



TURNING THE CORNER

YMCA OF GREATER DES MOINES ANNUAL REPORT 2022

DEAR Y FRIENDS,

Grounded by supportive donors and volunteers, a talented and hardworking staff, and a committed board of directors, the YMCA of Greater Des Moines has proven again its resilience and relevance.

Following what were a few extraordinary years, we happily find ourselves **“Turning the Corner,”** not only fiscally, but also by transcending the traditional view of our organization both inside and outside our facilities and focusing on both immediate and long-term impacts.

Lifting up our commitment to youth development meant placing new emphasis on our Child Care Services programming. Despite challenges with staffing felt nationally, we served 325 youth with before and after school care and ensured 165 elementary school children closed the academic achievement gap with our summer learning loss programming. A robust menu of sports and enrichment activities provided for our youngest participants at no additional charge brought 700 new families to the Y!

Y-Camp had a record year, welcoming over 2200 campers ages 7-17, a 24% increase over last year. Camp staff hosted a group of young Afghan refugees and held special camps for children with unique medical challenges, providing for a safe, secure and fun outdoor summer experience.

This year the YMCA of Greater Des Moines Supportive Housing team launched its first annual Crane 5K Fun Run. This served not only as a fundraiser to support our wraparound services,

but just as importantly, brought community members and residents together through a shared journey on this very special day.

Our Healthy Living staff oriented 23% of eligible fitness center members to EGYM, a personalized, full-body strength training circuit using the latest technology to make working out fun, fast and effective. Members using EGYM saw reductions in their biological age of 20.5 years on average, and 38% increases on average in their strength.

Finally, this year will be remembered because of the generosity of Harriet and Locke Macomber, longtime supporters of the mission of the Y. Upon Harriet’s passing, we learned we were one of the fortunate recipients of their legacy. Harriet loved her community, she loved kids and she loved the Y, and we are humbled and honored by her faith in the Y’s ability to carry on the vital work she and Locke supported throughout their lives.

Although the Y has been serving central Iowa for more than a century and a half, each day brings new challenges that demand strategic approaches and innovative solutions. Building on all we have learned, guided by the values and purpose that define us, the YMCA remains proud of our past and prepared for an exciting future.

MELINDA HANRAHAN
Chair, Board of Directors

LEISHA DESMET
President & CEO

TABLE OF CONTENTS

Letter from the Chair and CEO	2
Turning the Corner	3
Impact: Youth Development	4
Impact: Healthy Living	6
Impact: Social Responsibility	8
YMCA Leadership	10
Financials	11
Changing Lives Through Giving	12
Our Call to Action	20

WE'RE MORE THAN A PLACE. WE'RE A PURPOSE.

The Y is the leading nonprofit committed to strengthening community by connecting people to their potential, purpose and each other.

All people. Of all ages, backgrounds, abilities and income levels. At the YMCA of Greater Des Moines, we provide spaces where everyone can play, learn, grow, thrive and give back.

For 154 years, the Y has been a beacon of light in the community, welcoming generations of individuals and families who have come to us seeking strength, hope, inspiration and opportunity. We have weathered tough times and emerged with renewed determination, focused on the future, unwavering in the belief that our best days lie ahead.

OUR MISSION

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

OUR CAUSE

Strengthening the foundations of community by making an impact in the areas of youth development, healthy living and social responsibility.

OUR CORE VALUES

Caring, honesty, respect and responsibility.



YOUTH DEVELOPMENT

- Drowning is the nation's second-leading cause of accidental death for children ages 1 to 14. Each year, the Y provides **swim lessons and water safety instruction** for more than 1,500 kids.
- Students who took part in the Y's Summer Learning Loss Prevention programs at two Des Moines elementary schools **raised their reading and math skills** by 2.5 months during the 6-week program.
- Youth sports and activities at the Y give kids the opportunity to develop new skills, explore new interests and learn the importance of teamwork, responsibility, and fair play. New in 2022, the Y's **Iowa Wolves Metro League** provided a competitive outlet for more than 200 high school basketball players who did not play on their school teams.



YOUTH DEVELOPMENT

- Community partners and volunteers came together to transform a room at the John R. Grubb YMCA into an **Esports gaming center**, complete with comfy furniture and the latest videogame equipment.
- What do kids do when they're not in school? More than 3,000 of them come to the Y, taking part in before- and after-school programs and camps that provide safe, nurturing places for them to have fun, make friends and **discover their potential**.

- Girls on the Run, a national program administered locally by the YMCA, has inspired more than **13,000 central Iowa girls** to recognize and embrace their inner strength and make meaningful connections with others.
- In 2022, **Y Camp** welcomed a record 2,244 campers aged 7-17 to its traditional overnight camps, day camps, mini camps and teen camps.



HEALTHY LIVING

Thousands of members have embraced the new **EGYM strength training systems** installed at the Walnut Creek and Waukee locations, with 23% of eligible members now on board. EGYM uses RFID technology to make working out fun, fast and effective for all ages. Regular users have seen an average decrease of 20.5 years in their biological age and a 38% average increase in strength.



A new **mobile app** gives members more ways to connect and engage with the Y and earn rewards for healthy activities.

Now members can stay active anywhere, any time with **YWellness 24/7**, a virtual exercise platform that offers thousands of live and on-demand classes – including some taught by our very own Y instructors!



HEALTHY LIVING

— Saving Your Brain, the Y's dementia prevention program, expanded statewide and received a new name and brand identity, thanks in part to a grant from the Iowa Department of Public Health. **Unlocking Brain Fitness: Keys to Dementia Prevention** (the KEYS program, for short) helps people make simple lifestyle changes to reduce their risk of Alzheimer's and other dementia by up to 70%.

— In 2022, Des Moines area Ys introduced the **Red Cross Learn-to-Swim curriculum** for lessons, with all our instructors receiving Red Cross Water Safety Instruction (WSI) certification. This partnership between the Y and the Red Cross brings together two of the nation's leaders in programs to help kids learn skills and stay safe in and around water.



SOCIAL RESPONSIBILITY

— More than 2,700 Iowans experience homelessness each year. The YMCA Supportive Housing Campus addresses the issue of housing insecurity by providing hope, dignity and support in the form of **permanent housing and wraparound supportive services**. Y-SHC sponsored its first-ever Crane 5K Fun Run to raise funds and bring residents and the community together in support of better health.

— Statistics and experience prove that when fathers play a positive role in their children's lives, everyone benefits. The Y's Fatherhood Program helps **dads reconnect with their kids** and gives them the skills to be more active and engaged parents.



SOCIAL RESPONSIBILITY

— There is a critical need in our community for **quality childcare**. The Y has dedicated additional resources to address this need, hiring more professional staff and developing programs to serve more kids in out-of-school-time care.

— The Y is humbled and honored to be the recipient of an endowment from the estate of Harriet and J. Locke Macomber, Des Moines philanthropists and longtime supporters of the Y. The bequest – the largest in the Y’s history – will fund the Y Achievers/Ready 515 program, which helps 7th- through 12-grade students from low-income households plan for their **post-high school futures**.



YMCA LEADERSHIP

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At-Large

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At-Large

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Stacey Haviland
VP, Human Resources

Ruth Comer
VP, Marketing & Communications

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Indianola YMCA

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Community YMCA

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(Interim)
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Community YMCA

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Generalist

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Megan Fluitt
Accounts Payable

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Manager

Karen Kolb
Donor Relations/
HR Admin Specialist

Lisa Levine
Controller

Mike Potter
Director of Facilities

Tami Ruppel
Human Resources &
Payroll Administrator

Marla Seufferer
Membership &
Program Administrator

Wesley Triplett
Y Achievers Sr
Program Director

FINANCIAL RESULTS

2022

OPERATING SUPPORT & REVENUES

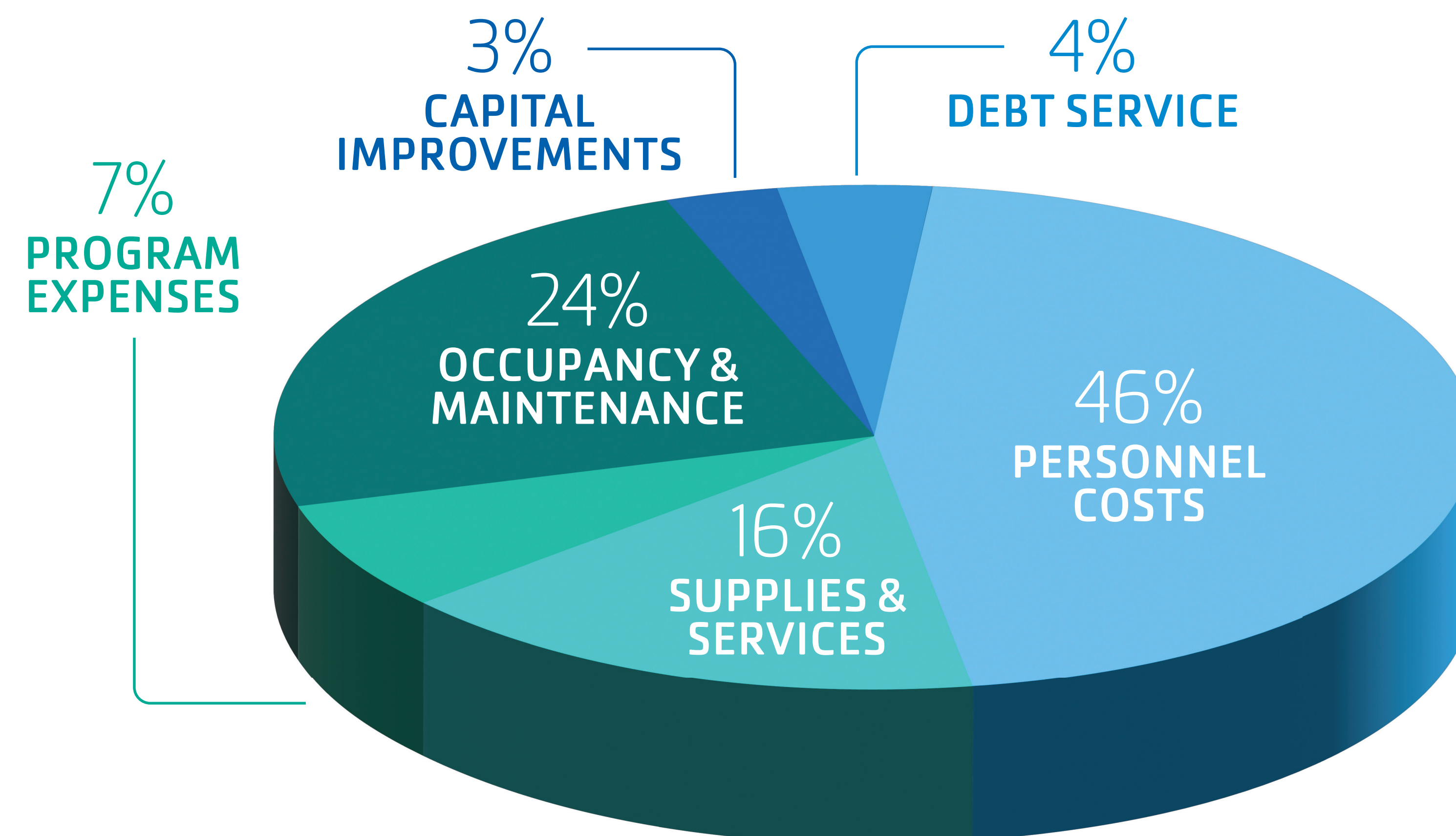
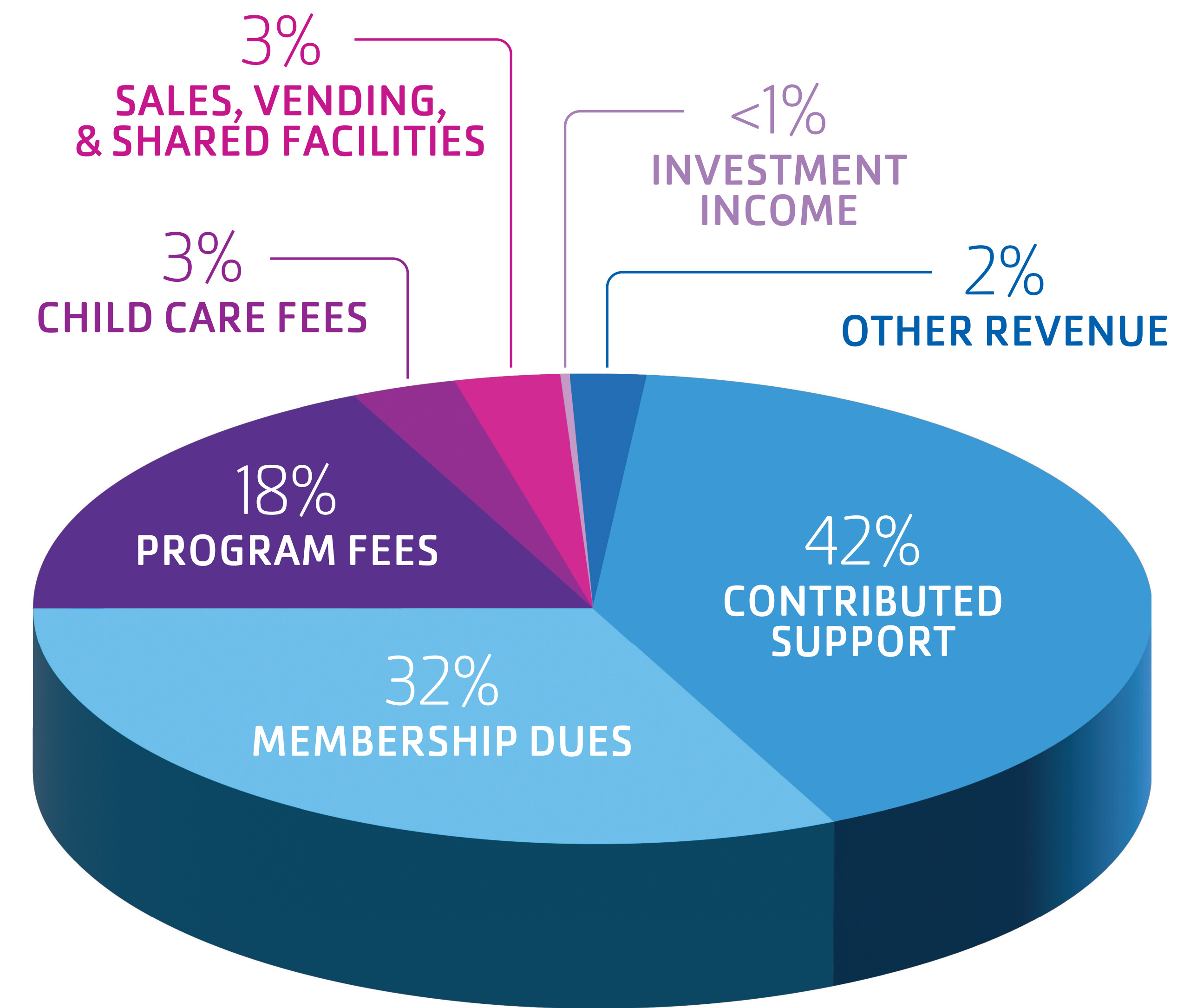
Contributed Support	8,719,608
Membership Dues	7,654,725
Financial Assistance	(878,153)
Program Fees	3,730,918
Child Care Fees	582,098
Sales, Vending & Shared Facilities	686,555
Investment Income	61,903
Other Revenue	342,676

Total Support & Revenue **\$20,900,330**

EXPENSES

Personnel Costs	7,815,146
Supplies & Services	2,732,109
Program Expenses	1,137,110
Occupancy & Maintenance	4,116,218
Capital Improvements	537,571
Debt Service	710,908

Total Expenses **\$17,049,062**



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 2022.

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Atlantic Bottling Co.
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City Of Waukee
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Iowa Basketball Holdings
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State of Iowa
Cynthia Thorland
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YMCA of the USA

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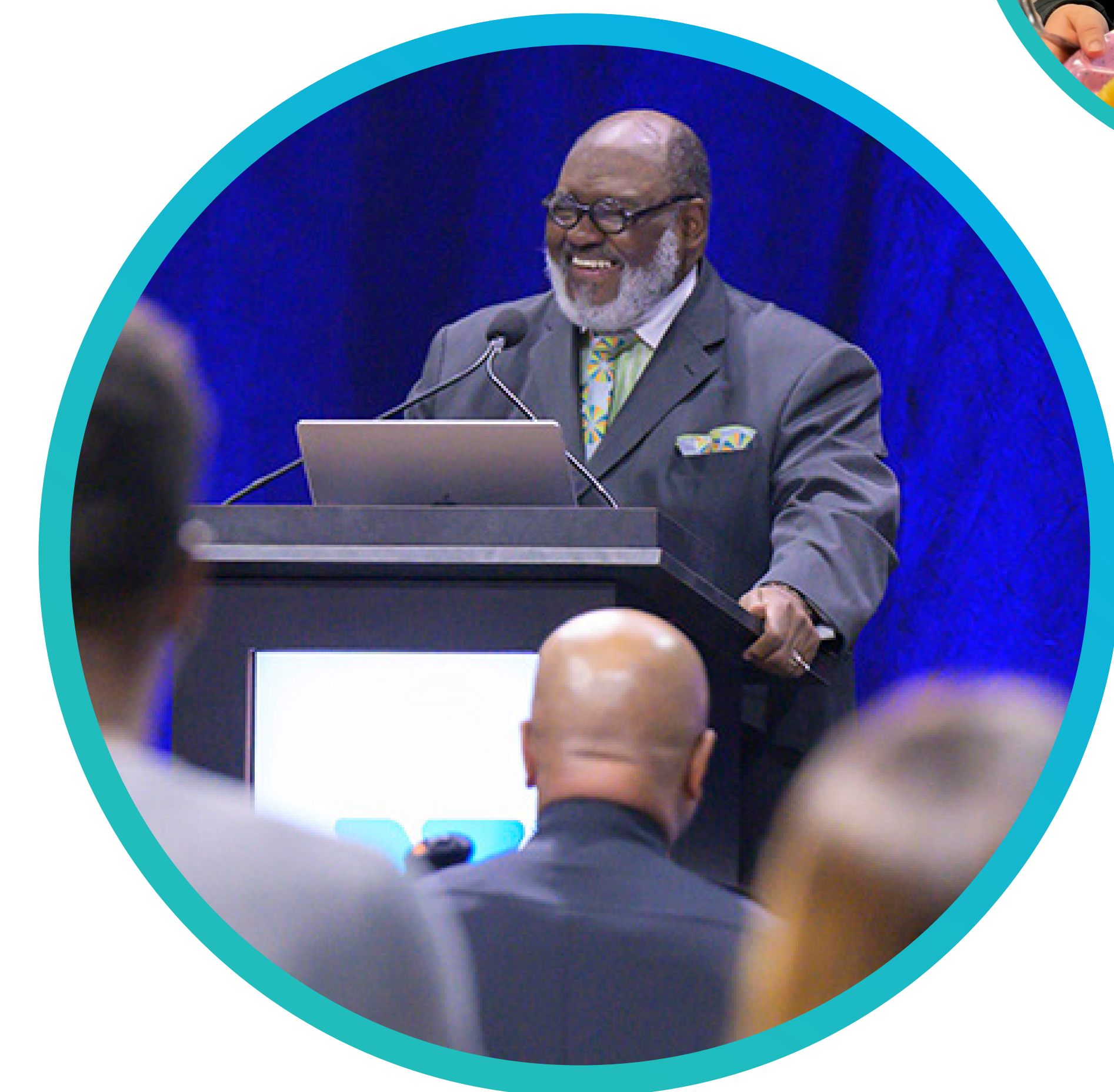


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Catherine Reaman-Gerdes

Barry Reese
Ed and Marty Remsburg
Alex Rich
Ron Ricker
Cristian and Kate Rodriguez
Roger and Marge Schlaefer
Erik and Trish Rolfstad
Mark Rosenbury
Bryan Rowland
Dean Rowland
Amy Runkel
Julie Runyan
Tami Ruppel
Charles Safris
Anthony Samuelson
In Memory Of: Mildred Sargent
Dale Schmitt
Jack Schreiber
Julie and John C. Schreurs
Donna J. and Daniel J. Schroeder
Cindy Schultz
Jacob Sharp
Robert Shires
Jessica Shnurman
Amy and Craig Showalter
Jan Shull
Doug Siedenbug
Todd Skinner

SME Mechanical
Charles (Chuck) Smith
Sorem Sales, Inc.
Tanya Sorem
Lynnette Sorensen
Jerry Spencer
Jeremy Spillman
Gretchen Stanger
Cheryl Stearns
Kerry Stecker
Heidi and David Stevenson
Seth and Katie Stevenson
Dean Stonehocker
Renee Stribling
Jason Swanson
Thomas Swartwood
Stephanie Swartz
A.J. Sweeney
Bruce Thorsen
Sally Titus
Carol Tonderum
Natasha and Tony Tursi
Lisa Ung
US Bank
Jon Vandis
Susan and Carl Voss
Walker, Billingsley and Bair
Waukee Chamber Of Commerce

Waukee Wellness and
Chiropractic, PC
Laura Wayne
Wellmark Foundation
Chuck Wheeler
Mollie Whitney
Margaret Wilcox
Chris Williams
In Honor of: Drinda Williams
Tim Wilson
Sacha and Ryan Wise
Michael Woody
Grant Wright
Jarrett and Jodi Wright



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.

YMCA OF GREATER DES MOINES



Association Leadership & Resource Office

501 Grand Avenue, Des Moines

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



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