



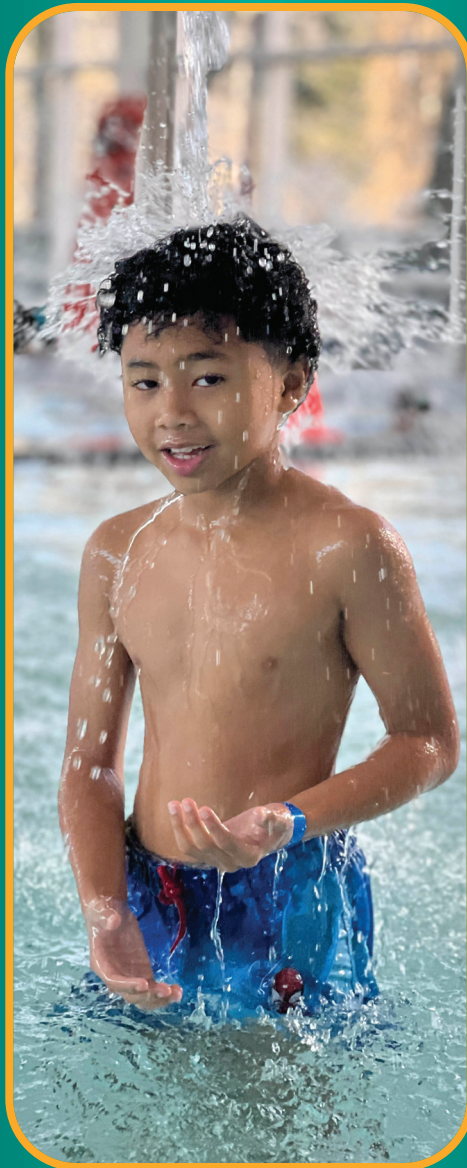
Piedmont Family YMCA

STRENGTHENING COMMUNITY | 2022 ANNUAL IMPACT REPORT



YOUTH DEVELOPMENT

After School
Early Learning
Power Scholars Academies
Summer Camps
Teen Programs



HEALTHY LIVING

Chronic Disease Prevention
Community Integrated Health
Cavalier Aquatics
Family Recreation
Youth and Adult Sports



SOCIAL RESPONSIBILITY

Advocacy
Community Partnerships
Inclusion, Equity, Outreach
Kindness Café
Volunteerism

Piedmont Family YMCA

At the Y, strengthening community is our cause. We believe that positive, lasting personal and social change can only come about when we all work together to invest in our kids, our health and our neighbors. That's why we focus our work in three areas:

- Youth Development** nurturing the potential of every child and teen
- Healthy Living** improving community health and well-being
- Social Responsibility** giving back and providing support to our neighbors



YMCA Community Impact in 2022

Brooks Family YMCA

- 7,057** community members served
- 1,058** scholarships (15%) totaling \$83,712
- 252,798** facility scan-ins
- 25,608** group exercise class check-ins

Cavalier Aquatics

- 845** swim lessons, 180 (21%) grant-funded
- 363** water safety program participants
- 296** on competitive swim team and adult Masters
- #1** YMCA Team in the USA

After School

- 352** students in 7 Charlottesville City Schools
- 42** students in Greene County Schools
- 358** scholarships (91%) totaling \$947,503

Camps

- 284** summer campers
- 183** out-of-school time campers
- 113** sports campers
- 313** scholarships (54%) totaling \$135,100

Early Learning Center

- 96** students ages 0-5
- 73** scholarships (76%) totaling \$722,383
 - Added Infant/Toddler Mixed Delivery as a public-private preschool initiative
 - Level 4 Virginia Quality

Youth and Adult Sports

- 820** in youth flag football
- 410** in youth basketball
- 238** in adult sports
- 338** athletes on scholarship (23%)

Power Scholars Academies

- 148** students in 4 Charlottesville City Schools
- 148** scholarships (100%) totaling \$265,292
 - 90-minutes of reading, 90-minutes of math

Teen Programs

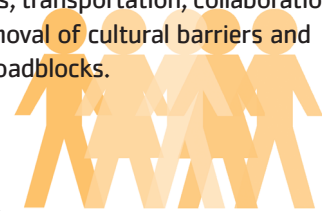
- 24** Leaders-in-Training summer campers
- 18** Leaders Club participants
 - Added monthly Teen Night Out events

2022-2024 Strategic Plan

Framework

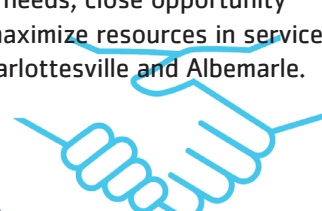
Reach and Access

Expand the reach of the YMCA to include the underserved and underrepresented of Charlottesville and Albemarle while making Y membership, programs, and services accessible to all through scholarships, transportation, collaboration, and the removal of cultural barriers and economic roadblocks.



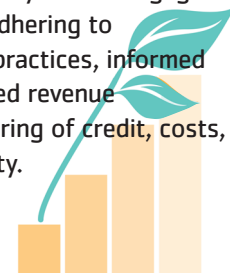
Convene and Collaborate

Convene local service organizations, elected officials, business leaders, philanthropists, funders, and people of influence to work collaboratively, think strategically and act tactically to address community needs, close opportunity gaps and maximize resources in service to all in Charlottesville and Albemarle.



Relevance and Sustainability

Stay relevant and sustainable through appreciative inquiry, broad community engagement, consumer feedback, competitor/trends analysis and engaged collaboration while adhering to disciplined financial practices, informed forecasting, diversified revenue streams, and the sharing of credit, costs, risk, and responsibility.



Priorities

Youth Development

Evaluate and expand high-quality Youth Development programs to address a continuum of care for youth ages 0-18.



Healthy Living

Expand the Y's definition of Healthy Living, leveraging existing and developing new partnerships to establish an integrated community health model.



Social Responsibility

Share the Y's Social Responsibility focus, implement Diversity, Equity, and Inclusion (DEI) plan, and launch broad program outreach initiatives to provide access and impact.



Financial Stability

Achieve long-term financial stability by maximizing fundraising efforts, reevaluating the traditional membership model, and leveraging collaboration to eliminate debt.



How we operated



Revenue	2021	2022	%
Contributions	\$2,841,289	\$2,335,747	-18
Membership	\$2,107,122	\$2,796,108	+33
School-age	\$ 829,040	\$1,234,739	+49
Aquatics & sports	\$ 717,472	\$ 946,948	+32
Early Learning	\$ 658,887	\$ 713,833	+ 8
Total	\$7,153,810	\$8,027,375	+12



Expenses	2021	2022	%
Brooks	\$2,158,604	\$2,544,815	+36
School-age	\$1,268,791	\$1,306,217	+18
Early Learning	\$ 935,534	\$1,143,938	+16
Aquatics & sports	\$1,080,936	\$1,112,150	+16
Depreciation	\$ 630,309	\$ 600,118	+ 8
General & admin	\$ 141,864	\$ 448,146	+ 6
Total	\$5,623,939	\$6,216,038	+11

2022 Board of Directors

Bob Bremer, *Chair*
 Bill Wardle, *Vice Chair*
 Alex Moore, *Treasurer*
 Anne Hemenway, *Secretary*

Shaniece Bradford
 Suzanne Brooks
 Judy Divita
 Tito Durette
 Dr. Larry Gimple
 Lee Hicks
 Freddy Jackson
 Dr. Leonda Keniston
 Jackson Lindsay
 Jackie Martin
 Jerry Starsia
 Rich Stover
 Paul Tesoriere
 Cathy Train

Our Supporters

Gifts made January 1, 2022 – December 31, 2022

In 2022, **597 donors and grantors** gave **\$2,335,747** to advance the YMCA mission for all!

\$1,500,000+
 Virginia Early Childhood Foundation

\$300,000+
 United Way of Greater Charlottesville

\$50,000+
 City of Charlottesville
 Sahm Family Foundation
 Virginia Alliance of YMCAs
 YMCA of the USA

\$20,000+
 Suzanne & Rob Brooks
 Rimora Foundation
 Wardle Family Foundation

\$10,000+
 Albemarle County
 Jackson Lindsay
 Kelley MacDougall & Mike Pausic
 Nunley Family Fund
 Perry Foundation
 Sentara Healthcare
 TJX Foundation

\$5,000+
 Better Living Foundation
 Wendy and Jack Brown
 John Nunley

Shilling Foundation
 USA Swimming

\$1,000+
 Angle Family Charitable Fund
 AquaWear
 Sarah & Phillip Barger
 Jacqueline & James Beer
 Jacqueline Bradley
 Bob & Lynn Bremer
 Amy & James Browne
 Jennifer & Eric Bryerton
 Carter Bank & Trust
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 Jerome Handler
 Dot and Lam Hardman Family Foundation
 Anne Hemenway
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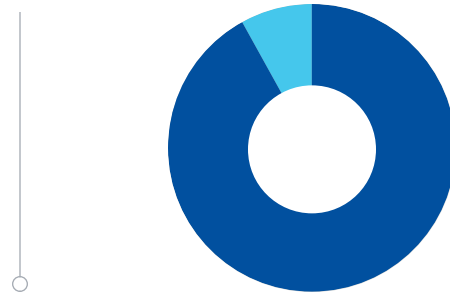
Huffman Family Foundation
 Lisa & Randy Huffman
 Julia Jones
 Patricia Jones
 KB Visions Foundation
 Jamie & Nancy Knorr
 Kurt & Nancy Jo Krueger
 Donna Lombardi
 Jessica Maslaney
 Matrix Fitness
 Alex & Kelly Moore
 Norman Oliver & Susan Jacobson
 Pool & Hot Tub Foundation
 Quantitative Investment Management
 Richard Spurzem
 Rich & Katy Stover
 Thompson Jones Alexander Foundation
 Cathy & Kirk Train
 UVA Latino Health Initiative
 Bob and Carol Vanderspiegel
 Bill & Nancy Wardle
 Reginald Woods
 Ian and Rebecca Wright
 Wrightson Ramsing Foundation

\$500+
 Building Maintenance Service
 Nora Brookfield
 Sam & Diana Clark
 Missy & Jason Corbin

Lee & Tom Hicks
 Judy DiVita
 Steve & Caroline McLean
 Mincer's
 Erika & Edward Nemergut
 Bonita Patton
 Courtney & Ryan Prince
 Salesforce.org
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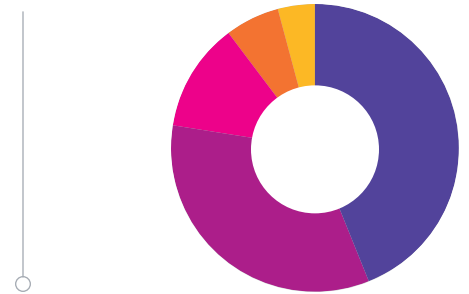
\$250+
 Craig Baab
 Lori & David Balaban
 Early Childhood Funders Network
 Harry Frazier
 Connor Gallery
 Ryan & Allison Holt
 Erika & Jason Kerrigan
 Denise & Mark Kozminsky
 Jim & Joan Packer
 Debbie & Mark Salerno
 Barbara Seidler
 Gerry & Marianne Starsia
 Paul Tesoriere
 Mark Thompson
 Whitley/Service Roofing & Sheet Metal Company
 Sharon Zumbrunn

Contributions



By campaign	
Restricted	\$2,153,990
Unrestricted	\$ 181,757
Total	\$2,335,747

Restrictions



By designation	
After School	\$ 947,503
Early Learning	\$ 722,383
Power Scholars	\$ 265,292
Camps	\$ 135,100
Brooks	\$ 83,712
Total	\$2,153,990



FOR YOUTH DEVELOPMENT®
 FOR HEALTHY LIVING
 FOR SOCIAL RESPONSIBILITY

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