the YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF GREATER KANSAS CITY
2021 Annual Report

IMPACTING THE IMPACTED

TOTAL IMPACT: 75,393 LIVES TOUCHED
through membership, programs, giving and volunteerism in 2021

As COVID-19 infected the globe, the YMCA of Greater Kansas City **impacted the impacted** in our community – more than 75,000 people across the metro.

The pandemic continued to disrupt education, child care and food accessibility, and create social and mental health barriers due to masking and social distancing restrictions. Every single person was impacted in some way.

A pandemic-ready YMCA put into play planning to tackle the challenges – and then some. We stepped up and stepped in to provide positive outreach, invaluable resources and reliable, safe, virtual and physical spaces that provided both physical and mental wellness benefits.

The Y did this all with a commitment, passion and focus on helping members and our community "get back to normal" in a very abnormal time and environment.

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 **PURPOSE**

The Y is the leading nonprofit committed to strengthening community by connecting all people to their potential, purpose and each other. Working locally, we focus on empowering young people, improving health and well-being, and inspiring action in and across communities.

A Message from Our President and CEO

Click to watch message

YOUTH DEVELOPMENT

While the world was attempting to get back to normal, the Y focused on getting our youth back up to speed and to normal levels of activities and academics via our youth development programming.

By providing critical life skills, we helped our youth stay fit and active, and empowered them to safely gather and socialize. All of these are proven opportunities essential for healthy overall growth and development.

ALL EYES ON EDUCATION

Area youth continued to experience educational disruption and a lack of social opportunities due to the pandemic. Working families continued to need a safe space for their children to learn and grow while they maintained employment.

Before and after school Y Club programs adjusted curriculum to reignite learning with an increased emphasis on academic support. Thanks to CARES Act funds from the state of Kansas extended through the Remote Learning Grants program, families with children in our Kansas Y Clubs were able to receive programs through May 2021 at low or no cost. The funding further eased the impact of the pandemic for working families who count on child care.

The learning continued as summer day camps incorporated educational activities into the curriculum and provided much-need social opportunities.

Our SPARK summer programs, free to families thanks to grant funding, focused on preventing learning loss in reading and other key educational skills. Certified classroom instructors alongside highly-trained Y camp counselors provided children a well-rounded summer camp experience with dedicated academic time, and holistic opportunities for learning and fun.

For the youngest learners, Head Start provided reliable, safe child-care and early education. Designed specifically for children ages six weeks through pre-kindergarten, this program serves families that meet income eligibility guidelines or have a child with a diagnosed disability.

› **1,869 kids and teens** explored interests, learned skills and built relationships at summer day camps

› **209 children** improved reading and other educational skills with the support of certified classroom teachers at SPARK camps

› **4,101 students** in before and after school programs received academic support and social opportunities in a safe space to support working families

› **288 infants through pre-K** built essential skills for kindergarten and beyond in our Head Start programs

GETTING YOUTH ACTIVE

The Y provided safe, in-person, enriching activities for our youth. These programs gave children a much-needed outlet and the opportunity to grow by doing what kids do best – playing, connecting, building friendships, staying active, and being healthy and happy.

Highlights include the growth of the Y's Youth Flag Football, sponsored by the Kansas City Chiefs. For youth impacted by COVID restrictions and concerns about indoor activities during the pandemic, the Y offered for the first time a winter season of flag football in 2020-2021 instead of indoor basketball. Programs have always been co-ed, but in the spring, there were two all girls teams in the same grade division for the first time, and they played each other - another sign of the increasing popularity of flag football.

Thanks to Sack Nation Foundation, the charitable organization of KC Chiefs defensive tackle Chris Jones, new opportunities were available for children ages 3-5 to play Bitty Flag Football. The foundation focuses on improving the health and well-being of young people in underserved communities. The foundation's first gift was to the Y, to provide all Head Start participants YMCA Bitty Flag Football programs.

Water safety and swim lessons continued to teach youth skills that could save their life. The need for swim lessons remained high, as many youth were impacted when community pools were closed during the summer of 2020 and were ready to return to the pool in 2021 to rebuild swimming skills.

› **3,341 youth** learned teamwork, sportsmanship and stayed active in sports

› **365 children ages 3-5** played Bitty Flag Football, made possible by Sack Nation Foundation

› **3,847 youth** gained skills in Flag Football, sponsored by the Kansas City Chiefs

› **3,962 youth** reduced their risk of drowning and learned life-saving swim skills

› **494 youth with disabilities** stayed active in Challenger adaptive sports and social activities

HEALTHY LIVING

The impact COVID-19 will have on the physical, mental and spiritual health of all people will be measured (and unknown) for many years to come. Wellness and healthy living are always at the core of the Y. And now more than ever, we continue to focus and take action on these critical areas to improve individual and community well-being.

Members received resources they needed to live healthier and happier lives, from access to exercise and nutrition to access to social opportunities. As COVID-19 impacted members' needs and behaviors, we continued to provide opportunities in-person, but also launched comprehensive virtual programs to be available to members where and when they need the Y.

MEETING MEMBERS WHERE THEY ARE

As vaccinations rolled out across the community, more members returned to the Y. To make sure members had access to services and resources on their terms – in-person, online or both – the Y launched YMCA360. YMCA360 offers hundreds of on-demand exercise and wellness videos to keep up with the new normal and ever-changing atmosphere.

Members also gained access to a new, state-of-the-art facility. As in-person access increased at Ys across the metro and more workers returned to offices in downtown Kansas City, the new Kirk Family YMCA opened. A project in the making for a decade, the Kirk Y is the first full-service Y downtown in 40 years. It's addressing the needs of the increasing number of downtown residents including families, downtown workers and children of the neighboring Crossroads Charter Schools.

YMCA of Greater Kansas City **Memberships**

› **13,803 memberships** as of December 31, 2021
(compared to **12,503** memberships as of January 1, 2021)

YMCA of Greater Kansas City **Total Visits**

› **1,180,805 total visits** to Y centers in 2021
(compared to **947,773** total visits to Y centers in 2020)

› **23,120 children and teens** stayed active and learned new skills through membership and programs

› **49,627 adults** improved their health and well-being through membership and programs

› **1,000+ on-demand instructional videos** and live-streaming programs on YMCA 360 for members of all ages

A SUPPORT SYSTEM FOR SENIORS

While many people were impacted by social isolation during the pandemic, older adults were especially at risk. More in-person social activities returned for seniors in 2021, with a focus on creating community, connection and a healthy lifestyle.

In addition, our partnership with the KU Alzheimer's Disease Research Center continued, with the Y serving as a research site for brain health studies. The research empowers ages 65 and older to live an active lifestyle with the support of Y certified personal trainers – while collecting important data to track the connection between physical activity and brain health.

› **26,746 older adults** remained active and social through membership and programs

› **27,899 calls to seniors** to check on their health and social engagement, prevent social isolation and provide resources

› **76 participants** in KU Alzheimer's Disease Research Center brain health studies

SOCIAL RESPONSIBILITY

Always committed to inclusion and welcoming all, the YMCA continued efforts in 2021 to create greater awareness of diversity, equity and inclusion reflecting our values and the current social times of our nation and community.

WELCOMING ALL

The Y has always been a welcoming destination for all. That continued in 2021 with a variety of initiatives.

At the North Kansas City YMCA's New American Welcome Center Luncheon, a naturalization ceremony welcomed 300 new American citizens. English as a Second Language classes also continued to meet in person.

Several events at the Linwood YMCA/James B. Nutter, Sr. Community Center as part of a Social Cohesion project brought together community members from different perspectives and identified future opportunities for bridge-building and engagement. MLK Day of Service included discussion and resources related to racial inequities in the housing market. Heritage Week in February included celebrations of Black entrepreneurship, African culture including dance, and financial education and healthy cooking demonstrations.

To bridge the digital divide, the Best Buy Teen Tech Center powered by T-Mobile Foundation opened at the North Kansas City YMCA in February. The center works to address digital inequities by giving youth access to tech education opportunities, relationships that help to build confidence, and a foundation for school and career success. Hands-on activities include programming, film-making, music production and design.

- **300 US citizens** completed naturalization ceremony
- **3,000+ youth** served at Best Buy Teen Tech Center
- **69 people** graduated from English as a Second Language programs
- **500 participants** in Heritage Week in honor of Black History Month at Linwood YMCA/James B. Nutter Community Center

PREVENTING HUNGER

In the greater Kansas City region, one in eight people experience food insecurity. And one in six youth don't know where their next meal is coming from.

To help prevent hunger, mobile food pantry programs continued to grow, providing healthy food to thousands in need.

The Market Place Food Pantry re-opened for in-person selection of food items at the North Kansas City YMCA.

Food programs for YMCA Head Start and before and after school programs for kids in grades K-6 ensured youth had healthy, nutritious meals at no additional cost.

- **59,659 meals** served to the hungry
- **197,547 snacks** served
- **368 kids** served with meals daily

VACCINE EQUITY

For vulnerable communities disproportionately affected by the health and economic impacts of COVID-19, the Y partnered with organizations to off er COVID-19 vaccines.

Off ering our space to improve vaccine equity was one way the Y delivered on its mission to make sure everyone had access to resources they need to thrive. One multi-week vaccination clinic in partnership with the Kansas City COVID-19 Vaccine Task Force and Walmart Inc. at the Linwood YMCA/James B. Nutter, Sr. Community Center, offered vaccines to more than 8,500 eligible Kansas Citians in zip codes with the lowest life expectancy.

- **19,000 vaccinations** provided in partnership with health care and community organizations

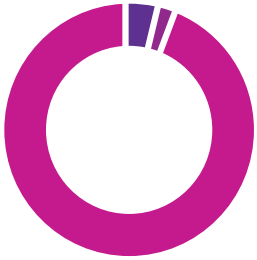
PHILANTHROPY

As membership and programs continued to be in flux as a result of the pandemic, philanthropic support, volunteerism and partnerships were vital - and continue to be integral to our ongoing recovery.

- **1,008 Y volunteers** served **15,449 volunteer hours**
- **1,638 Donors** helped ensure a brighter future through their gifts to the Y
- **$1,756,088 In financial assistance** gave **18,182 people in need** the opportunity to grow through the Y

FINANCIALS

TOTAL PUBLIC SUPPORT AND REVENUE
$36,812,826



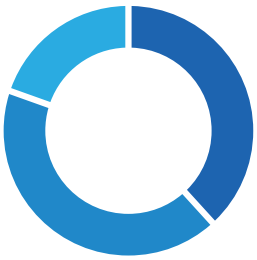
PUBLIC SUPPORT

Contributions	$679,317
United Way	$255,317
Fees and Grants from Government Services	$16,826,618
Total Support	**$17,761,252**

EARNED REVENUE

Membership	$10,060,629
Programs	$8,990,945
Total Revenue	**$19,051,574**

TOTAL PROGRAM SERVICES AND ALLOCATED EXPENSES
$36,812,826



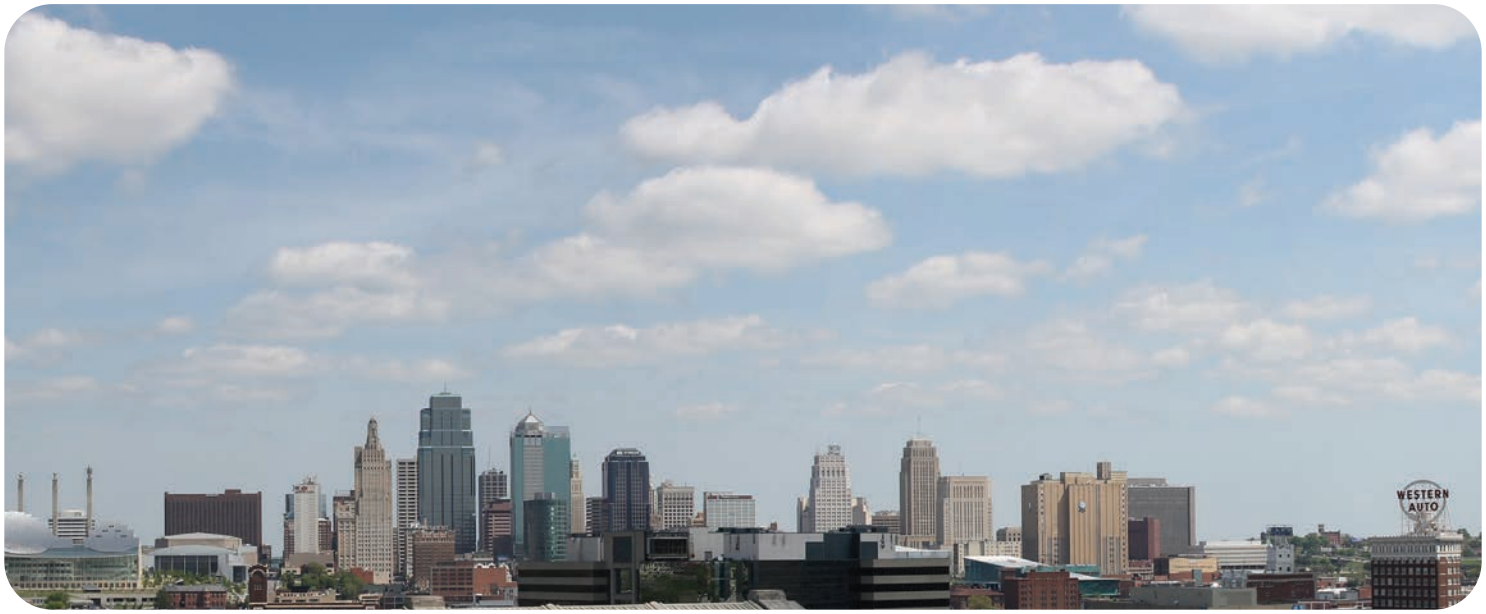
PROGRAM EXPENSES

Healthy Living	$10,262,382
Youth Development	$11,486,198
Head Start	$5,197,690
Total Program Services	**$26,946,270**

ALLOCATED EXPENSES

Supporting Services to Programs	$4,053,616
Financial Costs	$2,220,104
Change in Net Assets	$3,592,835
Total Allocated Expenses and Net Asset Changes	**$9,866,556**

As the COVID-19 pandemic continued to grip our community and beyond, the YMCA of Greater Kansas City effectively and successfully **impacted the impacted**. It's a passion we live. It's a commitment we see through. The Y will continue to answer the call to impact people's lives for the better, as we have so many times since our founding in 1860.



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