



Piedmont Family YMCA

STRENGTHENING COMMUNITY | 2024 ANNUAL IMPACT REPORT



YOUTH DEVELOPMENT

After School
Early Learning
Summer Academies
Summer Camps
Teen Programs

HEALTHY LIVING

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

SOCIAL RESPONSIBILITY

Advocacy & Volunteerism
Financial Aid & Program Scholarships
Free Summer Teen Membership
Kindness Café
Learn to Swim & Water Safety

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 2024

Brooks Family YMCA

- 10,945** members served, 34% on scholarship (year end)
- 3,702** scholarships totaling \$532,281
- 328,305** facility scan-ins
- 57,871** group exercise class check-ins

Aquatics

- 1,400** swim lessons, 152 (11%) grant-funded
- 1,170** water safety program participants
- 402** on developmental, competitive, and masters swim teams

After School

- 401** students in Charlottesville City Schools
- 84** students in Greene County Schools
- 411** scholarships (85%) totaling \$833,756

Camps

- 612** summer campers
- 238** out-of-school time campers
- 179** scholarships (29%) totaling \$130,267
- 235** sports campers

Early Learning Center

- 112** students ages 0-5
- 83** scholarships (74%) totaling \$977,028
- 49** students in Mixed Delivery Program
 - Broke ground on YMCA ELC at Sentara MJ

Sports

- 1,109** in youth flag football
- 549** in youth basketball
- 381** in youth + adult volleyball
- 134** athletes on scholarship (7%)

Summer Academies

- 257** students in Charlottesville City Schools
- 47** students in Greene County Schools
- 304** scholarships (100%) totaling \$163,037
 - 90-minutes of reading, 90-minutes of math

Teen Programs

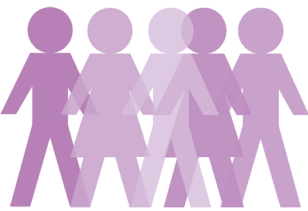
- 1,233** Brooks free summer teen memberships
- 276** Teen Night Out participants
- 56** Teen Extreme Camp & CIT participants
- 33** Leaders Club & Youth and Government participants

2025-2027 Strategic Plan

Framework

Inclusion and Access

Expand reach and improve access to include the under-resourced and under-represented.



Partner and Collaborate

Engage local leaders and organizations to work collaboratively, think strategically and act tactically.



Sustainability and Innovation

Employ operational best practices, resource allocation, and innovative responses to community needs.



Priorities

Youth Development

- Safe and inclusive spaces
- Integrated partnerships
- Accessibility for all



Healthy Living

- Hub for whole health
- Generational programming
- Expand off-site programs



Social Responsibility

- Eliminate financial barriers
- Intentional advocacy
- Board and staff development



Financial Stability

- Diversify revenue streams
- Comprehensive fundraising
- Innovative operations



How we operated



Revenue	2023	2024	%
Membership	\$3,163,293	\$3,528,899	+12
Contributions	\$1,431,641	\$1,686,582	+18
School-age & teens	\$1,387,187	\$1,771,556	+28
Aquatics & sports	\$1,253,485	\$1,376,990	+10
Early Learning	\$583,780	\$619,544	+6
Total	\$7,819,386	\$8,983,571	+15



Expenses	2023	2024	%
Brooks	\$2,816,794	\$2,867,979	+2
School-age	\$1,226,608	\$1,636,150	+33
Early Learning	\$1,100,750	\$1,456,417	+32
Aquatics & sports	\$1,254,716	\$1,487,628	+19
Depreciation	\$563,558	\$559,097	-1
General & admin	\$832,307	\$944,625	+13
Total	\$7,794,733	\$8,951,896	+15

2024 Board of Directors

Jackson Lindsay, *Chair*
Bob Bremer, *Vice Chair*
Judy Divita, *Treasurer*
Kelley Train, *Secretary*

Melissa Carter
Helen Cauthen
Lily Engle
Daniel Fairley
Mary Esselman
Sue Friedman
Freddy Jackson
Jackie Martin
Rob Masri
Andrew Sallans
Rich Stover
Lauren Suggs
Paul Tesoriere
Diane Whaley

Emeritus Directors
Suzanne Brooks
Dr. Larry Gimple
Kurt Krueger
Bill Wardle
Alex Moore

Our Supporters

Gifts made January 1, 2024 – December 31, 2024

In 2024, 520 donors and grantors gave **851 gifts**, totaling **\$1,686,582** to advance the YMCA mission for all!

\$800,000+

United Way of Greater Charlottesville

\$100,000+

Anne & Gene Worrell Foundation
Charlottesville City Schools

\$50,000+

City of Charlottesville
YMCA of the USA

\$20,000+

Bama Works of
Dave Matthews Band

Batten Family Fund
Suzanne & Rob Brooks
Larry & Toni Gimple
Manning Family Foundation
Kelley MacDougall & Mike Pausic
Perry Foundation
Bill & Nancy Wardle
Wardle Family Foundation

\$10,000+

Albemarle County
Jackson Lindsay
Rimora Foundation

\$5,000+

Angle Family Fund
Better Living Foundation
Andy Block
Wendy Brown
CMA Borches Fund
Ivy Rehab
Kelly & Alex Moore
Nunley Family Fund

John Nunley
Pepsi-Cola Bottling Co.
of Central Virginia
Joseph & Robert Cornell
Memorial Fund

\$2,500+

Bob & Lynn Bremer
Kakie Brooks & George Beller
Nora & John Kern
Sara Rimm-Kaufman
Shilling Foundation
USA Swimming

\$1,000+

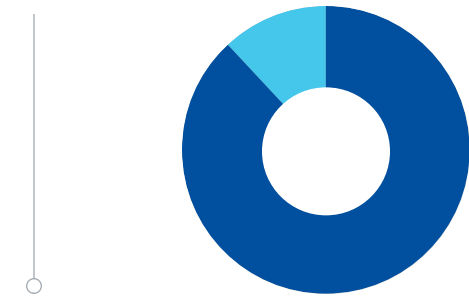
Christopher Acheson
& Elizabeth Carr
Austin Memorial Foundation
American Online Giving
Foundation
AquaWear
Virginia Bayliss
Building Maintenance Service
C&F Bank
Glenn & Ellen Catalano
Rip & Millie Cathcart
Helen & Jim Cauthen
Charlottesville Rotary Foundation
Sam & Diana Clark
John Crane
& Isabel McGregor-Crane
Diane DeOnis
Lily Engle & Peter Dingman
Double Good
Patrick & Jessica Fenn
Sue & Frank Friedman
Richard & Leslie Gilliam
Foundation
Megan & Bo Greenwood
Peggy Gupp
Anne & Michael Hemenway
Huffman Family Fund
Patricia Jones
Jamie & Nancy Knorr
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Donna Lombardi & Doug Smith
Glenna Ohlms
Amy & Paul Renz
Richard Spurzern
Gerry & Marianne Starsia
Pam Stover-Mejias
& Marco Mejias
Rich & Katy Stover
Ann Swaim
Jessica & Gary Taylor
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UVA Health
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Virginia Alliance of YMCAs
Patricia & Gregory Weiler
Devyn Wildy
Wrightson Ramsing Foundation

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Todd DeSorbo & Lauren Suggs
Elisa Diehl
Kim Dowdell
Benjamin Foote
Michael Gallahue
Hathaway Solutions
Kelley Hathaway
Megan Haury
Brad & Carrie Heilman
Lee & Tom Hicks
Andrea Hubbell
Barbara Hurd
Lanscan Systems
Life Fitness
Sarah Litton
Lumineo Consultancy
Jackie Martin
Natalie & Rob Masri
Anna Minutella
National Pools of Roanoke
Jim & Joan Packer
Dana Plank
Fujun Qin
Mark Salerno
Barbara Seidler
STEAM Discovery Academy
Bob Strassheim
T&N Printing
Dot and Lam Hardman Family
Foundation
Whitley/Service Roofing & Sheet
Metal Company

\$500+

Heather Ayres
Joseph Balaban
Amy Browne
John Carroll
Edward Coates

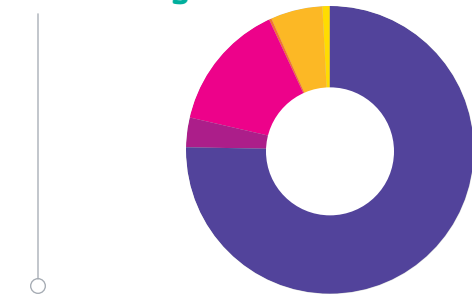
Contributions



By campaign

Restricted	\$1,487,186
Unrestricted	\$199,396
Total	\$1,686,582

Restricted gifts



By designation

Early Learning	\$1,120,708
Power Scholars	\$50,000
Brooks	\$213,118
After School	\$7,200
Camps	\$84,100
Teens	\$12,060
Total	\$1,487,186



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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