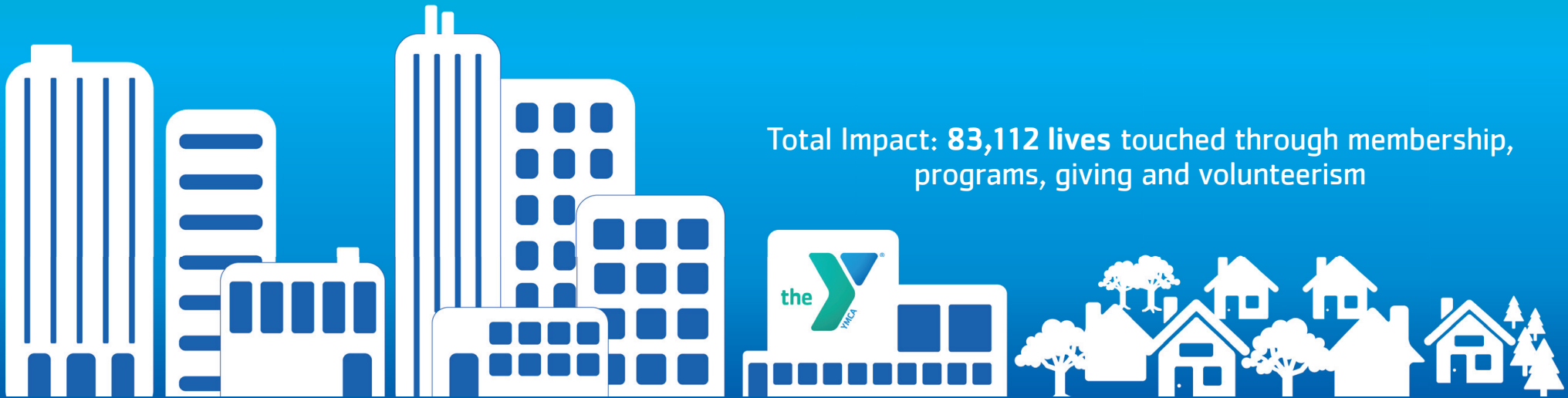


REBUILD. REIGNITE.

2022 Annual Report
YMCA of Greater Kansas City



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.



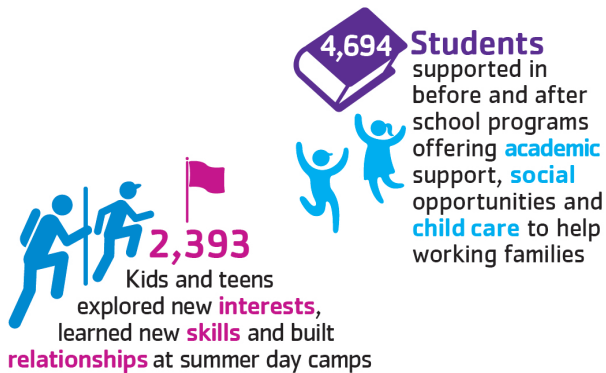
Teen Tech Centers

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

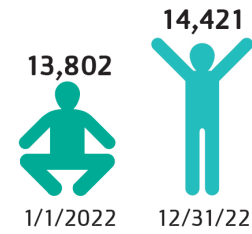
The space is designed to help youth in grades 5 through 12 develop workforce skills and college readiness through hands-on activities to explore programming, coding, e-sports and gaming proficiency, music production and design. There were 3,960 visits by the end of the year.

RELIVE OUR SUCCESS 2022 Impact

YOUTH DEVELOPMENT



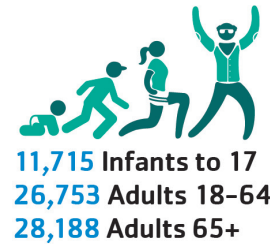
HEALTHY LIVING



Memberships increased **4.5%**

66,656

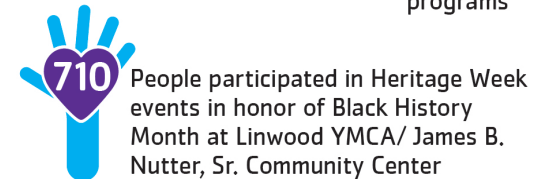
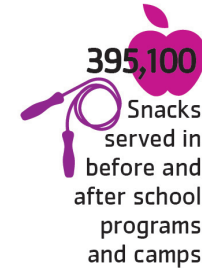
People of all ages, from infants through older adults, grew stronger through membership



16.8% ↑ from 2022

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

SOCIAL RESPONSIBILITY



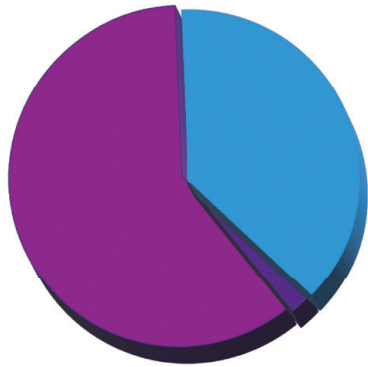
In financial assistance provided to **16,217** community members

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



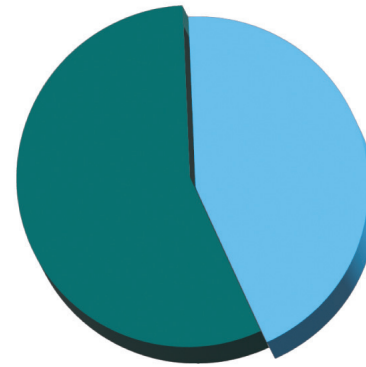
FINANCIALS

PUBLIC SUPPORT



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

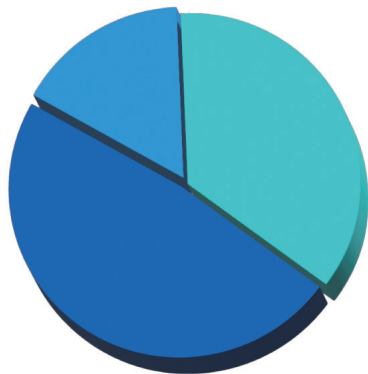
EARNED REVENUE



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

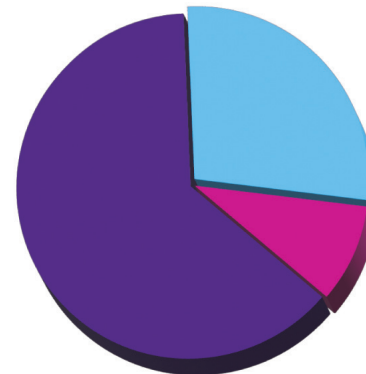
Total Public Support and Revenue 47,824,851

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

YMCA of Greater Kansas City
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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](https://www.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.