the YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF GREATER KANSAS CITY
2020 Annual Report

ALWAYS HERE FOR YOU

When crisis gripped our community, the Y showed up.

STRENGTHENING OUR CITY
160
YEARS
1860–2020

The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other.

Showing up and remaining the metro area's go-to, reliable, experienced and engaged community resource is what the YMCA of Greater Kansas City has been doing since our inception in 1860. It was not just a "COVID thing." It is a "Y thing."

Even in the unknown times of 2020, the Y remained focused on community, families and our members, all while making a positive impact and improving peoples' lives and well-being.

OUR PROMISE

The YMCA of Greater Kansas City marked our 160th year of service in 2020. It was a year full of concern and many unknowns amid the COVID-19 crisis and social unrest. Here is a look at how we turned those unknowns into the knowns – by leveraging the resources and expertise we are known for.

OUR MISSION

The YMCA of Greater Kansas City, founded on Christian principles, is a charitable organization with an inclusive environment committed to enriching the quality of family, spiritual, social, mental and physical well-being.

OUR VISION

People of all ages have access to the resources and experiences that provide safe passage through life's many chapters ensuring a passport for life.

OUR TOMORROW

Uncertainty remains. But the Y stands ready to continue to show up and serve the greatest needs of our community.

AREA OF IMPACT:

Youth Development

RESOURCE:
SCHOOL-AGE PROGRAMS

RESPONSE:

When schools closed, the Y efficiently mobilized in an unprecedented manner to provide Essential Child Care for frontline workers, Summer Day Camps, Y Academy Virtual Learning Spaces, as well as Before and After School programs for hybrid and full-time schedules. Programs supported working families and youth to help keep the community, businesses, health care systems and learning going.

2,401 Students

supported in full-day, in-person virtual learning spaces and before and after school programs offering learning support and care to help working families

204 Kids

cared for at essential child care sites supporting health care workers, first responders, and other front-line workers

THE Y IN ACTION:
Virtual Learning Spaces

SCAN TO WATCH VIDEO!

"When I heard about the new program, it was like a huge weight had been lifted. I don't have to worry that she's not being fully engaged or not being successful."

—BREANA, who found virtual learning support for her daughter

RESOURCE:
HEAD START

RESPONSE:

Head Start stepped up and out into our communities when all classrooms had to close temporarily in March 2020 because of the pandemic. Staff shifted from in-person early learning programs to virtual support, sharing resources with families to help keep them connected and keep kids learning at home. Meal distribution eased the burden for struggling families, including delivery to the homes of families unable to attend distribution events. Classrooms reopened in summer 2020 with new protocol to keep kids safe and learning.

539 Families
supported with educational resources, food and more for their infants and preschoolers in our Head Start programs

5,202 Meals
provided to Head Start families

RESOURCE:
YOUTH ACTIVITIES

RESPONSE:

As COVID-19 continued to paralyze the nation's health care systems, public education and the economy, a critical mission of the YMCA of Greater Kansas City was to continue to provide a safe, healthy environment via youth activities. At the Y, we know mental and social health is just as important as physical health. The Y provided a variety of much-needed options to metro area children to learn critical life skills, stay active, safely socialize and stay fit – all essential for healthy overall growth and development.

2.366 Youth
reduced their risk of drowning and learned life-saving swim skills

3,881 Youth
learned teamwork, sportsmanship and stayed active in sports

918 Kids and Teens
explored new interests, learned new skills and built relationships at summer day camps

AREA OF IMPACT:

Healthy Living

RESOURCE:
HEALTH AND WELLNESS

RESPONSE:

Membership, at the heart of the Y, became an even more critical focus in 2020. When health mandates required membership centers to close temporarily in March, it not only impacted the financial stability of the organization, but created uncertainty and many unknowns for those who count on access to the Y for exercise and social connections.

But we did know this: Members needed – and deserved – a safe environment to support social, emotional and physical well-being more than ever. Virtual programs engaged members when we couldn't be in person. By mid-May, new health protocol and a phased reopening plan was in progress to safely welcome back those who were ready.

Membership participation reflected the uncertainty of the times in a variety of ways, including members waiting to return until vaccines were available or until their financial situation improved.

IMPACT ON MEMBERSHIP

BEFORE PANDEMIC

Members as of March 1, 2020:

55,034

Total visits to Y centers in 2019

2,095,637

SINCE PANDEMIC

Members as of December 31, 2020:

34,152

Total visits to Y centers in 2020

947,773

20,533 Children and Teens
stayed active and learned new skills through membership and all programs

72,859 Adults
improved their health and well-being through membership and programs

35,755 Older Adults
remained active and social through membership and programs - including new virtual exercise classes and virtual Bingo when Ys were closed

28,448 Check-in Calls to Seniors
to prevent social isolation and provide healthy living resources

100+ Virtual Exercise Videos
available for members of all ages

AREA OF IMPACT:

Social Responsibility

RESOURCE:
FOOD DISTRIBUTION

RESPONSE:

While the city and the country were hungry for justice and change, others – some of Kansas City's most innocent and vulnerable – were hungry for their next meal. The Y's existing food programs expanded to serve the growing needs of families as school closures interrupted school meal programs for kids and the pandemic interrupted employment for many adults. Our food and hunger prevention programs transitioned to mobile distribution to ensure a safe, social-distanced opportunity.

88,368 Meals and Snacks
to prevent hunger for individuals and families not sure where their next meal will come from

THE Y IN ACTION:
Hunger Prevention

SCAN TO WATCH VIDEO!

"Prior to the pandemic, one in seven children were hungry...Since the pandemic, one in four. Food insecurity does not discriminate."

—TINA WEAVER, North Kansas City YMCA Executive Director

RESOURCE:
DIVERSITY, EQUITY AND INCLUSION

Response:

While we responded swiftly and steadily to the pandemic, we also made concentrated, renewed efforts to engage and create a greater awareness of diversity, equity and inclusion. As the nation faced social unrest and confronted social injustice, the Y was uniquely positioned to provide a safe space for conversations and a welcoming environment for all.

254 Associates and Community Leaders
engaged in conversations and educational experiences to advance diversity, equity and inclusion

RESOURCE:
PHILANTHROPY

Response:

With membership and programs in flux as a result of the pandemic, philanthropic support, volunteerism and partnerships were vital – and continue to be key to our response and recovery.

926 Y Volunteers

7,618 Volunteer Hours

2,599 Donors
helped ensure a brighter future through their gifts to the Y

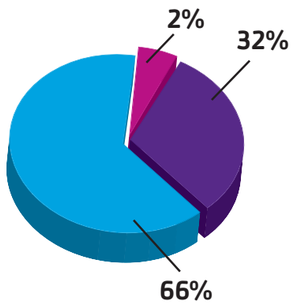
$1,005,130 In Financial Assistance
gave 7,135 people in need the opportunity to grow through the Y

16,555 Members
converted all or part of their membership fee to a donation when health orders required Ys to be closed

107,507 Lives Impacted

$29,934,962

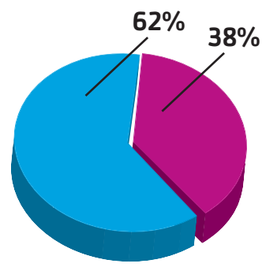
Total Public Support and Revenue



Public Support

- Contributions: $4,822,821
- United Way: $340,166
- Fees and Grants from Government Services: $9,993,958

Total Support: $15,156,945



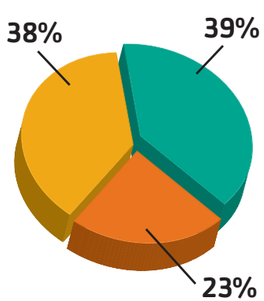
Earned Revenue

- Membership: $9,110,843
- Programs: $5,667,174

Total Revenue: $14,778,017

$29,934,963

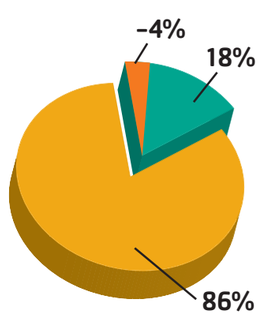
Total Program Services and Allocated Expenses



Program Expenses

- Healthy Living: $8,969,984
- Youth Development: $9,073,448
- Head Start: $5,369,087

Total Program Services: $23,412,519



Allocated Expenses

- Supporting Service to Programs: $5,627,953
- Financial Costs: $1,208,564
- Change in Net Assets: ($314,073)

Total Allocated Expenses: $6,522,444

When crisis gripped the community, the YMCA of Greater Kansas City showed up – in all the ways, in all the phases. We responded with resources, we achieved positive results, and we're ready for what's ahead.

This is all we know – proven time and again as we tackled all of the unknowns in 2020 and over the past 160 years.

We were able to do this work thanks to our donors and volunteers. As many unknowns remain, we look forward to your ongoing support to help our community know they can continue to count on the Y.

THE Y IN ACTION:
President and CEO John Mikos

SCAN TO WATCH VIDEO!

"At this critical moment for the Y to be able to continue to deliver upon critical needs and services, we need your help."

— JOHN MIKOS, President and CEO

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