a multi-use QueenAx™ "adult playground."
4. Gyms, including three high-school sized basketball courts, to provide space for regional basketball/volleyball leagues and tournaments.
5. Regionally located to take advantage of the new shift for the future geographical center of the city of Marion.
6. A social services provider contributing a plethora of opportunities for at-risk kids to better themselves, including a spacious, safe and healthy play area operated by trained YMCA employees.
7. This facility will increase home values for all residents as it will enhance quality of life and continue to make our community a go-to destination for not only retirees, but for the next generation who want to come raise a family!

YMCA CAMP WAPSIE

	PARTICIPANTS	NUMBERS	CAPACITY
DAY CAMP	197	315	63%
RESIDENT CAMPERS	1688	1770	95%
TOTAL SUMMER	1885	2085	90%

RETREATS

Total Guests Served: **7612**



Total Camper Days:
21,192

Total Plates Served:
52,098

OUR PARTICIPANTS COME FROM...

STATES



COUNTRIES



SWIM LESSONS

81

SEASONAL CAMPS

273

FAMILY CAMPS

173

SPECIAL EVENTS/VOLS

273

FINANCIAL ASSISTANCE:

\$56,069

Scholarships
awarded to

215

applicants

VOLUNTEER HOURS:

5,610 hours

\$135,425

value at

\$24.24

per hour

Total value of
contributions,
donations and
volunteer time.

\$335,578

Summer camp had record numbers the last three years in a row with the 99th summer coming in at the largest amount of campers.

