REBUILD.
REIGNITE.

2022 Annual Report
YMCA of Greater Kansas City

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.

Total Impact: 83,112 lives touched through membership, programs, giving and volunteerism
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
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
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** People of all ages, from infants through older adults, grew stronger through membership
- **14,421** Memberships increased 4.5%
- **11,715 Infants to 17** 26,753 Adults 18–64 28,188 Adults 65+
- **66,656** People participated in Heritage Week events in honor of Black History Month at Linwood YMCA/James B. Nutter, Sr. Community Center
- **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**
- **880 Volunteers** provided 25,173 hours of service
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
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.

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