

YMCA OF GREATER KANSAS CITY

# 2023 Annual Report



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# FOCUS FORWARD

## 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.

# THANK YOU



## A LETTER FROM OUR CVO & CEO

Thank you for your continued support and passion for the Y! You keep us focused on the important work we do each day, and help us move our Y forward to create a Y community with greater impact and reach.

The Y is much more than a place or an organization. It's the center of the community. Worldwide, the Y is known as a "movement." And there isn't a better way than "movement" to describe the journey our Y is on.

As we reflect on the progress of 2023, we celebrate our community and movement toward our strategic plan goals. We also know more work lies ahead for the future, and look forward to you continuing to be a vital part of our journey.

Dr. Michelle Robin  
Chief Volunteer Officer,  
2023-2025

Mark Hulet  
President & CEO

## SPECIAL MESSAGE: FROM PRESIDENT & CEO, MARK HULET



[CLICK HERE](#)

# STRATEGIC PLAN

2023-2025

● ACHIEVED ● IN PROGRESS

STRATEGIES & SUCCESS		2022	2023		STATUS
CULTURE	<b>RELATIONSHIPS</b> Associates that are satisfied with their YMCA position will meet or exceed a score of 60%.	DECEMBER N/A	JUNE 70%	DECEMBER 70%	●
	<b>RELATIONSHIPS</b> Associates refer a friend or colleague for employment meet or exceed eNet Promoter Score of 20.	DECEMBER N/A	JUNE 15	DECEMBER 20	●
	<b>TEAMWORK</b> Named as a Best Place to Work.	DECEMBER N/A	JUNE In Progress	DECEMBER In Progress	●

ORGANIZATIONAL SUCCESS	<b>MEMBERSHIP</b> Grow membership to: 16,000 units / 65% retention / Net Promoter Score of 65.	DECEMBER 14,398 (90%) / 59% / 61	JUNE 15,094 (94%) / 62% / 64	DECEMBER 15,210 (95%) / 62% / 64	●
	<b>YOUTH DEVELOPMENT</b> Workforce recruitment provides the opportunity to maximize YDS enrollment capacity.	DECEMBER N/A	JUNE Day Camp 98%	DECEMBER Fall YDS 87%	●
	<b>YOUTH DEVELOPMENT</b> Increase and enhance child development programs to deliver a Net Promoter Score of 75.	DECEMBER 67	JUNE 67	DECEMBER 76	●
	<b>PHILANTHROPY</b> Increase Annual Campaign by \$250,000.	DECEMBER N/A	JUNE In Progress	DECEMBER \$182,356	●
	<b>PHILANTHROPY</b> Fund Development Council to secure new major giving of \$250,000 (2023) and \$400,000 (2024).	DECEMBER N/A	JUNE \$101,500	DECEMBER \$260,500	●

SUSTAINABILITY	<b>PEOPLE</b> Operationally invest in people to deliver programs and services and cover organizational deficits from 2023-2025.	DECEMBER N/A	JUNE In Progress	DECEMBER In Progress	●
	<b>PARTNERSHIPS</b> Strategically explore partnerships, collaborations and new projects for sustainable growth.	DECEMBER N/A	JUNE In Progress	DECEMBER In Progress	●
	<b>CAPITAL</b> Invest in capital repair and deferred maintenance to extend the life of newer existing organizational assets.	DECEMBER N/A	JUNE In Progress	DECEMBER In Progress	●

# NAVIGATING NEW HORIZONS

## LEADERSHIP FOR THE FUTURE

»» **New leadership marked a new chapter for the Y in 2023.**

**NEW CEO** In July, Mark Hulet became the 11th President and CEO to serve the YMCA of Greater Kansas City since the YMCA of Greater Kansas City was founded in 1860.

Previously, Hulet served as the Chief Operating Officer and Interim CEO. He began his YMCA of Greater Kansas City career in 2000 as Executive Director of a Y membership center, and held various positions including Senior Vice President of Capital Assets and Risk, and Vice President of Membership. Over the years, Hulet has provided operations and philanthropic leadership and established innovative partnerships.



Projects have included partnerships for the Y to operate community centers in Platte County and North Kansas City, and bringing the University Health primary care clinic to the Linwood YMCA/James B. Nutter, Sr. Community Center.

In addition, he led capital projects including the construction of the new Kirk Family YMCA in Downtown Kansas City, Mo., and the renovation of the Linwood and Atchison Y's as part of the largest capital campaign in the Y's history.

## BUILDING NEW DREAMS



Renovations to the Teahen Family Baseball Field were completed in the summer of 2023 at the Fred and Shirley Pryor YMCA Challenger Sports Complex, giving kids with disabilities a fresh, accessible space to enjoy baseball.

The field is named for former Royals player and Challenger spokesperson Mark Teahen and his family. A celebration in August honored Teahen, his wife Lauren and their three children.



» The project was made possible thanks to the support of Platte County, Platte County R-3 School District and Dehaemers Family Charitable Trust.

Work included a new rubberized surface, level playing area and dugouts. The field originally opened in 2010 and is part of a one-of-a-kind complex designed without barriers for youth with disabilities. The complex also includes the Trent Green Family Field and American Family Insurance Field used for soccer and flag football, as well as an accessible playground.

## PARTNERS FOR YOUTH



### »» Key youth development programs continued to thrive, thanks to dedicated partners.

Last year, the Y provided 4,826 kids swim lessons—a 33% increase from the previous year. In addition to group lessons provided at membership centers, the Y partners with funders and school districts to provide lessons to students across the metro who might not otherwise have the opportunity to learn this life-saving skill.

Partnerships include the Joe Delaney Learn to Swim Program presented by GEHA, which provided 650 youth the YMCA's Safety Around Water Program. Thanks to funding from GEHA and Hunt Family Foundation, the program was no expense to families. Students from the North Kansas City School District, USD 500 Kansas City Kansas Public Schools, University Academy, Crossroads Academy, and Hope Learning Academy participated.

Other highlights include a partnership between Providence YMCA and USD 500. With funding from the school district and grants, the Y provided Safety Around Water to 1,267 students in 2023, free to families.



Meanwhile, the Kansas City Current continued to sponsor YMCA youth, bitty and adaptive soccer programs, and the Kansas City Chiefs sponsored YMCA Flag Football programs. In 2023, 3,912 youth learned teamwork, sportsmanship and stayed active in Y sports programs, setting them up for success on and off the field.

# SPOTLIGHTS



## SARAH JOHNS

Mother of a YMCA Summer Day Camp Participant

**"To have people come around you and support you, it just means everything."**

**VIEW SARAH'S TESTIMONY**

[CLICK HERE](#)



## AKILAH HAROLD

Mother of a Learn to Swim Program Participant

**"I used to be so nervous at the pool. I was worried about them drowning...or if any kind of accidents happened. But this gives me peace of mind."**

**VIEW AKILAH'S TESTIMONY**

[CLICK HERE](#)



## ANDREA TONEY

Executive Director, North Kansas City YMCA

**"The food program has been such a passion of mine because I see people come through our doors every day who are hungry."**

**VIEW ANDREA'S TESTIMONY**

[CLICK HERE](#)



# FOCUS ON IMPACT

»» 94,713

lives touched through membership, programs, giving and volunteerism.



## YOUTH DEVELOPMENT



### 2,595 KIDS AND TEENS

explored new interests, learned new skills and built relationships at summer day camps.



### 78 CHILDREN

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



### 5,266 STUDENTS

supported in before and after school programs offering academic support, social opportunities and child care to help working families. Up 12% from 2022.



### 386 CHILDREN FROM INFANTS TO PRE-K

built skills essential for success in kindergarten and beyond in our Head Start programs.



### 3,912 YOUTH

learned teamwork, sportsmanship and stayed active in youth, bitty and adaptive sports.



### 4,826 KIDS

learned life-saving swim and water safety skills. Up 33% from 2022.



### 1,205 YOUTH

developed STEAM skills and received mentoring at the Best Buy Teen Tech Center at the North Kansas City YMCA.



## HEALTHY LIVING



**1,601,630 TOTAL VISITS**  
to Y centers. Up 16% compared to 2022.



**74,687 PEOPLE**  
of all ages, from infants through older adults, grew stronger through membership.

- 19,264 children and teens (infants-17)
- 38,865 adults (18-64)
- 16,558 adults (ages 65+)



**39,523 CHECK-IN CALLS**  
to seniors to prevent social isolation. Up 27% from 2022.



## SOCIAL RESPONSIBILITY



**649,619 POUNDS OF FOOD**  
distributed to 76,644 people in need. A 33% increase in pounds and a 28% increase in people served from 2022.



**2,452 VOLUNTEERS**  
provided 29,058 hours of service. A 36% increase in volunteers and 16% increase in hours of service from 2022.



**70,777 HEALTHY MEALS**  
served to kids in Head Start programs.



**2,459 DONORS**  
helped ensure a brighter future through their gifts to the Y. Up 15% compared to 2022.



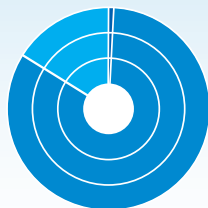
**324,556 SNACKS**  
served in before and after school programs and camps.



**\$1,048,544 IN FINANCIAL ASSISTANCE**  
provided to 15,211 community members.

# 2023 FINANCIALS

## PUBLIC SUPPORT



CONTRIBUTIONS	\$2,637,636
UNITED WAY	\$160,574
FEES AND GRANTS FROM GOVERNMENT AGENCIES	\$13,799,848
<b>TOTAL PUBLIC SUPPORT</b>	<b>\$16,598,058</b>

## EARNED REVENUE



MEMBERSHIP	\$13,077,683
PROGRAMS	\$16,108,501
<b>TOTAL EARNED REVENUE</b>	<b>\$29,186,184</b>

» Total Public Support and Earned Revenue **\$45,784,242**

## PROGRAM EXPENSES



HEALTHY LIVING	\$11,992,094
YOUTH DEVELOPMENT	\$17,262,758
HEAD START	\$6,132,785
<b>TOTAL PROGRAM SERVICES</b>	<b>\$35,387,637</b>

## ALLOCATED EXPENSES



SUPPORTING SERVICES TO PROGRAMS	\$5,206,669
FINANCIAL COSTS	\$1,034,672
CHANGE IN NET ASSETS	\$4,155,263
<b>TOTAL ALLOCATED EXPENSES</b>	<b>\$10,396,605</b>

» Total Program Services and Allocated Expenses **\$45,784,242**

# BOARD MEMBERS

## BOARD OF DIRECTORS

**DR. MICHELLE ROBIN**

Chief Volunteer Officer  
Your Wellness Connection

**MITZI CARDENAS**

University Health

**MARK MOBERLY**

Sunflower Development Group

**JOHN PASSANISI**

Immediate Past Chief  
Volunteer Officer  
Ernst & Young, LLP

**CRAIG GAFFNEY**

Retired

**JULIE PIERCE**

Henderson Engineers

**DR. ANDREA HENDRICKS**

Chief Volunteer Officer Elect  
Authenticco

**MARK GARRETT**

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of Kansas City

**CICI ROJAS**

Tico Productions LLC |  
Tico Sports

**GREG WESTBROOK**

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Retired

**THERESA GARZA**

Spire

**SHAUNA SCHWART**

Hallmark Cards, Inc.

**JEREMY GASKILL**

Assistant Secretary  
Humana

**GEALITA GREENHILL**

Murphy-Hoffman Company

**SUSAN SCHAEFER**

JE Dunn Construction

**RYAN HUMPHREY**

Treasurer  
BOK Financial

**GRANT HARRISON**

VanTrust Real Estate, LLC

**JULIE SOLA**

Harrah's Kansas City Casino  
and Hotel

**ALLEN BLAIR**

Retired

**BRIAN JOHANNING**

Superior Bowen

**DOUG SPEAR**

AdventHealth

**INDIA BOULTON**

T-Mobile

**FRANK KIRK**

Retired

**GAYLE SWEITZER**

The University of Kansas  
Health System

## FOUNDATION BOARD OF DIRECTORS

**ALLEN BLAIR**

President  
Retired

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**MCELHANEY**  
Edward Jones

**MADELINE ROMIOUS**

AT&T Missouri

**FRANK KIRK**

Retired

**GARY REMLEY**

Secretary/Treasurer  
Assured Partners, Inc.

**GREG WESTBROOK**

Retired

