



For a better us.®

CHANGING LIVES

**YMCA of Greater Des Moines
2021 Annual Report**

DMYMCA.ORG

ANNUAL REPORT

'21

MISSION

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



Dear YMCA Friends,

The year 2021 stands out as a pivotal one for the YMCA of Greater Des Moines.

While dealing with the physical, emotional, business and financial challenges presented by the ongoing COVID-19 pandemic, your Y doubled down on our mission work, powered by the renewed energy and creativity of our dedicated staff and volunteers.

Our Association began the year by partnering with more than 100 Ys throughout the country to bring the STRONG Challenge to Greater Des Moines. Nearly 700 people participated in this virtual six-week program to improve their health in spirit, mind and body.

A unique Water Watchers initiative put a community-wide emphasis on promoting water safety during this year's outdoor swim season. Staff provided training materials and led off-site presentations for adults and youth alike, supported by a series of water safety public service announcements through our partnership with Des Moines Radio Group stations.

During such a racially divisive year, the annual Martin Luther King Jr. Prayer Breakfast was needed more than ever. Our socially responsible theme, "Healing Together," drew 500 webinar participants and was beautifully conveyed by Cris Carter, former NFL star and Hall of Famer, and a panel of young community leaders on the forefront of the racial justice movement.

And, The Chrysalis Foundation partnered to support the Y's Girls on the Run of Central Iowa with LUNAFEST, a traveling film festival by and about women.

Our efforts toward long-term sustainability gained huge momentum this year with a highly engaged board of directors and a strategic planning process resulting in three key areas of continued study: Creating an innovative and diverse mix of revenue, refining what it truly means to be a Y member, and providing the best of what the Y has to offer tailored to the needs of our community.

It was truly a year of Changing Lives that was only possible through the support and generosity of the communities we serve. Please come by any of our branches to view our new tribute to our many donors and the ways they change lives every day.

Yours in the Y,

Matt Meline
Chair, Board of Directors

Leisha Barcus
President & CEO

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CHANGING LIVES IS WHAT WE DO

There are other fitness facilities.

There are other nonprofit organizations.

There is, quite literally, no other place like the YMCA.

For 154 years, the YMCA of Greater Des Moines has provided an opportunity for people of all ages, backgrounds, abilities and income levels to come together in pursuit of a shared goal: strengthening the foundations of community.

Our association operates five fitness communities in three central Iowa counties, along with the YMCA Supportive Housing Campus in downtown Des Moines and Y Camp near Boone. But the Y is more than a place – it's a purpose. YMCA programs and services reach more than 75,000 people in the metro area, making the Y one of the community's largest and most effective nonprofit organizations.

AREA OF IMPACT
**YOUTH
DEVELOPMENT**

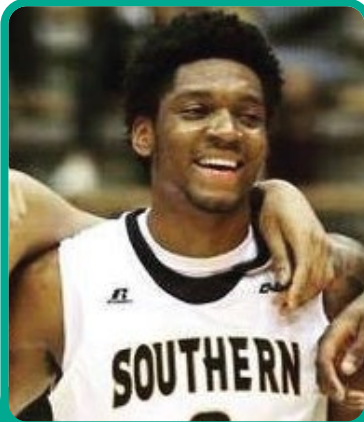


Y KIDS

The John R. Grubb YMCA is located in one of Des Moines' most economically disadvantaged neighborhoods. For many of the kids who grow up there, "the Grubb" is a home away from home, a place where they can do schoolwork, hang out with friends and make connections with adults who become mentors and role models. Kids like Galat, a newcomer to the U.S. who is the first member of his family to earn a college degree ... Kourtlin, a regular at the Y's Saturday Night Live program who now works as a youth mentor while pursuing a career as an athletic director ... Shareece, whose experiences playing and working at the Y helped her become a college coach ... and Jontae, a Y kid who now mentors students at East High School.



Galat



Kourtlin



Shareece



Jontay

AREA OF IMPACT
**HEALTHY
LIVING**





NEVER TOO LATE

After a decade away from the Y, TJ Woods rejoined to gain back the strength he lost as a result of a difficult spinal surgery. He tried a little bit of everything – yoga and barre classes, power cycle, water aerobics – and, for the first time in his life, took up running. At the age of 69, with his Y family cheering him on, TJ completed his first full marathon, just two minutes shy of Boston qualifying time. “The Y helped me believe that age is just a number, and it’s never too late to make positive changes in my physical and mental life,” he said.



AREA OF IMPACT

SOCIAL RESPONSIBILITY





A PLACE TO CALL HOME

At YMCA Supportive Housing Campus, we believe the solution to the problem of homelessness starts with the basics: providing permanent housing where people can feel safe, supported and accepted.

Cory, a Marine Corps veteran, had a bad reaction to a drug and suffered a psychotic break, which affected his behavior to the point that he lost his home and ended up in jail. The Veterans Administration provided clinical and psychological support to help him heal, but Cory still needed a place to live. At Y-SHC, Cory has found a community of caring and services to help him make a fresh start. He once again has a job, and is working toward his other life goals.

YMCA LEADERSHIP



2020–2021 BOARD OF DIRECTORS

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Megan Fluitt
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Payroll Administrator

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John R. Grubb Community YMCA

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Walnut Creek Family YMCA

Zach Elsbecker
Waukee Family YMCA

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Wellmark YMCA

Alex Kretzinger
Des Moines Y Camp

Katie Komienksi
YMCA Supportive
Housing Campus

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Tim Bratvold
Wellmark YMCA

Rick Lozier
Des Moines Y Camp

Pam Washington
YMCA Supportive Housing
Campus

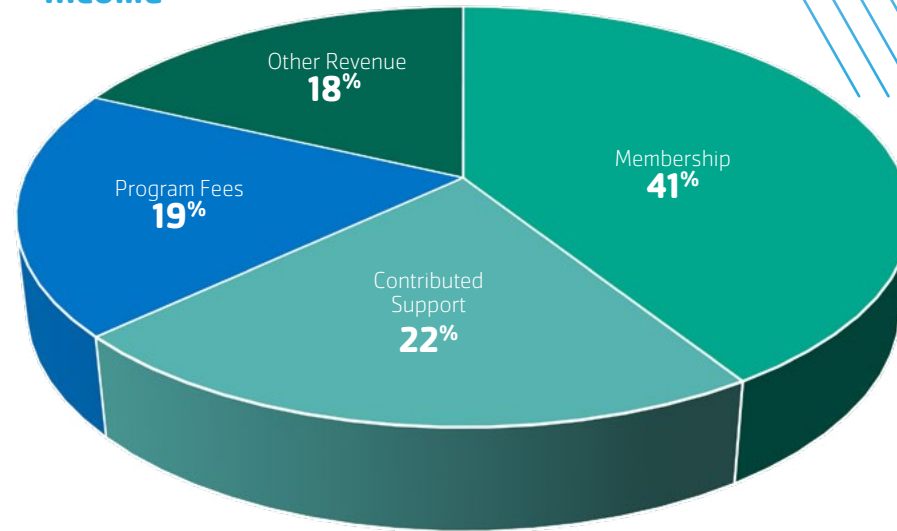
FINANCIAL RESULTS 2021



OPERATING SUPPORT AND REVENUES

Contributed Support	\$ 3,330,002
Membership Dues	\$ 7,021,465
Financial Assistance	\$ 825,417
Program Fees	\$ 2,133,938
Child Care Fees	\$ 701,676
Sales, Vending and Shared Facilities	\$ 587,637
Investment Income	\$ 61,308
Other Revenue	\$ 1,990,298
TOTAL SUPPORT AND REVENUE	\$ 15,000,907

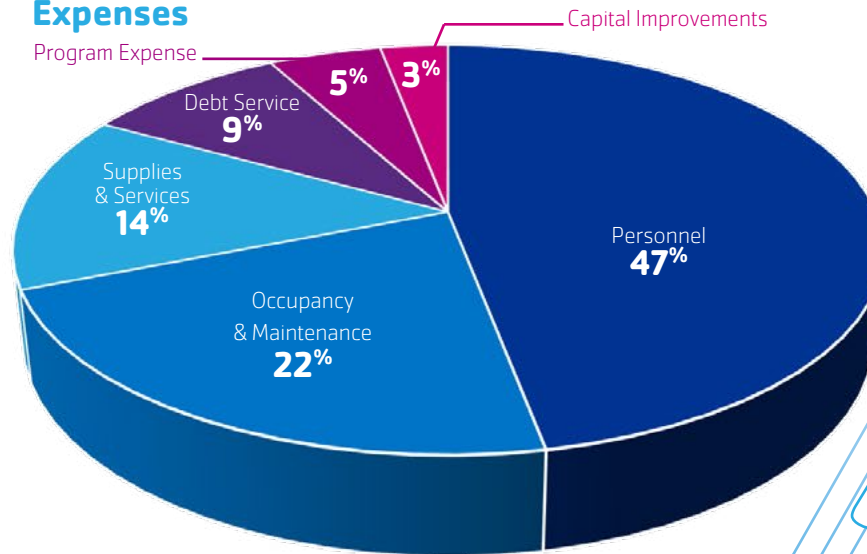
Income



EXPENSES

Personnel Costs	\$ 6,463,039
Supplies and Services	\$ 1,907,153
Program Expenses	\$ 689,264
Occupancy & Maintenance	\$ 3,051,849
Capital Improvements	\$ 365,436
Debt Service	\$ 1,182,720
TOTAL EXPENSES	\$ 13,659,461

Expenses



MEETING COMMUNITY NEEDS





SOCIAL ISOLATION
increases the risk of
dementia by **50%**

2,300 seniors
took part in
ACTIVITIES AT THE Y



1 in 5 kids
can't **READ** at
3RD GRADE level



**SUMMER LEARNING LOSS
PREVENTION PROGRAMS**
raised reading
skills of 181 students



2,600 Iowans
experience
HOMELESSNESS
each year

YMCA Supportive Housing
Campus provides **PERMANENT
HOUSING** and support to 150+
residents and graduates



60% of youth
DROWNINGS occur
within 10 feet of safety



The Y provided
SWIM LESSONS
and **WATER SAFETY
INSTRUCTION** for 1,500 kids



1 in 4 kids live
in households
WITHOUT A FATHER

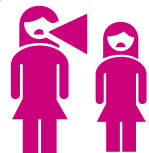
75 fathers **RECONNECTED**
with their kids through
the Fatherhood Program



There is a growing need for
OUT-OF-SCHOOL-TIME
care for kids



More than **3,000 KIDS**
were served through Y Camp, day
camp and afterschool programs



Half of girls
ages 10-13
experience **BULLYING**

Girls on the Run helped
1,075 GIRLS become more
confident and physically fit



CHANGING LIVES THROUGH GIVING



THANK YOU FOR YOUR SUPPORT

As a nonprofit organization, the YMCA relies upon thousands of individuals and organizations to help us carry out the vital work of strengthening the foundations of community and building healthy spirit, mind and body for all. We take this opportunity to recognize our key supporters for their financial contributions in 2021.



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ANNUAL REPORT

21

START

Girls on
the run

CHANGING LIVES
THROUGH GIVING



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A woman with long brown hair, wearing a blue polo shirt and black pants, stands on the left side of the frame. She is holding a multi-colored hula hoop with her right arm extended towards a group of children. The children, mostly boys, are standing in a line with their backs to the camera, looking towards the woman. They are wearing white t-shirts and various shorts. The setting is a large indoor space with a polished floor and colorful exercise equipment in the background. A large red graphic element is on the left side of the image.

CHANGING LIVES THROUGH GIVING

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A photograph of several children running in a race on a paved path. The child in the foreground is wearing a blue t-shirt with a green logo and a race bib with the number 501. Other children in the background are also running, some wearing blue shirts and others in different colors. The background is filled with green trees and foliage.

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Phil and Susan Sargent
Robert Shreck
Jim and Kathleen Simmons
Don and Nancy Taylor

*deceased



OUR CALL TO ACTION



Our members, donors, volunteers, staff and partners make it possible for the Y to carry out the vital work of strengthening community. Here's how you can join the cause:

Donate. As our community grows, so does the need. Your contribution makes it possible for kids to reach their full potential through youth sports, water safety instruction and academic enrichment. You're helping prevent diabetes, heart disease, dementia and other health problems while giving people the tools to manage their own health. And you're providing safe housing and support for some of the most vulnerable members of our community.

Join. When you become a member of the Y, you're not only doing something good for yourself – you're doing something great for our community! Your membership helps build a stronger organization that provides belonging and opportunity to more than 75,000 people in the metro area every year.

Volunteer. Whatever your talents, skills and interests, we can find a way to put them to use for the betterment of our community. Serve on a board or committee, help with a fundraiser, coach a youth sports team, collect donated items, serve a meal, read to a child ... the list goes on and on.

Share. Tell your story. Bring a friend to work out or volunteer. Give a membership as a gift. The more we promote our cause, the more powerful it becomes. [#ForABetterUs](#)

To help us in our mission, go to [DMYMCA.ORG](https://dmyymca.org)



YMCA OF GREATER DES MOINES

501 Grand Avenue
Des Moines
Iowa 50309

DMMCA.ORG

For a better us.®

BRANCH LOCATIONS

Indianola YMCA

306 East Scenic Valley Avenue, Indianola

John R. Grubb Community YMCA

1611 11th Street, Des Moines

Walnut Creek Family YMCA

948 73rd Street, Windsor Heights

Waukee Family YMCA

210 North Warrior Lane, Waukee

Wellmark YMCA

501 Grand Avenue, Des Moines

Y Camp

1192 166th Drive, Boone

YMCA Supportive Housing Campus

2 SW 9th Street, Des Moines

#ForABetterUs

ANNUAL REPORT

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