



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.



**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



**“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.

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### 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

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## 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.

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### 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

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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.

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#### **88,368 Meals and Snacks**

to prevent hunger for individuals and families not sure where their next meal will come from

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#### THE Y IN ACTION: Hunger Prevention



**“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.

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**254 Associates and Community Leaders**

engaged in conversations and educational experiences to advance diversity, equity and inclusion

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**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.

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**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**

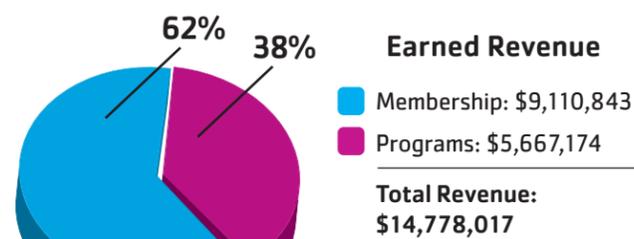
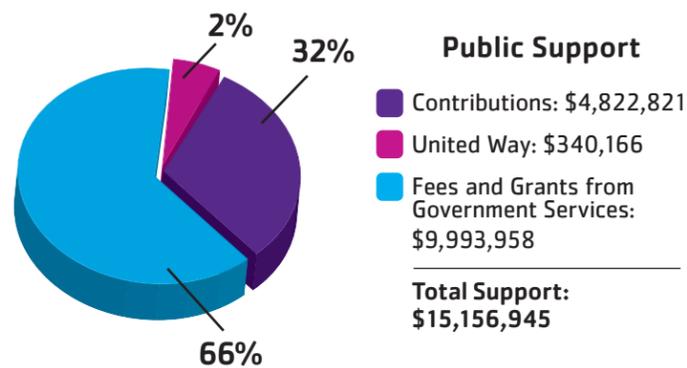
converted all or part of their membership fee to a donation when health orders required Ys to be closed

**107,507 Lives Impacted**

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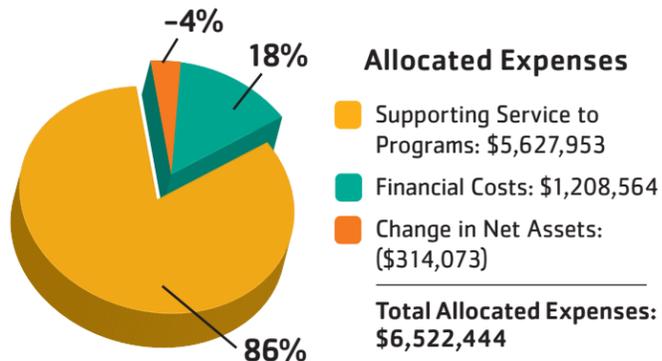
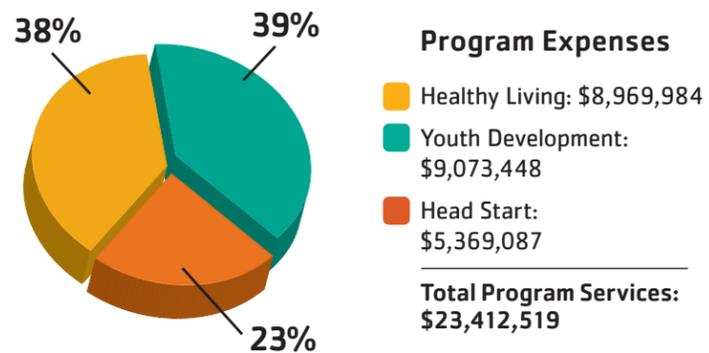
**\$29,934,962**

Total Public Support and Revenue



**\$29,934,963**

Total Program Services and Allocated Expenses



**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



**“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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**YMCA OF GREATER KANSAS CITY**  
3100 Broadway Street, Suite 1020  
Kansas City, MO 64111  
816.561.9622  
[KansasCityYMCA.org](http://KansasCityYMCA.org)