



FORWARD TOGETHER

The YMCA of Greater Kalamazoo
Annual Report 2022

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MESSAGE FROM BOARD CHAIR AND CEO

DEAR FRIENDS,

At the YMCA of Greater Kalamazoo, 2022 was another remarkable year of positively impacting people of all walks of life. We focused on developing our children, improving our health, and motivating others to support their neighbors and the larger community, making Kalamazoo County a better place to live.

Y staff and volunteer leadership started the year with a self-assessment of the Association, immediately noticing a gap in our organizational strategy. While our values of Caring, Honesty, Respect, and Responsibility had been serving us well for many years, we recognized that we needed to further articulate our core values to better guide our future work.

So we embarked on a journey to revisit our core values.

This deep-dive into our belief system was designed to help us identify values that better represent and align with our purpose and responsibility. We knew,

ultimately, that these new core values would need to guide our program and service planning, as well as our organizational culture for future generations. We would depend on them to drive innovation and guide how our organization operates across all levels and interactions.

So, after much work, this group of Y leaders came up with a more robust and comprehensive set of core values— Integrity, Collaboration, Diversity, and Health.

So what does that all mean?

When we say **Integrity** we mean we will choose courage over comfort. We will choose what is right over what is fun, fast, or easy. We will choose to practice our values rather than simply professing them.

When we say **Collaboration** we mean we will strategically and equitably find partners whose values align with ours, to increase opportunities exponentially. We will see every relationship as critical.

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The YMCA of Greater Kalamazoo wishes to thank ALL our 2022 donors. Through their gifts, we are able to provide Financial Assistance, so that the Y is an experience available to all.

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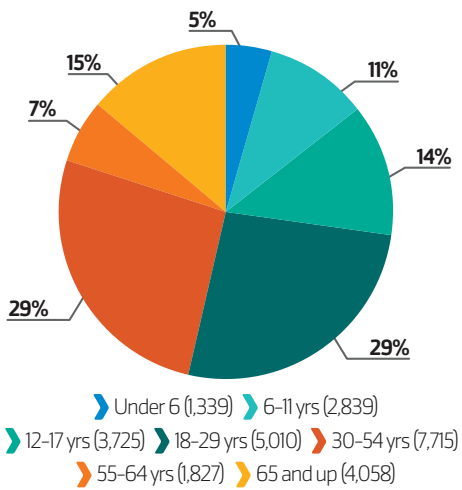


OUR REACH IN NUMBERS

Our numbers demonstrate that our YMCA is committed to strengthening all members of our community. Young and old are supported by our work everyday.

CONSTITUENCY REPORT

MEMBERS BY AGE



2022 IMPACT

1,611 Youth

1,611 youth were empowered to reach their potential academically, physically, and emotionally in the YMCA Early Learning, Out-of-School Time, and Day Camp programs.

3,369 Youth

3,369 youth were encouraged and supported to improve their skills through Y programming while learning the Core Values of the Y: Integrity, Collaboration, Diversity, and Health.

1,151 Youth

1,151 youth participated in YMCA swim lessons for exercise and building life and water safety skills, creating an opportunity for families to bond.

1 in 5 members

1 in 5 of all Y members are on Financial Assistance. That's 23%, or 5,823 total members.

2022 IMPACT SNAPSHOT



MAKING AN IMPACT TOGETHER



Collaboration Kalamazoo hosts 4th annual "Beyond the Backpack" school readiness fair — News Channel 3

"We know what it takes to get kids ready for school and it's more than pencils and paper," Nkenge Bergan with Collaboration Kalamazoo [and YMCA Board Member] said. "It's about resources, connections, and services that families need to take care of their families beyond the backpack."

Kalamazoo public safety officers hand out free Thanksgiving meals — News Channel 3

"The Y is about social responsibility, about helping our friends and neighbors everyday, as we partnered with the school district, police department, we all feel the same way... about making sure those who feel the most vulnerable have a great holiday," Dave Morgan said.



Holiday Gift Drive Starts November 29 at Local Restaurants for the YMCA of Greater Kalamazoo Lincoln Youth Center — Kzoo Kids

"We couldn't be happier to have this drive benefit some of our community's most vulnerable families. This drive will make an enormous impact all year round," Vicky Kettner said.

LEVELS OF GIVING

Annual Support at the YMCA allows us to aware Financial Assistance towards membership or programs for those who would like to participate, but need a helping hand. It is part of the Y's mission to build a healthy spirit, mind, and body for ALL!

All levels receive Donor Wall recognition and will be listed in the Annual Report.

Pacesetter \$5,000+ XL Banner	Dream Builder \$4,999-2,500 L Banner	Leadership Circle \$2,499-1,000 M Banner	Community Advocate \$999-500 S Banner	Benefactor \$499-250	Partner \$249-1
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2023 ANNUAL SUPPORT

Thank you for your gift!

Total Gift Amount \$ _____

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In Memory/Honor of (circle one): _____

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Check enclosed (payable to "YMCA of Greater Kalamazoo")

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YMCA Annual Campaign
1001 W. Maple St.
Kalamazoo, MI 49008

Contributions are tax deductible to the full extent by the law.



For safe and convenient online giving, scan the QR code to donate.

BY THE NUMBERS

REVENUE & PUBLIC SUPPORT

Public Support:

General Support	\$328,573
United Way	\$21,375
Grants	\$1,677,037
Special Events	\$101,832
Total Support	\$2,128,817

Earned Revenue:

Membership	\$3,382,072
Programs	\$957,316
Childcare and Camp	\$1,906,245
Misc. Revenue	-\$74,080
Total Earned Revenue	\$6,171,553

Total Revenue \$8,300,370

EXPENSES

Program Expense:

Membership	\$2,205,661
Programs	\$3,910,462
Supporting Services to Programs	\$0
Scholarships Awarded	\$406,561
Total Program Expense	\$6,522,684

Allocated Expense:

Public Support	\$314,985
Financing	\$142,979
Depreciation	\$615,184
Administration	\$933,609
Total Allocated Expense	\$2,006,757

Total Expenses \$8,529,441

-\$229,071

Continued from page 1...

When we say **Diversity** we mean we will respect and appreciate differences. We will empower individuals and trust them to make the decisions that are in the best interest of our Community. We will be open to innovations and ideas to let the best ones come through so that we are benefiting the entire community. We will ensure all segments of society have access to the Y and feel welcome. We will intentionally and continuously strive to promote an inclusive organizational culture.

When we say **Health** we mean we will create an environment that promotes positive physical and mental well-being for both the individual and organization, and we will promote an environment of psychological safety and trust.

We hope, as you read this report, that you are as inspired as we are about the direction of this organization. In addition, you will see our core values embedded in our organizational culture.

Finally, let me thank you, our donors, volunteers, supporters, and advocates, for joining with us to make a difference in our community. Your time, talent, resources, and voices have enabled us to welcome everyone and empower people to be healthy, confident, connected, and secure. Our Board Members have led with wisdom and compassion, our partners have worked tirelessly beside us, and our amazing staff has consistently exceeded expectations. We are deeply grateful to you all.

Friends on a mission,

Dr. Cheryl Dickson, YMCA Board Chair
 Dave Morgan, President and CEO



Dr. Cheryl Dickson

Dave Morgan

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Kalamazoo, MI 49008

Portage
2900 W. Centre Ave
Portage, MI 49024

Lincoln Youth Center
912 N. Burdick Street
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