



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



2024 Annual Report

# STRONGER TOGETHER

YMCA of Greater  
Kansas City

# THEN AND NOW



LET'S GO! >>>



# LET'S GO!

Dear Friends,

For 165 years, the Y has been the heartbeat of Kansas City. It's a rhythm of connection, compassion, and community that continues to grow stronger with every generation.

We celebrate a truly remarkable milestone for the YMCA of Greater Kansas City—our 165th anniversary. As we reflect on more than a century and a half of service, we are humbled by the countless lives that have been impacted through youth development, healthy living, and social responsibility, and grateful for the donors and volunteers who make this impact possible. We couldn't do it without you.

Since our earliest days in 1860, the Y has remained a beacon of hope and transformation. We've empowered generations, stood strong in challenging times, and evolved with the community for the greater good. As we celebrate 165 years of impact, we are equally inspired by the possibilities that lie ahead: 165 more years of growth, innovation and belonging.

As we look to the future, we're moving forward with purpose. Let's Go! Together, we will continue building a healthier, more vibrant Kansas City where everyone belongs and has the opportunity to thrive.

Thank you for your continued support and belief in our mission. Here's to celebrating 165 years of the Y and boldly stepping into the next 165.

With gratitude,

Mark Hulet  
President and CEO

Dr. Michelle Robin  
Chief Volunteer Officer



## From the Heart to the Community

More than just a building, the Y has been a foundation where lives are transformed for 165 years. Learn more about our impact.



WATCH VIDEO



# THANK YOU

For 165 years, the YMCA of Greater Kansas City has been a force for good—thanks to the unwavering support of our donors, volunteers, members, participants and associates. Your generosity and commitment have fueled a legacy of impact that touches every facet of our community. We look ahead with excitement and purpose, knowing that together, we will shape the next 165 years of opportunity and belonging.

## BOARD OF DIRECTORS

DR. MICHELLE ROBIN  
Chief Volunteer Officer  
Your Wellness Connection

JOHN PASSANISI  
Immediate Past Chief Volunteer Officer  
Ernst & Young, LLP

DR. ANDREA HENDRICKS  
Chief Volunteer Officer Elect  
Tico Productions | Tico Sports

GREG WESTBROOK  
Secretary  
Retired

JEREMY GASKILL  
Assistant Secretary  
Humana

RYAN HUMPHREY  
Treasurer  
BOK Financial

ALLEN BLAIR  
Retired

INDIA BOULTON  
T-Mobile

MITZI CARDENAS  
University Health

CRAIG GAFFNEY  
Retired

MARK GARRETT  
Blue Cross and Blue Shield of  
Kansas City

THERESA GARZA  
Spire

GEALITA GREENHILL  
BlueScope Buildings North  
America

GRANT HARRISON  
VanTrust Real Estate, LLC

BRIAN JOHANNING  
Superior Bowen

MARK MOBERLY  
Sunflower Development Group

JULIE PIERCE  
Henderson Engineers

CICI ROJAS  
Tico Productions | Tico Sports

SHAUNA SCHWART  
Hallmark Cards, Inc.

SUSAN SCHAEFER  
JE Dunn Construction

JULIE SOLA  
Harrah's Kansas City Casino  
and Hotel

DOUG SPEAR  
AdventHealth

GAYLE SWEITZER  
The University of Kansas  
Health System



Learn more about how you can get involved  
at [KansasCityYMCA.org/GetInvolved](https://KansasCityYMCA.org/GetInvolved)



To view our 2024 donors, please visit  
[KansasCityYMCA.org/DonorRecognition](https://KansasCityYMCA.org/DonorRecognition)

## FOUNDATION BOARD OF DIRECTORS

ALLEN BLAIR  
President  
Retired

GARY REMLEY  
Secretary/Treasurer  
Assured Partners, Inc.

LIZ ANNE MCELHANEY  
Edward Jones

MADLINE ROMIOUS  
AT&T Missouri

GREG WESTBROOK  
Retired

We especially remember Frank Kirk, a dedicated YMCA of Greater Kansas City board member for 36 years and former Chief Volunteer Officer. He continued to serve on the Board of Directors and Foundation Board until his passing on September 7, 2024.

# 165 YEARS of STRENGTHENING KANSAS CITY

Founded in London in 1844, the YMCA began as a refuge to offer young working men support with mental and spiritual development. Just 16 years later, in 1860, Rev. William Leftwich brought that vision to Kansas City, making our Y one of the first in the nation—and one of Kansas City’s first community organizations.

Since then, the YMCA of Greater Kansas City has grown alongside the region, evolving to meet changing needs while staying true to its mission.



**1860**  
Rev. W.M. Leftwich founded the Young Men’s Christian Association in the City of Kansas with fellow ministers and community leaders.

**1887**  
President Grover Cleveland laid the cornerstone when the YMCA was built at the corner of Ninth and Locust.



**1899**  
The University of Kansas basketball team, coached by Dr. James Naismith, played its first varsity game at the Kansas City YMCA. In 1891, Naismith had invented the game of basketball at the YMCA staff training center at Springfield College in Massachusetts.

## YOUTH DEVELOPMENT

From launching camping programs in 1899 to becoming the region’s largest child care provider by the 1990s, the Y has remained a leader in youth development. It pioneered water safety, championed youth sports, and created safe spaces for learning and growth.

## HEALTHY LIVING

From building our first gym in 1883 to responding to chronic disease and obesity with evidence-based programs in recent decades, holistic health and wellness have been at the heart of our mission.

## SOCIAL RESPONSIBILITY

From world wars to the COVID-19 pandemic, the Y has shown up for the community with compassion and action in times of crisis, living out our commitment to social responsibility.



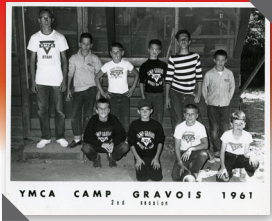
**1906**  
Henry M. Beardsley, Kansas City YMCA President and Mayor of Kansas City, oversaw the effort that raised \$300,000 in one month for the construction of a new YMCA.

**1910**  
A new YMCA opened at 10th and Oak.

**1920**  
The Negro Baseball League, including the Kansas City Monarchs, was organized by founder Andrew “Rube” Foster in a meeting room of the former Paseo YMCA. Today it’s the Buck O’Neil Education and Research Center as part of the Negro Leagues Baseball Museum.

Explore more Y history at  
[KansasCityYMCA.org/History](https://KansasCityYMCA.org/History)



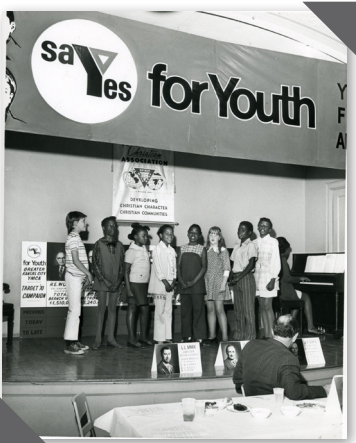


**1921**

Camp Gravois, the Kansas City YMCA's first overnight resident camp, was opened in Morgan County, Missouri, and provided members a "real camping" experience.

**1944**

During World War II, the YMCA of Greater Kansas City joined other YMCAs across the world to support both American and foreign prisoners of war.



**1950**

Day camps were introduced providing youth outdoor experiences close to home.

**1960**

Expansion into the suburbs with centers for family recreation began with the opening of the Clay-Platte YMCA, followed by Red Bridge in 1964, and Johnson County and Independence in 1965.



**1961**

Youth sports began with football programs for ninth grade boys.



**1990**

YMCA began offering after school programs in local school districts to provide safe spaces and enrichment for kids while parents were at work.

**2010**

The Fred and Shirley Pryor YMCA Challenger Sports Complex opened in the Northland as the first all-accessible, outdoor playing fields for youth with disabilities in the nation.

**2014**

YMCA's Diabetes Prevention Program launched as part of evidence-based, chronic disease prevention programs.

**2020**

The Y responded to the COVID-19 pandemic with child care for essential workers, virtual learning centers when school was remote, and mobile food distribution programs. Vaccination clinics followed in 2021.

**2021**

A \$61 million capital campaign - the largest in the Greater Kansas City Y's history - culminated in the opening of the Kirk Family YMCA downtown. The campaign also included the renovated and expanded Linwood (2017) and Atchison (2018) centers.

**2022**

The Kansas City Current National Women's Soccer League team began sponsoring youth, Bitty and adaptive soccer programs to help increase opportunities for all kids to play.

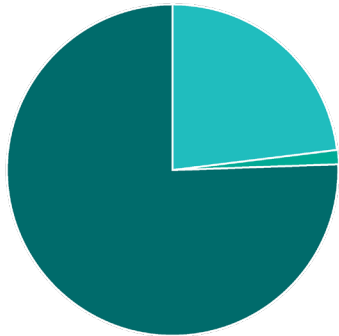
To honor our 165th anniversary, we celebrate our enduring legacy of service and innovation, and recommit to strengthening Greater Kansas City for generations to come.



# 165 YEARS of IMPACT

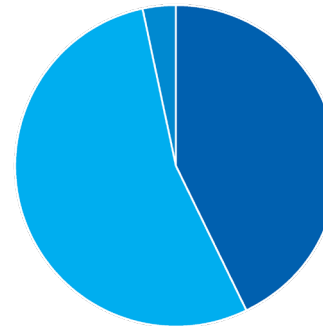
## 2024 FINANCIALS

### PUBLIC SUPPORT



Contributions	\$2,650,815
United Way	\$163,693
Fees & Grants from Government Agencies	\$8,625,268
<b>Total Support</b>	<b>\$11,439,776</b>

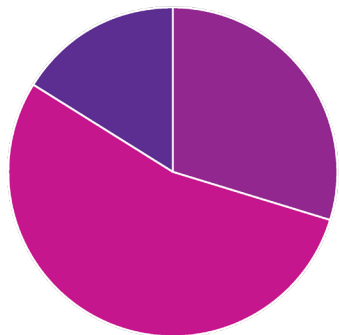
### EARNED REVENUE



Membership	\$13,671,962
Programs	\$17,199,667
Investment Income	\$1,049,368
<b>Total Revenue</b>	<b>\$31,920,997</b>

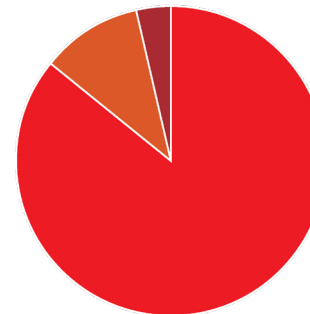
**Total Public Support & Revenue \$43,360,773**

### PROGRAM EXPENSES



Healthy Living	\$10,707,967
Youth Development	\$19,371,106
Head Start	\$5,765,194
<b>Total Program Services</b>	<b>\$35,844,267</b>

### ALLOCATED EXPENSES



Supporting Services to Programs	\$6,451,914
Financial Costs	\$804,597
Change in Net Assets	\$259,995
<b>Total Allocated Expenses &amp; Net Asset Changes</b>	<b>\$7,516,506</b>

**Total Program Services & Allocated Expenses \$43,360,773**

**5,302** Students supported in before and after school programs offering academic support, social opportunities and child care to help working families



**616** Youth and young adults with disabilities played on a team and made friends in Challenger



**5,238** Kids learned life-saving swim and water safety skills



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



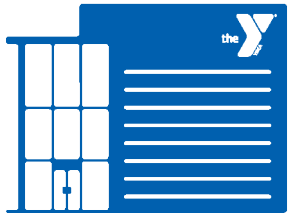
**2,702** Kids and teens explored new interests, learned new skills and built relationships at summer day camps



**3,803** Youth built confidence and stayed active in sports



**1,644,692** Total visits to Y centers



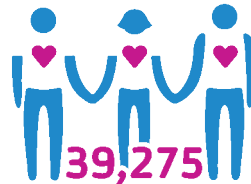
**15,735** Adults ages 65+ stayed active and made connections to help prevent social isolation



**18,870** Children and teens, infants - age 17, stayed active and learned new skills



**39,275** Adults 18-64 improved health and well-being



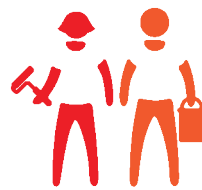
**73,880** People of all ages, from infants through older adults, grew stronger through membership



**488,263** pounds of food distributed to **51,593** people in need



**1,682** volunteers provided **18,444** hours of service



**2,410** Donors helped ensure a brighter future through their gifts to the Y



**\$973,931** In financial assistance provided to 11,971 community members



YOUTH DEVELOPMENT

HEALTHY LIVING

SOCIAL RESPONSIBILITY

# CHANGING LIVES



Watch Video



## A Caring Environment

For one mother of three kids, ages 8, 6 and 4, there's daily comfort and joy at the Y. Her youngest attends the Y's Kids Zone every weekday while she focuses on her own health and wellness. In Kids Zone, the days are filled with special touches like Santa visits, snow cones, popcorn and movies.

In the summer, outdoor fun ramps up with Y in Motion, Gaga Ball, swim Wednesdays, and kids' fitness classes. But what truly sets the Y apart are the people.

**"They know my child by name, they make him feel welcome, they know how to comfort him if he's upset or if he's sad."**

## Life-Saving Skills

The YMCA of Greater Kansas City, Kansas City Kansas Public Schools (KCKPS), and the Unified Government of Wyandotte County team up to teach kids life-saving swimming and water safety.

Students learn more than skills. They gain a sense of confidence and empowerment that they'll carry with them throughout their lives.

One participant was Jordan Green, who was at a lake with his cousin when his cousin nearly drowned.

**"I really want to know how to swim...so I don't turn out to be one of the victims."**

Watch Video





Watch Video



## Hope Through Cancer

Cancer changes everything—but support makes all the difference. LIVESTRONG® at the YMCA is a free 12-week wellness program for cancer survivors at any stage, helping participants rebuild strength in spirit, mind and body.

Marita Nolte discovered more than fitness in the LIVESTRONG at the YMCA program. She found community, connection and hope on her journey from a stage two breast cancer diagnosis to stage four.











**“I had an amazing support system, with people who have been through the cancer world already.”**















# BUILDING MOMENTUM

## 2023-2025 Strategic Plan Progress Report

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

STRATEGIC IMPERATIVE	STRATEGIES	SUCCESS MEASUREMENT	2022		2023		2024		Status
			December	June	December	June	December	June	
ORGANIZATIONAL EXCELLENCE	<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	June 15,368 (96%) /62%/64	December 15,216 (95%) /63%/65		
	<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%	June Day Camp 98%	December Fall YDS 91%		
	<b>Youth Development</b> 	Increase and enhance child development programs to deliver Net Promoter Score of 75	December 67	June 67	December 76	June 75	December 84		
	<b>Philanthropy</b> 	Increase Annual Campaign by \$250,000	December N/A	June In Progress	December \$182,356	June In Progress	December In Progress		
	<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	June \$13,000	December \$28,000		

STRATEGIC IMPERATIVE	STRATEGIES	SUCCESS MEASUREMENT	2022		2023		2024		Status
			December	June	December	June	December	June	
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%	June 73%	December 73%		
	<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	June 22	December 22		
	<b>Teamwork</b> 	Named as a Best Place to Work	December N/A	June In Progress	December In Progress	June Nominated	December Evaluating		

STRATEGIC IMPERATIVE	STRATEGIES	SUCCESS MEASUREMENT	2022		2023		2024		Status
			December	June	December	June	December	June	
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	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	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	June In Progress	December In Progress		



# 165 YEARS OF IMPACT › 165 YEARS AHEAD

## » 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.

### YMCA of Greater Kansas City

6901 Shawnee Mission Parkway, Suite 300, Overland Park, KS 66202

816.561.9622

[KansasCityYMCA.org](http://KansasCityYMCA.org)

