



FORWARD TOGETHER

The YMCA of Greater Kalamazoo
Annual Report 2023

*The YMCA of Greater Kalamazoo's Aquatic Director, **Renee Whalen**, teaching Safety Around Water lessons to Lincoln School students at the downtown Kik Pool, Aug. 2023.*

≡ A MESSAGE FROM CEO, DAVE MORGAN

DEAR FRIENDS,

At the YMCA of Greater Kalamazoo, we are dedicated to strengthening the foundation of our community every day. With thousands of members and participants annually, no organization makes a bigger impact on youth development, healthy living, and social responsibility than your Y.

In 2024, we celebrated remarkable results that highlighted our daily efforts. We witnessed significant improvements in our members' health, expanded youth programming to help young people reach their fullest potential, and ensured that the Y remains accessible to all.

Our Y served over 28,000 active members, improving their health through our group exercise classes, swimming in one of our three pools, or simply walking with friends around our track.

We expanded our reach through 14 offsite locations, including the new Northside Early Learning Center. Every day, over 1,000 children are supported and developed physically, socially, and emotionally, thanks to our dedicated staff and volunteers.

One of our standout programs, "Ladies' Night Out," originally designed to provide a safe and welcoming environment for local female Muslim refugees, has become

a cherished community tradition. This free event now offers women of all backgrounds the opportunity to unwind, connect, and enjoy the YMCA facilities after hours in an all-women environment. The energy and enthusiasm at this event is palpable, with laughter and joyful conversations everywhere. This event is a testament to the power of community and the importance of creating spaces where everyone feels respected, valued, and included.

We are deeply grateful to our many donors and volunteers who help us meet the needs of our community. Your support enables us to continue our mission of strengthening the community in Body, Mind, and Spirit.

We invite you to explore the following pages to see the many highlights and accomplishments of the past year, showcasing how we are making a difference together.

Thank you for your continued support and involvement.

On a Mission,

Dave Morgan, President and CEO



Dave Morgan

The YMCA of Greater Kalamazoo wishes to thank ALL our 2023 donors. Through their gifts, we are able to provide scholarships, so that the Y is an experience available to all.

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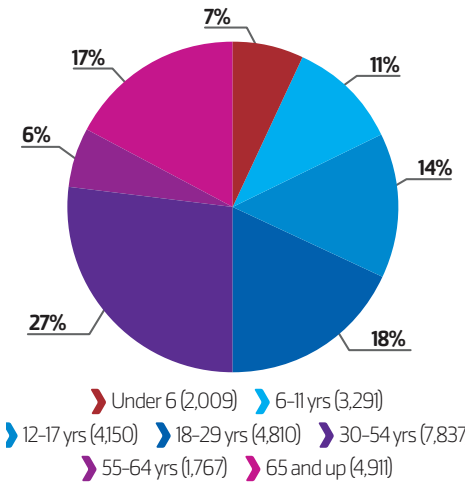


OUR REACH IN NUMBERS

Annual Support to the YMCA allows us to award Financial Assistance toward 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!

CONSTITUENCY REPORT

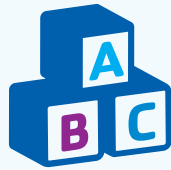
MEMBERS BY AGE



- ▶ Under 6 (2,009)
- ▶ 6-11 yrs (3,291)
- ▶ 12-17 yrs (4,150)
- ▶ 18-29 yrs (4,810)
- ▶ 30-54 yrs (7,837)
- ▶ 55-64 yrs (1,767)
- ▶ 65 and up (4,911)

ADDRESSING THE FUNDING GAP

1,800 Youth



1,800 youth were empowered to reach their full potential academically, physically, and emotionally in the YMCA Early Learning, Out-of-School Time, and Day Camp programs.

2,259 Youth



2,259 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.

1,818 Youth



1,818 youth participated in YMCA swim lessons to build life and water safety skills while exercising and bonding as a family.

1 in 3 members



1 in every 3Y members are on FA, impacting over 6,900 people in our community.

2023 IMPACT SNAPSHOT



ACCESS FOR ALL: MAKING NEW IMPACTS



Adaptive Programming, designed for children and youth with special needs or disabilities, was a focus in 2023 in the Aquatics and Tennis departments. In the pool, the class served as a beginning swim experience where participants were able to develop introductory swim skills and worked their way toward learning water safety. On the Tennis court, in addition to the introduction of Wheelchair Tennis events, an inclusive approach to “everybody plays” provided opportunity for wheelchaired youth and adults to play and compete by adopting rules to make play equitable.

Northside Early Learning, our newest preschool program partnered with Bogan Developments, opened for the 2023–24 school year to expand the Y’s footprint in the Northside neighborhood. With over 15 students in its inaugural year, the preschool program provides support to young families in an under-served Kalamazoo core neighborhood and compliments our programs at Lincoln International Studies School.



Significant renovations and footprint changing improvements were made in the Maple locker rooms leading into Aquatics program areas where walls and doors were removed to create a new vestibule featuring barrier-free access points.

LEVELS OF GIVING

All levels receive Donor Wall and Annual Report recognition.

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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2024 ANNUAL SUPPORT

**Every gift matters.
Every gift is meaningful.**

Questions? Please reach out to Rhonda Ludwig, VP of Membership and Fund Development, rludwig@kzoymca.org or (269) 345-9622 x122.

Name _____ Date _____

Recognition Name (if different than above) _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

In Memory/Honor of (circle one): _____

I wish to remain anonymous.



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
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Please detach and return your gift to:

**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 Contributions	\$383,638
Capital Campaign	\$0
United Way	\$10,687
Grants	\$2,196,074
Special Events	\$144,281
Total Support	\$2,734,680

Earned Revenue:

Membership	\$3,715,426
Programs	\$1,141,575
Out-of-School Time	\$2,375,086
Misc. Revenue	\$255,292
Total Earned Revenue	\$7,487,379

Total Revenue \$10,222,059

EXPENSES

Program Expense:

Membership	\$1,952,549
Programs	\$5,180,901
Supporting Services to Programs	\$289,069
Scholarships	\$547,376
Total Program Expense	\$7,969,895

Allocated Expense:

Fundraising	\$384,407
Financing	\$137,858
Depreciation	\$632,186
Administration	\$1,097,713
Total Allocated Expense	\$2,252,164

Total Expenses \$10,222,059

Danielle DeHaan
Julie DeLuca
In Honor of Mitzi and All Team HydroFIT!
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In Memory of Kenneth Kruizenga



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WHY THE Y: A TESTIMONIAL FOR GROWING GENERATIONS

"I choose the Y for my children, so they grow up in an environment of love and acceptance. I want my boys to build understanding that we, as humans, are all individuals who are different. Different races, cultures, religions, identities, and life experiences. There is no difference that mean a person should be loved more or seen as less; every person should be able to be affirmed in who they are and respected.

It is my responsibility to know better and to do better, and as a mother, that means raising my boys to be better. As they grow, this will allow them to be empowered in their own individuality and beliefs while respecting the differences of others.

When everyday activities take place in an atmosphere of love and inclusion, that becomes our norm. Thanks to the Y, this is how it is—and should be.

—Anonymous

FIND MORE STORIES OF IMPACT



Scan the QR Code to visit our YouTube channel and view some of our favorite, recent stories of impact. Check out "Aquatics 2024", "Helen's Healthy Aging Story", and our 2024 Breakfast video.

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In honor of Jack and Chris Peake

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912 N. Burdick Street
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Kalamazoo, MI 49007