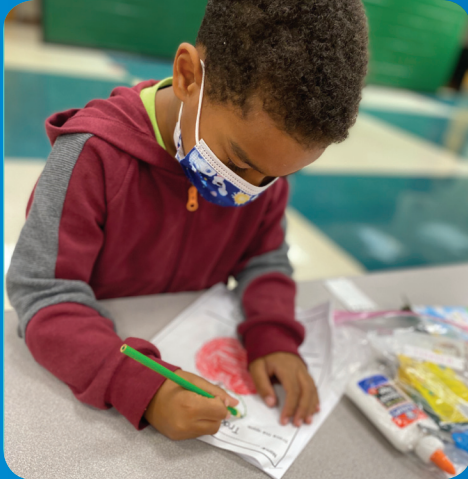




Piedmont Family YMCA

Strengthening Community | 2020 Annual Report



The **Piedmont Family YMCA** association is a nonprofit, operating the **Brooks Family YMCA** in McIntire Park, the **YMCA Early Learning Center** at the Jefferson School in Charlottesville, and educational youth programming in **Charlottesville, Albemarle and Greene**.

Youth Development

- Early learning
- Virtual learning
- After school
- Summer camp

Healthy Living

- Community integrated health
- Family recreation and sports
- Virtual & outdoor fitness
- Cavalier Aquatics

Social Responsibility

- Emergency child care
- COVID-19 response
- Kindness Café
- Community partnerships

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 start 2020 with strategic goals

- 1 YMCA Early Learning Center will be financially neutral with a focus on high-quality early childhood education.
- 2 Brooks Family YMCA will be financially sustainable, prioritizing debt reduction and fundraising to support scholarships and access.
- 3 YMCA will expand community-wide school-age programming and community integrated health initiatives with a focus on advancing equity.

March 17 All YMCA facilities close due to global COVID-19 pandemic

March 31 YMCA permanently closes Crozet facility

While our facilities are closed, the Y is still active

- ▶ Collecting **100+ pints** of life-saving blood
- ▶ Helping deliver **694+ meals**
- ▶ Collecting **30+ bags** of supplies for seniors
- ▶ Serving as a hub for **PPE donations**
- ▶ Supporting 212 seniors with **wellness checks**
- ▶ Securing **PPP funds** to keep 40+ full-time staff employed



June 15 YMCA opens **Summer Camps** as emergency school-age child care for working families.

- In 2020, Summer Camps serve
- **105 campers** in grades K-6
 - **38 campers**, 36% receive scholarships totaling \$54,737

June 5 **Brooks Family YMCA** reopens following Governor's COVID-19 orders.

- In 2020, the Brooks Family YMCA serves
- **9,695 community members** compared to 18,728 in 2019
 - **1,474 members**, 15% receive scholarships totaling \$248,821
 - **162,025 facility scans** compared to 329,879 scans in 2019



July 2 **Kindness Café** opens at the Brooks Family YMCA, a nonprofit coffee shop employing adults with cognitive disabilities.

June 22 **YMCA Early Learning Center** reopens as emergency child care following strict COVID-19 licensing guidelines.

- In 2020, YMCA Early Learning Center serves
- **99 children** ages 0-5
 - **77 children**, 78% receive scholarships totaling \$401,191



July 31 CYAC **Swim Team** merges with Cavalier Aquatics and welcomes Todd DeSorbo, UVA's Head Swimming and Diving Coach, as the Director of High Performance.

- Team is ranked 3rd nationally at Y Festival and **58th by USA Swimming**



September 8 YMCA launches **Virtual Learning Centers** to support students learning virtually while schools remain closed.

- In 2020, YMCA Virtual Learning Centers serve
- **219 students** in grades K-6
 - **177 students**, 81% receive scholarships totaling \$235,008
 - With **CARES Act funds**, families that qualify for free/reduced lunch receive 100% scholarships



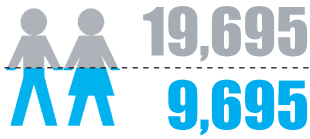
Looking toward 2021 We plan to

- ▶ Continue **Virtual Learning Centers** through June
- ▶ Launch **Power Scholars Academies** in partnership with Charlottesville City Schools to address COVID-19 learning recovery, combining summer school with camp enrichment
- ▶ Launch **YMCA After School** (formerly CLASS) in partnership with Charlottesville City Schools in seven elementary schools
- ▶ Rebuild **membership and programs** impacted by COVID-19
- ▶ Relaunch community **integrated health equity** programs

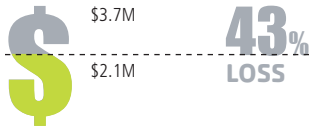
Your donation ensures that nobody is turned away for inability to pay and that our doors are open and our programs are **accessible to all.**

Membership review

Members served, projected vs. actual



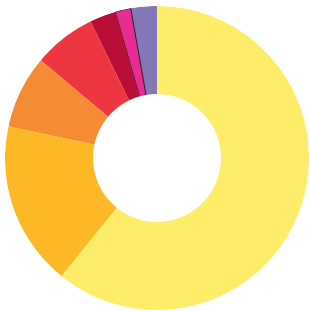
Revenue, projected vs. actual



How we operated



Revenue	2019	2020	%
Membership	\$3,647,936	\$2,092,567	-43
Contributions/grants	\$ 320,297	\$1,826,413	+470
Early learning	\$ 969,406	\$ 622,469	-36
Programs	\$1,077,252	\$ 551,927	-49
Virtual learning	\$ —	\$ 500,977	
Total	\$6,014,891	\$5,594,353	-7



Expenses	2019	2020
Brooks	\$3,235,666	\$3,018,148
Early learning	\$ 905,553	\$ 864,186
Virtual learning	\$ —	\$ 384,260
Cavalier Aquatics	\$ 326,304	\$ 330,282
Crozet	\$ 676,516	\$ 145,928
Greene	\$ 43,359	\$ 75,252
General & administration	\$ 138,659	\$ 134,620
Total	\$6,032,188	\$5,623,676
Depreciation	\$706,131	\$ 671,002

Our Supporters

Gifts made January 1, 2020 – December 31, 2020

In 2020, **2,704 donors and grantors** gave **\$1,948,990** to advance the YMCA mission for all!

Thank you to **2,563 Sustaining YMCA Members**, who converted their membership dues to donations while we were closed, totaling **\$322,665**.

\$250,000+

SBA7(a) – PPP
United Way of Greater
Charlottesville
Virginia Department of
Social Services

Kelley MacDougall &
Mike Pausic
MAPP2Health
Perry Foundation
Primis Bank

James & Lily Hargrove
Anne Hemenway
Huffman Family Foundation
Kappa Kappa Gamma Sorority
Jay & Barbara Kessler
Kurt & Nancy Jo Krueger
Jessica & Chris Maslany
Steve & Caroline McLean

Brendan Mathews
Courtney Moore
Norman Oliver &
Susan Jacobson
Bonita Patton
James Reebals

\$100,000–\$249,000

Albemarle County
City of Charlottesville
Rebuild Virginia

\$5,000–\$9,999

Better Living Foundation
Larry & Toni Gimble
Nunley Family Fund
John Nunley
Rathburn Family Foundation
Schilling Family Foundation
Laura & Rusty Schundler
Elizabeth Snyder
Virginia 30 Day Fund

Alex & Kelly Moore
Rich & Katy Stover
State Farm
Edward Tayloe II
Bob Vanderspiegel
Virginia Swimming
Bill & Nancy Wardle
Reginald Woods
Wrightson Ramsing
Foundation

\$250–\$499

Jennifer & David Alluisi
Lori & David Balaban
Phil & Billy Best
Hsueh Chen
Edward & Martha Coates
Alice & Morgan Dontanville
Jeri & Tom Evans
Patricia & Elwood Gibson
Jerome Handler
Brad & Carrie Heilman
Deborah Howard
Stan & Julie Kaslusky
Brett Larson
Liping & Michael Mazur
Jim & Joan Packer
Shelly Pellish
Jeff Roberts & Diana Villalobos
Mark & Debbie Salerno
Eric Waldren
Mike & Leslie Wenert
Andrea Williams

\$50,000–\$99,999

Sahm Family Foundation
Virginia Early Childhood
Foundation
YMCA of the USA

\$1,000–\$4,999

Albemarle County Schools
Employee Fund
Albemarle Rotary Club
Dr. & Mrs. John F. Angle
Tom Bowe
Bob & Lynn Bremer
Rip & Millie Cathcart
Ravi & Kiyomi Chandra
Missy & Jason Corbin
Dick's Sporting Goods
Sue & Frank Friedman
The Richard & Leslie Gilliam
Foundation

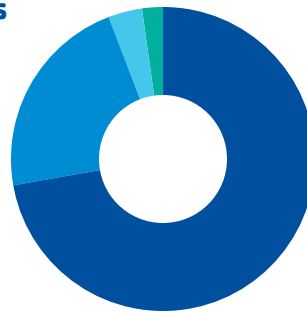
\$25,000–\$49,999

Bama Works Fund
Suzanne & Rob Brooks
Rimora Foundation
Vibrant Communities Fund
Virginia Alliance of YMCAs
Wardle Family Foundation

\$10,000–\$24,999

Community Endowment Fund
Debra LaFond
Hut Foundation

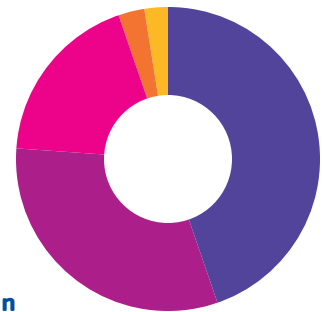
Contributions



By campaign

Grants	\$1,411,523
Annual unrestricted	\$ 427,190
Capital	\$ 70,250
Annual restricted	\$ 40,027
Total	\$1,948,990

Grants



By designation

COVID-19 recovery	\$ 633,000
Virtual learning	\$ 442,087
Early learning	\$ 263,603
Summer camp	\$ 39,500
Scholarships/Diversity	\$ 33,333
Total	\$1,411,523

Our Board

Alex Moore, *Chair*
Bob Bremer, *Vice Chair*
Suzanne Brooks,
Secretary/Treasurer

Tom Bowe
Ravi Chandra
Larry Gimble
Anne Hemenway

Lee Hicks
Leonda Keniston
Kurt Krueger
Edgar Lara

Steve McLean
Christi Sheffield
Bill Wardle



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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