



Piedmont Family YMCA

STRENGTHENING COMMUNITY | 2021 ANNUAL REPORT



YOUTH DEVELOPMENT

After School
Early Learning
Power Scholars Academies
Summer Camp
Virtual Learning



HEALTHY LIVING

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



SOCIAL RESPONSIBILITY

Advocacy
Community Partnerships
COVID-19 Response
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



We're here for good ...rebuilding after COVID-19

Brooks Family YMCA

6,719 community members served
1,008 scholarships (15%) totaling \$221,104
214,329 visits

Cavalier Aquatics

843 swim lessons
212 on competitive swim team
52 on adult Masters swim team
#1 YMCA Team in the USA

Early Learning Center

97 students ages 0-5
81 scholarships (84%) totaling \$577,318

- Launched Mixed Delivery as public-private preschool
- Achieved Level 4 Virginia Quality

Youth and Adult Sports

687 played Flag Football
477 played soccer
410 played basketball
309 played adult sports

New program initiatives... responding to community needs

Virtual Learning Centers

219 students in grades K-6
177 scholarships (81%) totaling \$325,058

- With CARES Act funds, families that qualify for free/reduced lunch receive 100% scholarships

Power Scholars Academies

270 students in 4 Charlottesville City Schools
270 scholarships (100%) totaling \$429,897

- 90-minutes of reading, 90-minutes of math

After School

280 students in 7 Charlottesville City Schools
34 students in Greene County Schools
267 scholarships (85%) totaling \$1,172,807

Summer Camps

432 campers
242 scholarships (56%) totaling \$182,541

- Added Teen Leadership Camp

“Thank you for not only being a community center, but the center of our community!”

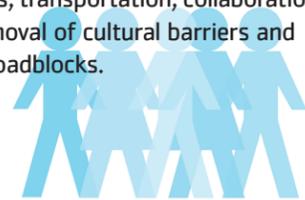
— YMCA Member

2022-2024 Strategic Plan

Framework

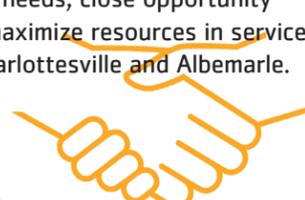
Reach and Access

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

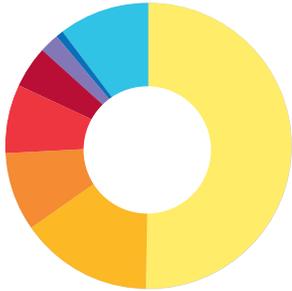
Achieve long-term financial stability by maximizing fundraising efforts, reevaluating the traditional membership model, and leveraging collaboration to eliminate debt.



How we operated



Revenue	2020	2021	%
Contributions/grants	\$1,826,413	\$2,841,289	+56
Membership	\$2,090,395	\$2,107,122	+1
School age programs	\$ 500,977	\$ 829,040	+65
Sports & fitness	\$ 551,927	\$ 717,472	+30
Early learning	\$ 582,368	\$ 658,887	+13
Total	\$5,552,079	\$7,153,810	+29



Expenses	2020	2021
Brooks	\$3,015,888	\$3,134,184
Early learning	\$ 864,186	\$ 935,534
After school	—	\$ 544,043
Cavalier Aquatics	\$ 373,124	\$ 489,014
School age programs	\$ 343,940	\$ 290,478
General & admin	\$ 134,620	\$ 141,864
Greene	\$ 75,252	\$ 50,612
Crozet	\$ 145,928	—
Depreciation	\$ 671,002	\$ 630,309
Total	\$5,623,939	\$6,216,038

2021 Board of Directors

Bob Bremer, *Chair*
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 Steve McLean
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 Rich Stover
 Cathy Train
 Bill Wardle

Our Supporters

Gifts made January 1, 2021 – December 31, 2021

In 2021, **581 donors** and grantors gave **\$2,841,289** to advance the YMCA mission for all!

\$1,000,000+

Virginia Early Childhood Foundation

\$500,000–\$999,999

United Way of Greater Charlottesville

\$100,000–\$499,999

Virginia Alliance of YMCAs

\$50,000–\$99,999

City of Charlottesville
 Sahm Family Foundation

\$25,000–\$49,999

Suzanne & Rob Brooks
 Rimora Foundation

\$10,000–\$24,999

Albemarle County Charlottesville Area Community Foundation
 Enriching Communities
 Kelley MacDougall & Mike Pausic
 Manning Family Foundation
 Miles Hodsdon Vernon Foundation
 Perry Foundation
 Sentara Healthcare
 Wardle Family Foundation
 YMCA of the USA

\$5,000–\$9,999

Better Living Foundation
 Larry & Toni Gimple
 Jackson Lindsay
 Nunley Family Fund
 John Nunley
 Rusty & Laura Schundler
 Shilling Foundation

\$1,000–\$4,999

Angle Family Charitable Fund
 Austin Memorial Foundation
 Bama Works Fund
 Virginia Bayliss
 Jacqueline Bradley
 Bob & Lynn Bremer
 Jacob & Eugene Bucky Memorial Foundation
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 Rip & Millie Cathcart
 Cavalier Aquatics Staff
 Sam & Diana Clark
 Brian & Jennifer Corbey
 Sue & Frank Friedman
 Richard & Leslie Gilliam Foundation
 Jerome Handler
 Dot & Lann Hardman Family Foundaion
 Anne Hemenway
 Lee & Tom Hicks
 Huffman Family Foundation

Lisa & Randy Huffman
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 Kappa Kappa Gamma Sorority
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 Rich & Katy Stover
 Pamela Stover-Mejias & Marco Mejias
 Cathy & Kirk Train
 Bob Vanderspiegel
 Virginia 30 Day Fund
 Eric Walden
 Bill & Nancy Wardle
 Jackie & Steve Watson
 Reginald Woods
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\$500–\$999

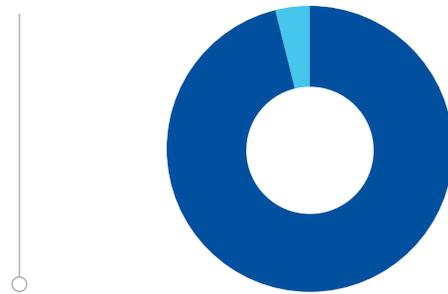
Nora Brookfield
 Jennifer & Eric Bryerton
 Ellen & Glenn Catalalno
 Chick-fil-a Pantops
 Missy & Jason Corbin
 Judith DiVita

Jeri & Tom Evans
 Connor Gallery
 Peggy Gup
 Danielle Hopkins
 Linda Lafontaine
 John Loy & Alaina Schroeder
 Bonita Patton
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 David Rathburn
 Thompson Jones Alexander Foundation
 Jack Weber

\$250–\$499

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 Lori & David Balaban
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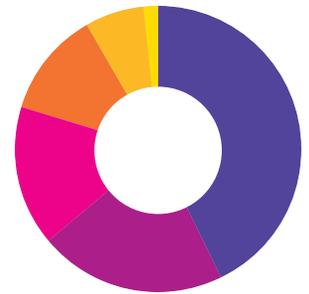
Contributions



By campaign

Restricted gifts	\$2,731,082
Unrestricted gifts	\$ 110,207
Total	\$2,841,289

Grants



By designation

After School	\$1,172,807
Early Learning	\$ 577,318
Power Scholars Academies	\$ 429,897
Virtual Learning	\$ 325,058
Summer Camp	\$ 182,541
Scholarships/Diversity	\$ 43,461
Total	\$2,731,082



FOR YOUTH DEVELOPMENT®
 FOR HEALTHY LIVING
 FOR SOCIAL RESPONSIBILITY

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