



REBOUNDING & REVITALIZING

YMCA OF CENTRAL NEW YORK
2021-2022 Annual Impact Report

ymcacny.org

Greetings Central New Yorkers,

Throughout 2021 and beyond, we have made investments as part of our efforts to rebound, revitalize, and thrive at our Y. We started by reviewing our staffing structure and pay rates across our Association to ensure that we are compensating our staff appropriately for the important work they do. We're continuing to work to make our Y an employer of choice for all in our area. We've also engaged in important work in developing our Board to ensure our work is guided by key stakeholders from throughout our community.

We added new membership categories to engage more people in ways that will work best for their families and are continuing to build upon important research into all the zip codes that make up our Central New York Community. We expanded our program offerings across the board and added Universal Pre-K to support families in need of full-day education-focused childcare. We know that where you grow up makes a difference and the Y will be there in the future to connect with more people in new ways.

We have made a concerted effort to be identified as an anti-racist, multicultural organization that intentionally leads and boldly models a diverse and inclusive culture that impacts and strengthens the foundations of our community. Our staff and Board are working to create more opportunities for all and we are working with partners that will hold us to these goals.

Our focus on areas such as integrative community health, education, the arts, and more will continue to establish the Y as MORE than a gym and swim, but a vital community partner. And we will continue to partner with the institutions, businesses, and organizations that see a bright future in our area. We're ready to work together to lift up our community and thrive.

A revitalized and thriving Y is an investment in the sustainability of our Organization and our community. Thank you for your continued support of the YMCA of Central New York.

Bertram L. Lawson II
President & CEO

Robert Markowski
Board Chair and Chief Volunteer Officer



On the cover: In August 2021, our North Area Family Y Leaders-In-Training (LITs) organized a community service project to assist the Y's Downtown Men's Residence program which offers low-cost, single-room occupancy for up to 99 men in need of transitional and/or permanent housing in a convenient location in the downtown community. These LITs collected items such as shampoo, toothpaste, shaving cream, and non-perishable food items. Pictured from left are Lydia, Haneefa, and CJ.

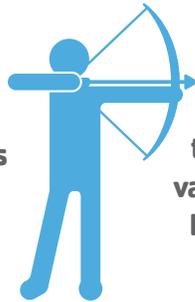
MAKING AN IMPACT

IMPACT BY THE NUMBERS

Here's a snapshot of just a few of the ways we made an impact in 2021:

117

children participated in early childhood programs



63

teens translated personal values into positive action at Northeast Leaders School

5305

weeks of camp for **1358** campers



280+

people thrived at the Y thanks to our access and ability programs

1816 participants in

25,218

swim lessons learned to be safe around water



315

people benefited from our evidence-based health programs



Over **6300**

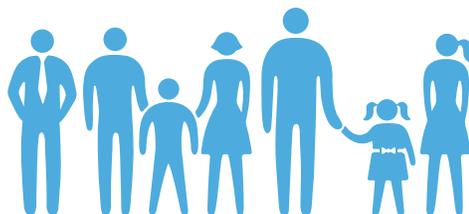
of our members receive financial aid toward their membership

Over **1000** hours of before and afterschool care provided to over

850 youth

100+

residents found a secure place to call home



OUR COMMUNITY

At the Y, we measure the success of our cause by how well we engage communities in our three areas of focus: youth development, healthy living, and social responsibility. We're committed to nurturing potential and strengthening our community, now and forever.

For more than 160 years, we've been bringing families, neighbors and friends together in a motivated and fun environment to learn, play and grow.

MEETING NEEDS IN 2021

OVER
32,000
MEMBERS SERVED

WORKING AS A TEAM

3324 Policy Volunteer Hours

357 Program Volunteers

Over **880** Staff

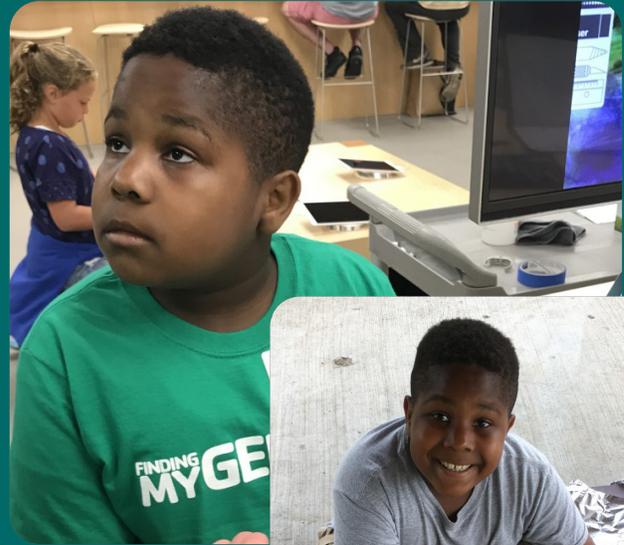
THRIVING IN EDUCATION

Through elementary school and beyond...

Our **Power Scholars Academy**, a partnership between the Y and the national nonprofit BellXcel, helps elementary and middle school-aged children tackle summer learning loss in math and reading. This free program takes place in our city parks and provide outreach for kids from lower-income and underserved environments fostering physical and social-emotional growth. Our 50 young scholars achieved 3 months of gain in math and reading, 1 month greater than the national average, in 2021!

This growth mindset is something that is important at all ages and that's why we also launched the **Y Achievers** college and career exploration program in collaboration with Whitman School of Management at Syracuse University, The Image Initiative, Inc., and Say Yes to Education in Fall 2021. 15 high-school students are taking part in a comprehensive curriculum of college preparation, professional development, leadership skill-building, and career exploration, and create meaningful mentor relationships through this free program.

A number of our former Power Scholars have become Y Achievers, including students like D'Metrique Godbolt, pictured at the right, as an elementary school student and now exploring college and career opportunities (and with perfect attendance as a Y Achiever)!





DAVID AND ILENE FLAUM
GRAND HALL

INTERSHIP
FUNDING



Above, Y Achievers meet NFL
running back Latavius Murray,
who grew up in the Syracuse area.

Our Power Scholars share smiles,
STEM, and more at park sites
around the city of Syracuse.



REACHING NEW AUDIENCES

Through virtual creative writing programs...

Our Arts programming was some of the first to successfully make the shift to a virtual platform in 2020. What was done as a necessity soon showed itself to be a boon to provide greater accessibility to students with disabilities as well as former students who had moved from the area. Teens found new ways to express themselves and familiar faces were able to return to the renowned programming of the Downtown Writers Center.



"I have been a student since 2002 and have found every instructor I've encountered to be knowledgeable, professional, and motivating. I moved to Seattle in 2018 and thought I had to leave the Center behind. The silver lining amid all the COVID concerns is the shift to offer DWC courses online. What a gift. I can now take classes remotely and enjoy this wonderful community again. Whether you are a writer of fiction, poetry, or non-fiction this is the place to hone your skills."

— DWC participant Susan Burgess

William Del Rosario was a high school student in California and participated in Numberless Dreams: Online Writing Workshops for Teens with Disabilities in 2021.

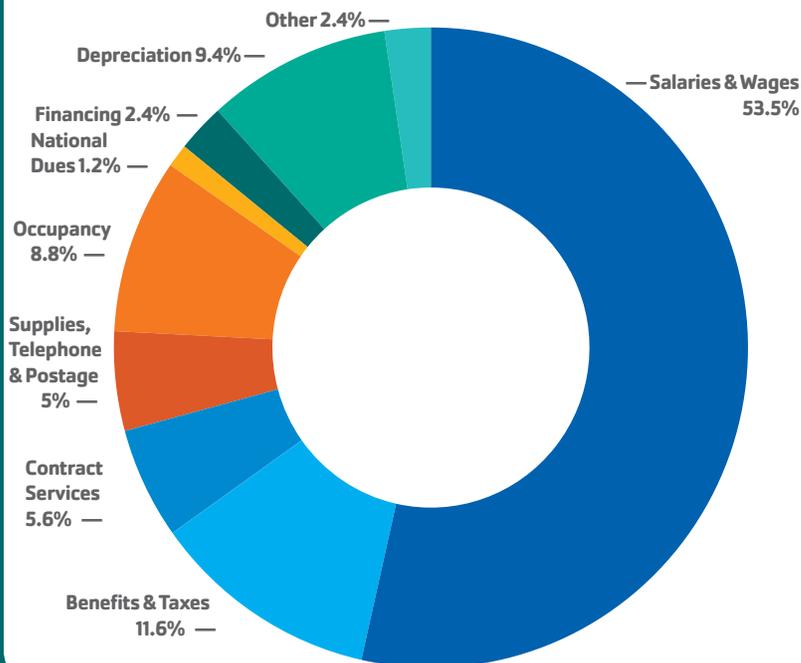
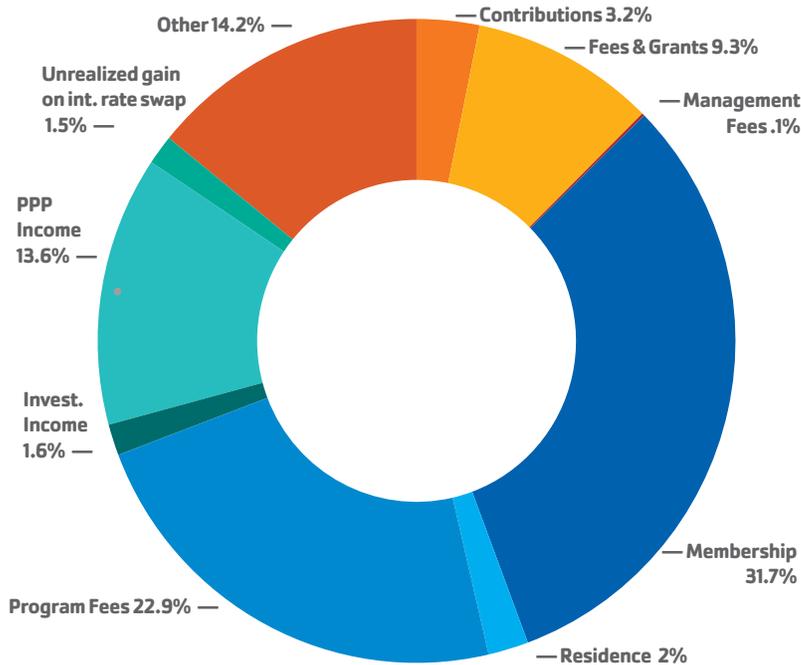
Numberless Dreams is a series of online creative writing workshops, especially for teens with disabilities—taught by professional writers who are themselves disabled. A partnership with the Burton Blatt Institute at Syracuse University, and Nine Mile Press, the program is also made possible with the support of the Gifford Foundation, Onondaga County, and CNY Arts.

Within an article published by Syracuse University in August of 2021, Georgia Popoff, Workshops Coordinator at the YMCA's Downtown Writers Center, says the students in the program come with a real passion (and numberless ways) to express themselves.

"These are the kinds of kids who are on fire to write," says Popoff. "Kids who can't get a book or a pen out of their hands. Half of our students are non-speaking with autism.

They are profound thinkers and already strong advocates for disability rights. The workshop unifies them."

FINANCIALS



2021 REVENUE

Contributions	\$682,502
Fees & Grants	\$2,006,763
Management Fees	\$28,760
Membership	\$6,803,807
Residence	\$439,416
Program Fees	\$4,912,473
Investment Income	\$336,159
PPP Income	\$2,912,615
Unrealized gain on int. rate swap	\$318,806
Other	\$3,040,533
TOTAL REVENUE	\$21,481,834

2021 EXPENSES

Salaries & Wages	\$9,756,937
Benefits & Taxes	\$2,123,225
Contract Services	\$1,027,298
Supplies, Telephone & Postage	\$914,228
Occupancy	\$1,610,204
National Dues	\$212,339
Financing	\$446,575
Depreciation	\$1,710,927
Other	\$428,601
TOTAL EXPENSES	\$18,230,334

Change in Net Assets	\$3,251,500
Total Assets	\$52,040,864
Total Liabilities	\$23,203,698
Net Assets	\$28,837,166



ACCESS & ABILITY SOCIAL CIRCLES

We created **Y Social Circles** as small-group programs intended to create socially-inclusive environments within our community while providing fun activities and learning new skills.

From options like the Aqua Dance Party at the Northwest Family branch to a variety of programs for teens at the Hal Welsh East Area Family branch, these free programs help us create access for all, regardless of ability.



THRIVING THROUGH COMMUNITY HEALTH

Nationally, the Y has driven innovation in the prevention and control of chronic disease to save lives and reduce healthcare spending for many years. Locally, our Y has been a leader in offering a wide variety of these evidence-based chronic disease prevention and control programs.

The YMCA of Central New York offers programs to prevent adults at elevated risk from developing type 2 diabetes, prevent and treat risk factors for heart disease and stroke, help some of the 50 million Americans living with arthritis and other physical limitations become more active and empowered for independent living and prevent falls, support cancer survivors, and address the social determinants of health.

Our Blood Pressure Self-Monitoring program was recognized in 2021 by Million Hearts®, a national initiative co-led by the Centers for Disease Control and Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS).

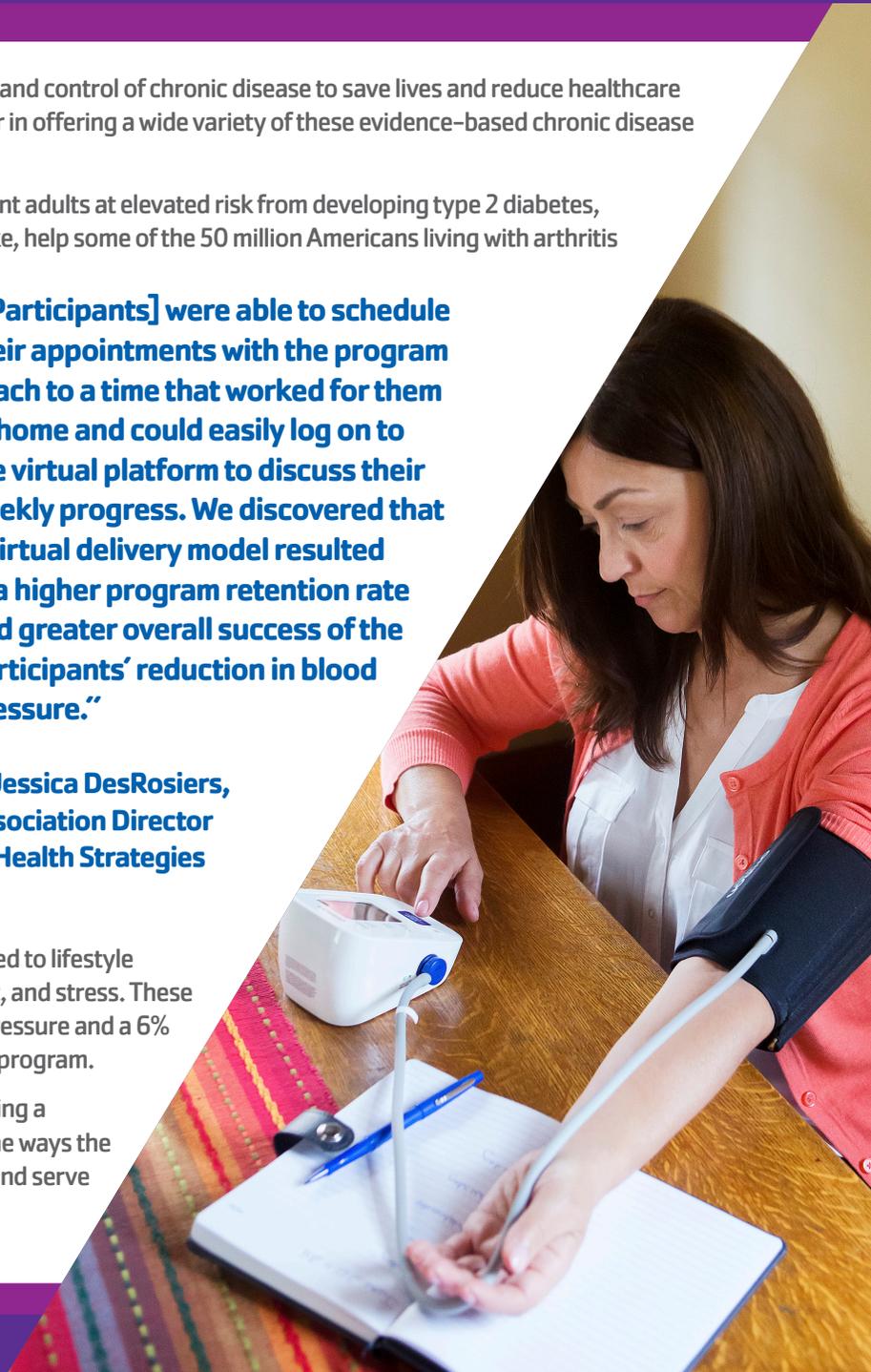
We quickly transitioned to a virtual format to meet the needs of our participants as we pivoted programming to respond to the COVID-19 pandemic. From December 2020 to March 2021, a total of 17 participants enrolled in the virtual BPSM program, which included weekly 30-minute one-on-one sessions with a Heart Health Ambassador (HHA) and group sessions every four weeks.

Participants learned to measure and record their blood pressure, attended nutrition education seminars, and received personalized consultations related to lifestyle changes including sleep, hydration, nutrition, movement, and stress. These participants achieved a 14% decrease in systolic blood pressure and a 6% decrease in diastolic blood pressure during the 16-week program.

This focus on integrative community health and developing a sustainable model of virtual programming are a few of the ways the Y moves outside of the walls of our branches to engage and serve more people.

“[Participants] were able to schedule their appointments with the program coach to a time that worked for them at home and could easily log on to the virtual platform to discuss their weekly progress. We discovered that a virtual delivery model resulted in a higher program retention rate and greater overall success of the participants’ reduction in blood pressure.”

**—Jessica DesRosiers,
Association Director
of Health Strategies**



THANK YOU TO OUR 2021 HEROES

At the Y, we work side by side with our neighbors to make sure that everyone – regardless of age, income or background – has the opportunity to learn, grow and thrive. Our work wouldn't be possible without our donors.

We're especially grateful to those who made leadership gifts of \$1,000 or more, joining a circle of supporters founded in 2005 to honor the memory of Dick Besse, a philanthropist and long-standing leader of the YMCA of Central New York. Over several decades, Dick gave generously to advance our cause: **to strengthen community.**

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THE HERITAGE CLUB is a special group of people who've committed to the stability and prosperity of the YMCA beyond their lifetime. Members have made a promise to ensure that our programs are always available for those who need them most.

We are grateful as an organization for those who have already made their commitment to the future of the YMCA of Central New York.

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