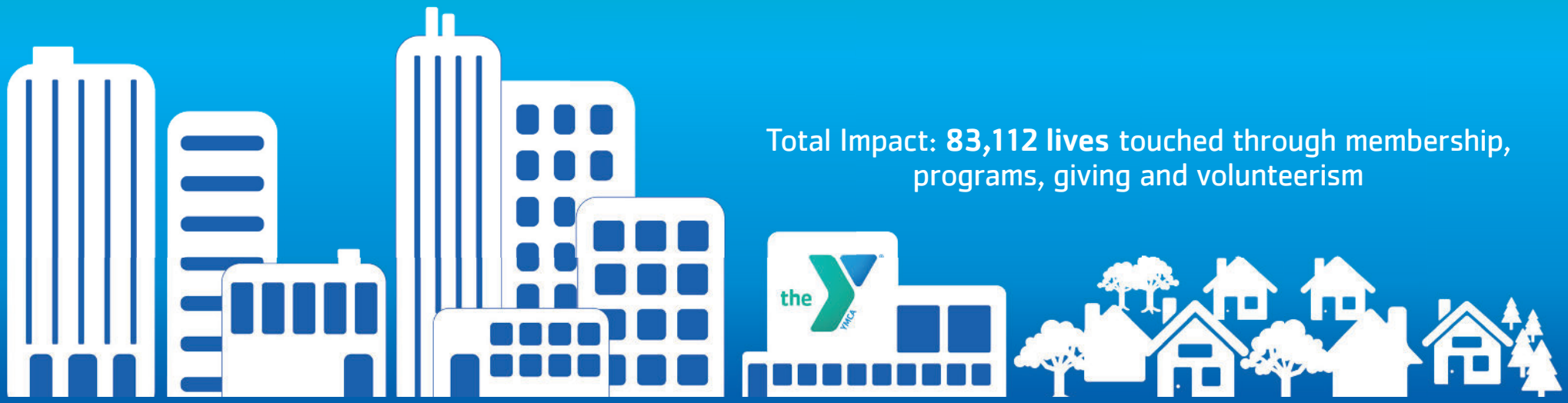
REBUILD. REIGNITE.

2022 Annual Report

YMCA of Greater Kansas City

the YMCA

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Total Impact: **83,112 lives** touched through membership, programs, giving and volunteerism

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.

HELLO

A letter from our Board Chair & CEO

Dear Friends and Supporters,

As we reflect on 2022 and look ahead to 2023, it's important that we take the time to acknowledge your continued support and enthusiasm. There would be no Y without YOU.

We are proud of the impact the Y has made. With your support, many Y programs ramped up in 2022: a new partnership with KC Current to provide youth soccer programs, expanded Learn to Swim classes to prevent drowning, expanded food distribution to eliminate hunger, our first year of the Lee's Summit School District before and after school care and learning programs that support working families, and more.

We are also in a time of rebuilding, which brings excitement as we imagine the possibility of great things to come. This energy has reignited our commitment to our community and the Y's role within it. The pandemic taught us that the Y's mission has never been more important or relevant than it is today, but we have work to do.

As we commit ourselves to our priorities for 2023 and beyond, we do so with a focus on realizing a Y community with greater impact and reach. Our new vision is reflected in the Y's three-year strategic plan for 2022-2025, which provides a roadmap for the future.

This past year has been a great year. Let's keep the momentum going to reignite, rebuild and grow to be the most impactful Y yet. We look forward to doing it strategically, passionately and together with you.

John Passanisi
Board Chair, 2020-2023

Mark Hulet
Interim President and CEO

OUR STRATEGIC PLAN IN ACTION

Vision

Strengthen the YMCA's operations leading to long-term sustainability as we invest in our diverse community through programs and services that support physical, mental and spiritual well-being for all.

Strategic Imperatives

Culture

We strive to create an inclusive culture that attracts and retains all people who believe in the organization's mission and ability to address the needs of our communities.

Organizational Excellence

The YMCA will meet the changing needs of the community through the development of programs and services that align with the mission and purpose while achieving long-term financial sustainability.

Sustainability

Commit to a strong business development plan inclusive of strategy for available resources that are aligned with the implementation of the strategic plan.

WHY THE Y MATTERS

Thanks to generous donors, Sangam and his two siblings received financial assistance to participate in swim lessons. They're learning swim strokes as well as water safety skills that could save their lives.

"The lessons are hard but it's good. A challenge . . . I swim better and faster." - Sangam

When Tatiana and Tiago came to Kansas City from Brazil, they didn't know any English. They attended the English as a Second Language (ESL) program at the North Kansas City YMCA, and after 10 months they could read, write, speak and understand English.

"This class is very important for us because it's my unique time for studying English...This class is very important for immigrants." - Tatiana

2022 HIGHLIGHTS

Rebuilding was well underway in 2022. Our efforts went deep, delivering extensive impact and reach to support our communities. This momentum and our strategic three-year plan will be the foundations that will strengthen, rebuild and reignite our future.

Learn to Swim

Following the drowning of a 13-year-old Kansas City, Kan., boy in the summer of 2021, the Y partnered with Kansas City Kansas Public Schools and the Unified Government of Wyandotte County and Kansas City, Kansas Parks and Recreation, to provide water safety and swim lessons to 1,011 kids at no cost to their families in 2022. The lessons were made possible thanks to grant funding from Warner Bros. Discovery and GEHA.

The sessions were designed to prevent drowning and address racial disparities. For ages 1 to 14 years old, fatal drowning remains the second-leading cause of unintentional injury-related death. Black and Hispanic children drown at higher rates than white children.

Youth Sports Partnerships

During 2022, 631 children participated in youth, bitty and adaptive KC Current YMCA Soccer programs through a new partnership with the National Women's Soccer League team.

In addition, youth flag football programs continued to be sponsored by the Kansas City Chiefs, with 2,426 participants, including an increasing number of girls.

WHY THE Y MATTERS

The Y's Challenger program for youth with disabilities has helped Caleb make friends and get active, both at Challenger and at school.

"I've seen a huge growth in how he participates. At first, he was on the sideline four or five years ago. He still would come but he wasn't as active. Now, at school, the teachers in his P.E. class have said, 'We see such a difference in Caleb with that Challenger program.'"
- Petrice, Caleb's Mom

Before and After School

The Y completed its first school year partnering with the Lee's Summit School district to operate the district's before and after school programs and summer day camps.

During the school year, 900 students each week benefited from before and after school programs. In the summer, 500 students each week were engaged in before and after summer school care and summer day camps.

Food Programs

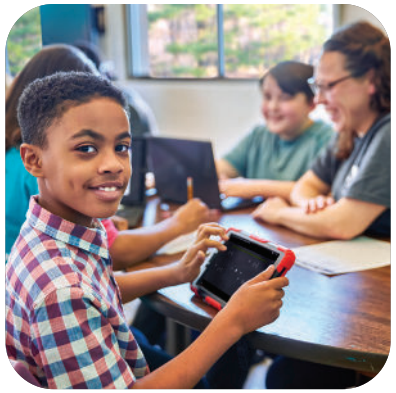
Our Y's mobile food distribution programs expanded, with the addition of a fourth location at the Cleaver Family YMCA. Participants stay in their vehicles while volunteers load fresh produce, canned goods and a variety of other non-perishable items into their vehicles.

Pounds of food distributed increased nearly 19% from the previous year. The programs help prevent food insecurity, which affects one in 10 people across the metro.

Mental Health

Head Start and before and after school programs continued Trauma Smart training for associates to help address the increased number of children and families exposed to trauma during the pandemic.

The training helps adults and caregivers by teaching the importance of building resiliency factors of attachment through healthy relationships, self-regulation, and competency. By building these skills in adults, caregivers are better equipped to help build them within children.



Teen Tech Centers

A new Teen Tech Center opened at the Linwood YMCA/James B. Nutter, Sr. Community Center, helping to bridge the digital divide.

The space is designed to help youth in grades 5 through 12 develop workforce skills and college readiness through hands-on activities to explore programming, coding, e-sports and gaming proficiency, music production and design. There were 3,960 visits by the end of the year.

RELIVE OUR SUCCESS

2022 Impact

YOUTH DEVELOPMENT

4,694 Students supported in before and after school programs offering **academic** support, **social** opportunities and **child care** to help working families

2,393 Kids and teens explored new **interests**, learned new **skills** and built **relationships** at summer day camps

450 Infants through pre-K children built skills essential for success in kindergarten and beyond in our Head Start programs

68 Children improved reading and other educational skills with the support of certified classroom teachers at SPARK camps

3,620 Kids learned life-saving swim and water safety skills

3,926 Youth learned teamwork, sportsmanship & stayed active in youth, bitty and adaptive sports

HEALTHY LIVING

13,802 — 1/1/2022

14,421 — 12/31/22

Memberships increased **4.5%**

66,656 People of all ages, from infants through older adults, grew stronger through membership

11,715 Infants to 17
26,753 Adults 18-64
28,188 Adults 65+

126 Participants in KU Alzheimer's Disease Research Center **brain health studies**

31,100 Check-in calls to seniors to prevent social isolation

1,379,430 Total visits to **Y** centers

16.8% from 2022

SOCIAL RESPONSIBILITY

887 People visited Teen Tech Centers designed to bridge the digital divide

488,746 Pounds of food distributed to **60,045** people in need

395,100 Snacks served in before and after school programs and camps

67,741 Meals served to kids in Head Start programs

710 People participated in Heritage Week events in honor of Black History Month at Linwood YMCA/ James B. Nutter, Sr. Community Center

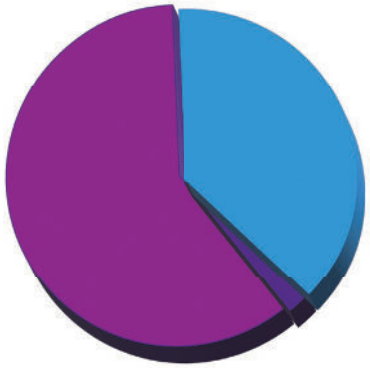
$1,369,635 In financial assistance provided to **16,217** community members

1,907 Donors helped ensure a brighter future through their gifts to the **Y**

880 Volunteers provided **25,173** hours of service

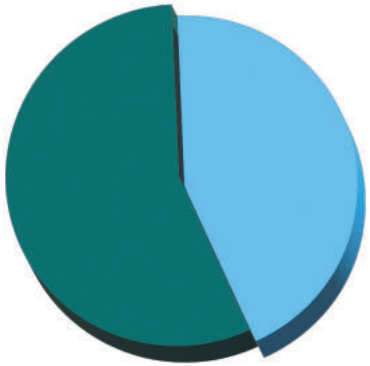
FINANCIALS

PUBLIC SUPPORT



Contributions	7,838,018
United Way	325,922
Fees and grants from government agencies	12,552,010
Total Support	**20,715,950**

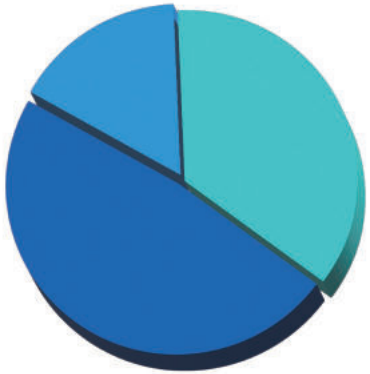
EARNED REVENUE



Membership	11,940,246
Programs	15,168,655
Total Revenue	**27,108,901**

Total Public Support and Revenue 47,824,851

PROGRAM EXPENSES



Healthy Living	11,312,992
Youth Development	15,084,421
Head Start	5,066,783
Total Program Services	**31,464,196**

ALLOCATED EXPENSES

Supporting Services to Programs	4,516,712
Financial Costs	1,443,730
Change in Net Assets	10,400,213
Total Allocated Expenses and Net Asset Changes	**16,360,656**

Total Program Services and Allocated Expenses 47,824,852

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Kansas City, MO 64111
KansasCityYMCA.org

WHY THE Y MATTERS

The first time Jennie came to the Y, she hardly had the physical strength to walk into the building. She joined the LIVESTRONG at the YMCA program for cancer survivors, and built confidence, gained strength and became more active.

"The community that you have at the Y, the classes, the people--it's very comfortable and I would say right now I'm probably the healthiest I've ever been." - Jennie, LIVESTRONG at the YMCA Participant, Y Member

Find videos and learn more about our impact at KansasCityYMCA.org/Impact

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.