



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

A BRAND NEW DAY

Annual Report 2010



YMCA AND JCC OF GREATER TOLEDO

A BRAND NEW DAY

In July 2010, the YMCA of the USA unveiled a new brand strategy for the first time in 43 years. The strategy is designed to increase our impact nationwide by helping people understand what the Y does and why we do it.

For decades, the Y has offered programs that help kids reach their potential, that help families and individuals achieve better health outcomes and that encourage everyone to get involved and make their community a better place. All Y programs, initiatives and events are categorized into one of three areas of focus: Youth Development, Healthy Living and Social Responsibility.

2010 ACHIEVEMENTS

The YMCA and JCC of Greater Toledo provided programs and services to 325,221 people in Northwest Ohio and Southeast Michigan through these areas of focus.

FOR YOUTH DEVELOPMENT

Nurturing the potential of every child and teen.

The YMCA/JCC remains the area's largest provider of early education, care and afterschool programs with more than 2,000 children enrolled at 25 locations.

More than 60 children at Spring Elementary School in North Toledo are benefitting from a 21st Century Community Learning grant awarded to the YMCA/JCC to increase children's academic performance by measuring proficiency and improvement in reading, math, youth development and parental involvement. The five-year grant is funded by the Ohio Department of Education.

The YMCA of Greater Toledo was selected to host the Y-USA National Gymnastics Championships to be held in June 2011 in downtown Toledo. Approximately 2,000 gymnasts, along with their families, will attend the four-day event bringing 8,000 visitors and millions of dollars in economic impact to the community.

3,400 children and parents participated in YMCA/JCC Splash learning valuable water safety and basic swimming skills for free.

The YMCA/JCC partnered with United Way of Greater Toledo and Lucas Metropolitan Housing Authority to run three Fun Buses, which provided 17,383 youth in central-city Toledo and rural Wood County with free, recreational programs over the summer months.

YMCA Storer Camps, located on 1,200 acres in the Irish Hills of Southeast Michigan, served 16,061 people including 189 children who attended Operation Purple, a free camp for children with parents who have been, are currently or will be deployed.



FOR HEALTHY LIVING

Improving the nation's health and well-being.

Membership usage at YMCA/JCC centers reached an all-time high with 1,538,306 membership card swipes in 2010.

Toledo was chosen to be part of Y-USA's Statewide Pioneering Healthier Communities initiative to reduce childhood obesity. Early in 2011, leaders from the YMCA/JCC, ProMedica, Mercy Children's Hospital, Lucas County Commissioners, United Way of Greater Toledo, Toledo Community Foundation, Toledo Public Schools, University of Toledo and Toledo Lucas County Health Department, along with Mayor Mike Bell and three youth advocates, attended a conference in Washington D.C. to learn strategies for policy and environmental change from the nation's leading experts in physical activity, nutrition and building healthy environments. The group is currently establishing a community action plan.

The University of Toledo is partnering with the YMCA/JCC to provide wellness education, health screenings and on-site exercise programs for the community and employees of area companies that are enrolled as YMCA/JCC Partners in Healthy Living.

With growing concern over youth obesity, the Y/J, Toledo Public Schools and TARTA developed a Strong Teens program to give 7th grade TPS students an opportunity to develop healthier lifestyles and membership access to their school's partner Y.

A partnership with The Andersons, Inc. allowed the YMCA/JCC to provide 149,000 afternoon snacks of fruits and vegetables to children enrolled in YMCA/JCC child development programs.

ProMedica entered into a multi-year agreement with the YMCA/JCC to provide a wellness program for its 10,000 employees.

A grant from the Ohio Department of Health, Activate Ohio, allowed the YMCA/JCC to provide a diabetes prevention, management and wellness program at the South YMCA at the Morse Center for 101 individuals from the local African American and Latino communities.



FOR SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors.

More than 1,000 volunteers and staff raised \$2,176,673 during the 2011 Annual Campaign. The money raised will help provide programs, services and memberships to individuals and families in need.

University Y at the University of Toledo was selected by Y-USA to host the 2011 Coalition of Campus Ys. Approximately 100 young adults will work to strengthen the campus Y movement nationally and participate in local service learning activities.

The YMCA Summer Food Program provided 1,576 free meals to children living in the central city. The program is reimbursed by the USDA and Ohio Department of Education.

A Toledo Community Foundation CAP grant allowed the Y to form a strategic alliance partnership with Cherry Street Ministries and the Greater Toledo Urban League. The alliance combines the strengths of the three agencies to better serve the community.

The Y's Christian Emphasis department's mission is to promote an increase of spiritual emphasis in Y programs. The department partners with 145 area churches and ministries and has 50 Chaplains who are available to assist with spiritual needs of members and staff.

In a continued effort to meet the growing needs of military service members, the YMCA/JCC provided memberships for 178 family members of deployed National Guard/Reservists and select military personnel. The program is underwritten by the Department of Defense.

YMCA/JCC centers served as donation drop-off locations for the city-wide Clothing Your Community event. Over 40 tons of clothing was collected, and more than 1,000 individuals were given free clothes.





COMMUNITY BENEFITS

Volunteers for the YMCA/JCC 2010 Annual Campaign raised \$2,108,003 and 79,930 people benefited from assistance.

Program	People Assisted
Camping	6,558
Computer Skills	1,195
Healthy Lifestyles	4,416
Leadership Development	4,736
Memberships/Programs	12,165
Christian Emphasis	16,110
Splash (Aquatics)	3,400
Youth and Family Development	31,357
Total	79,937

2010 FINANCIAL INFORMATION

Revenue

Contributions	\$3,783,294
United Way	\$240,676
Government Contracts	\$3,652,825
Membership Dues	\$8,632,849
Program Fees	\$9,935,979
Other Revenue	\$2,153,862
*Total Revenue	\$28,399,485

Expense

Program Delivery Costs	\$24,179,577
Occupancy Costs	\$4,853,994
*Total Expense	\$29,033,571

*unaudited

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Ted Gillespie	Summit



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