



# Piedmont Family YMCA

STRENGTHENING COMMUNITY | 2023 ANNUAL IMPACT REPORT



## YOUTH DEVELOPMENT

After School  
Early Learning  
Summer Academies  
Summer Camps  
Teen Programs

## HEALTHY LIVING

Chronic Disease Prevention  
Community Integrated Health  
Cavalier Aquatics  
Family Recreation  
Youth 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 2023

### Brooks Family YMCA

- 9,322** members served, 10% on scholarship (year end)
- 3,760** scholarships totaling \$210,213
- 305,568** facility scan-ins
- 44,108** group exercise class check-ins

### Aquatics

- 1,005** swim lessons, 96 (10%) grant-funded
- 383** water safety program participants
- 370** on developmental, competitive, and masters swim teams

### After School

- 285** students in Charlottesville City Schools
- 57** students in Greene County Schools
- 301** scholarships (88%) totaling \$784,598

### Camps

- 509** summer campers
- 201** out-of-school time campers
- 314** scholarships (44%) totaling \$163,512
- 189** sports campers

### Early Learning Center

- 98** students ages 0-5
- 74** scholarships (76%) totaling \$944,668
- 49** students in Mixed Delivery Program

### Sports

- 804** in youth flag football
- 568** in youth basketball
- 255** in youth volleyball
- 121** athletes on scholarship (8%)

### Summer Academies

- 207** students in Charlottesville City Schools
- 116** students in Greene County Schools
- 323** scholarships (100%) totaling \$173,277
  - 90-minutes of reading, 90-minutes of math

### Teen Programs

- 1,370** Brooks free teen summer memberships
- 220** Teen Night Out participants
- 47** Counselors-in-Training summer campers
- 33** Leaders Club participants

## 2022-2024 Strategic Plan

### Framework

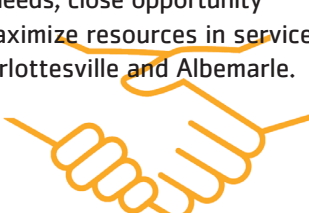
#### Reach and Access

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.



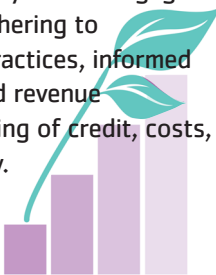
#### Convene and Collaborate

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.



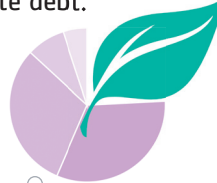
#### Social Responsibility

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	2022	2023	%
Membership	\$2,796,108	\$3,163,293	+13
Contributions	\$2,335,747	\$1,431,641	-39
School-age	\$1,234,739	\$1,387,187	+12
Aquatics & sports	\$ 946,948	\$1,253,485	+32
Early Learning	\$ 713,833	\$ 583,780	-18
<b>Total</b>	<b>\$8,027,375</b>	<b>\$7,819,386</b>	<b>-3</b>



Expenses	2022	2023	%
Brooks	\$2,544,815	\$2,816,794	+11
School-age	\$1,306,217	\$1,226,608	-6
Early Learning	\$1,143,938	\$1,100,750	-4
Aquatics & sports	\$1,112,150	\$1,254,716	+13
Depreciation	\$ 600,118	\$ 563,558	-6
General & admin	\$ 448,146	\$ 832,307	+86
<b>Total</b>	<b>\$6,216,038</b>	<b>\$7,794,733</b>	<b>+9</b>

## 2023 Board of Directors

Bill Wardle, *Chair*  
 Jackson Lindsay, *Vice Chair*  
 Gerry Starsia, *Treasurer*  
 Anne Hemenway, *Secretary*

Shaniece Bradford  
 Bob Bremer  
 Helen Cauthen  
 Judy Divita  
 Tito Durette  
 Freddy Jackson  
 Jackie Martin  
 Rich Stover  
 Paul Tesoriere  
 Kelley Train

*Emeritus Directors*  
 Suzanne Brooks  
 Dr. Larry Gimple  
 Kurt Krueger

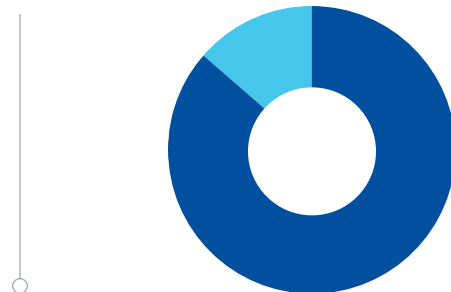
## Our Supporters

Gifts made January 1, 2023 – December 31, 2023

In 2023, 448 donors and grantors gave **739 gifts**, totaling **\$1,431,641** to advance the YMCA mission for all!

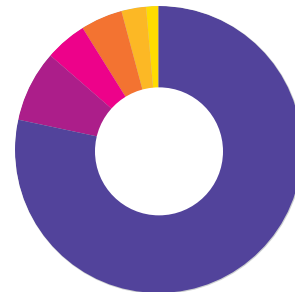
<b>\$800,000+</b> United Way of Greater Charlottesville	Pepsi-Cola Bottling Co. of Central VA SERVPRO of Charlottesville USA Swimming	Anne & Michael Hemenway Huffman Family Fund Patricia Jones Junior League of Charlottesville Jamie & Nancy Knorr Kurt & Nancy Jo Krueger Life Fitness Donna Lombardi & Doug Smith Alex & Kelly Moore Norman Oliver & Susan Jacobson Raising Canes Shilling Foundation Richard Spurzem Rich & Katy Stover Pam Stover-Mejias & Marco Mejias Jessica & Gary Taylor Paul Tesoriere Charles & Ann Thacher Thompson Jones Alexander Foundation Kelley Train UVA Health Devyn Wildy Wrightson Ramsing Foundation	Roxanne Carter-Johnston & Cory Johnston Helen & Jim Cauthen Crutchfield Eleanor & Andrew Davis Judy & Chris DiVita Dot & Lam Hardman Family Foundation Federated Lighting of Virginia Robert Frasier Connor Gallery Gaston Wyatt Lee & Tom Hicks Justin & Danielle Hopkins Celia Lankford Lanscan Systems McGriff Insurance Thomas & Carol McIntosh Anne Meth Mincer's Siobhan & Sean O'Malley Jim & Joan Packer Andy & Charity Pennock Dana Plank Joseph Ryan Kathleen Schiro STEAM Discovery Academy Jefferson Strider Deborah Strong David Szvedo Phyllis Templeton Bob & Carol Vanderspiegel Jack Weber Tracie Winbigler
<b>\$100,000+</b> City of Charlottesville Virginia Alliance of YMCAs	<b>\$2,500+</b> AquaWear Phillip & Sarah Barger Bob & Lynn Bremer Daniel Edward Ohlms Fund Sue & Frank Friedman Larry & Toni Gimple Sara Rimm-Kaufman Noogs Nutrition Marilyn Taylor		
<b>\$50,000+</b> YMCA of the USA	<b>\$1,000+</b> Austin Foundation Wendy & Jack Brown Jennifer & Eric Bryerton Glenn & Ellen Catalano Rip & Millie Cathcart Sam & Diana Clark Missy & Jason Corbin Diane DeOnis Lily Engle & Peter Dingman Patrick & Jessica Fenn First United Methodist Church Richard & Leslie Gilliam Foundation Guildford Farm Ashley Waters Gundersen Peggy Gupp Jerome Handler Hathaway Solutions		
<b>\$20,000+</b> Anne & Gene Worrell Foundation Charlottesville Track Club Suzanne & Rob Brooks Wardle Family Foundation	<b>\$10,000+</b> Albemarle County Bama Works of Dave Matthews Band Kelley MacDougall & Mike Pausic Perry Foundation Rimora Foundation Sentara Healthcare		
<b>\$5,000+</b> Angle Family Fund Anonymous Better Living Foundation CMA Borches Fund Jeri & Tom Evans Joseph & Robert Cornell Foundation Jackson Lindsay John Nunley Nunley Family Fund		<b>\$500+</b> Christopher Acheson & Elizabeth Carr Cory Andrews AW Montalto Fund Lori & David Balaban Victor & Turner Barringer Virginia Bayliss & Brian Hocking Brookfield Bocock Fund Building Maintenance Service	

## Contributions



By campaign	
Restricted	\$1,238,852
Unrestricted	\$ 192,788
<b>Total</b>	<b>\$1,431,641</b>

## Restrictions



By designation	
Early Learning	\$ 972,985
Power Scholars	\$ 100,227
Brooks	\$ 57,651
After School	\$ 57,500
Camps	\$ 34,030
Teens	\$ 16,459
<b>Total</b>	<b>\$1,238,852</b>



**FOR YOUTH DEVELOPMENT®**  
**FOR HEALTHY LIVING**  
**FOR SOCIAL RESPONSIBILITY**

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