



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# FOR KIDS FOR FAMILIES FOR ALL



**YMCA of Greater Des Moines  
2017 Annual Report**

# Dear Friends Of the YMCA,

It is our honor to share with you the 2017 Annual Report of the YMCA of Greater Des Moines.

What you will see in the following pages reflects the hard work and dedication of your Board of Directors, 1,400 staff members and more than 3,800 volunteers; the generosity of individuals and organizations who make more than 5,000 financial gifts to the Y each year; and the ongoing support of 54,000 members who share our cause of strengthening the foundations of community.

It was a busy year for the Y, filled with challenges, opportunities and achievements. We made the difficult decision to dissolve the agreement with Mercy Medical Center under which we operated the Healthy Living Center in Clive, so that we might better allocate resources to provide programs and services to all our members. By year's end, construction was well underway on the long-anticipated aquatics facility at the Wellmark YMCA, with an opening projected for early in 2018.

As we look forward to our 150th anniversary year in 2018, the YMCA of Greater Des Moines continues to play a unique and indispensable role in the community. We sincerely thank you for the role you have played in our success.

Sincerely,

Rick Tollakson  
Board of Directors Chair

Dave Schwartz  
Chief Executive Officer



## Mission

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

## Table of Contents

Letter from the Chair and CEO	2
Cause-Driven Leadership	3
Who We Are/What We Do	4
Financial Information	5
Service to Youth Award	6
Call to Action	7

YMCA of Greater Des Moines  
501 Grand Avenue  
Des Moines, Iowa 50309  
dmymca.org

# Cause-Driven Leadership

## 2016-17 Board of Directors

Rick Tollakson, Chair  
Dr. Teri Wahlig, Chair-Elect  
David Stark, Treasurer  
Jim Usgaard, Secretary  
Clarence Hudson, Past  
Chair

Rob Berntsen  
Kevin Brownell  
David Chivers  
Joel Duncan  
Levi Franzen

Sam Gelb  
Tim Hall  
Tom Hamilton  
Melinda Hanrahan  
Robb Hill  
Dan Kramer  
Sheila Mahan  
Julie Mangels  
Courtney Maxwell-Greene  
Rachel McKenny  
Matt Meline  
Jim Noyce

Tim O'Neil  
Rosemary Parson  
Paul Ramsey  
Josh Russell  
Michael Sadler  
Jim Simmons  
John Sirianni  
Amy Skogerson  
Joe Soda  
Becky Wampler  
Kristin Williams  
Bill Wright

## Branch Locations

### Ankeny Family YMCA

1102 North Ankeny Blvd, Ankeny  
Executive Director: Kraig Vry

### Boone County Family YMCA

508 Carroll Street, Boone  
Executive Director: Vicki Greco

### John R. Grubb Community YMCA

1611 11<sup>th</sup> Street, Des Moines  
Executive Director: Cameron Nicholson

### Indianola YMCA

306 East Scenic Valley Avenue, Indianola  
Executive Director: Scott Kruthoff

### South Suburban YMCA

401 East Army Post Road, Des Moines  
Executive Director: Tyler Weig

### Walnut Creek Family YMCA

948 73<sup>rd</sup> Street, Windsor Heights  
Executive Director: Britt German

### Waukee Family YMCA

210 North Warrior Lane, Waukee  
Executive Director: Eric Kress

### Wellmark YMCA

501 Grand Avenue, Des Moines  
Executive Director: Terry Feldt

### Y Camp

1192 166<sup>th</sup> Drive, Boone  
Executive Director: Dave Sherry

### YMCA Supportive Housing Campus

2 SW 9<sup>th</sup> Street, Des Moines  
Executive Director: Emily Osweiler

# Who We Are/What We Do

For nearly 150 years, the YMCA of Greater Des Moines has been working to meet the challenges facing our communities. Wherever there is a need, that is where you will find the Y. Our programs and services are designed to help individuals and families achieve their full potential and become healthier in spirit, mind and body.

## Youth Development

Kids from low-income families often start school unprepared, and during the summer they fall further behind their peers – unless someone steps in to help. Children who take part in summer learning programs sponsored by the Y show an average of 3.3 months of growth in reading schools during the six-week program.

Youth who participate in extracurricular programs report improved social and emotional skills and better conduct in school. Through youth sports, resident and day camp programs and before-and-after-school programs, the Y provides 10,000 kids each year with a safe place to go and the opportunity to build positive relationships with peers and adults.

Drowning is the second-leading cause of accidental death among children ages 5-15. Working with the Des Moines Public Schools, the Y offers the Safety Around Water program to children from underserved areas of the community. By providing basic water-safety skills and swim instruction, the Y is helping save lives and opening the door to a fun, healthy activity that can be enjoyed for a lifetime.



## Healthy Living

Our goal is to make the Y accessible and affordable for any individual who can benefit from the programs and services we offer. More than \$2.2 million in annual financial assistance from the Y makes it possible for more people to take advantage of fitness facilities, medical programming, diabetes prevention classes, outdoor education and other services that support healthy lifestyles.

Young girls face many challenges in society today. YMCA-sponsored programs such as Girls On the Run – which helps girls become more confident, more joyful and more physically fit through a curriculum that incorporates running – are making a positive difference in the lives of girls and their families. The Y provides financial assistance to meet the needs of almost two-thirds of the nearly 800 elementary and middle-school students who participate in the program each year. The program is so popular that there is now a companion program called STRIDE to meet the needs of boys in this age group.

## Social Responsibility



The YMCA Supportive Housing Campus fills a unique role in our community, offering permanent housing for 140 residents who were formerly homeless or at risk of homelessness. Based on the Housing First model, Y-SHC provides a stable and secure community of caring and supportive services to help residents meet their basic needs and achieve their life goals

Through the Y’s Fatherhood Initiative, we have impacted the lives of thousands of children by engaging their fathers and providing men with the motivation and skills to be more loving, active and positive role models for their kids. Fostering these

connections creates better outcomes for kids and builds stronger, healthier, more secure families and communities.

## Financial Information

### OPERATING SUPPORT & REVENUES

Contributed Support	2,285,207
Membership Dues	13,076,285
Program Fees	2,675,397
Child Care Fees	1,440,822
Physical Therapy	825,335
Supportive Housing Campus Rent	598,580
Sales, Vending and Shared Facilities	77,234
Investment Income	173,214
Other Revenue	131,283
<b>TOTAL SUPPORT AND REVENUE</b>	<b>\$21,283,357</b>

### EXPENSES

Salaries/Benefits/PR-Taxes	11,903,664
Supplies and Services	3,535,786
Occupancy and Maintenance	4,311,901
Capital Improvements	368,088
Debt Service	2,413,515
<b>TOTAL EXPENSES</b>	<b>\$22,532,954</b>

(1,249,597)

\* Unaudited consolidated financials includes YMCA Supportive Housing

# 2017 Service to Youth Award

The Service to Youth Award is the highest honor bestowed by the YMCA of Greater Des Moines. The award is presented annually to a volunteer or volunteers demonstrating commitment to the Y and dedication to our cause of strengthening the foundations of community.

This year's recipients, Kurt and Lynette Rasmussen, live by a simple motto: Remember where you came from, and give back to those organizations and causes that have been important in your life. For the Rasmussens, one of those causes has been Y Camp.

Lynette grew up at Y Camp, attending Family Camp each summer with her parents and siblings and following in the footsteps of her two older brothers by becoming a counselor. After she and Kurt married, the couple continued the Family Camp tradition with their own three children, and gradually expanded their involvement with camp to include contributions of time, talent and treasure.

Both Kurt and Lynette have served on the Y Camp advisory board. They have been generous in lending the resources and expertise of The Rasmussen Group for numerous construction projects at camp, including the enormous task of paving the roads and walkways throughout the camp grounds. For several years, Lynette coordinated Construction Camp — an effort that brought together members of Associated General Contractors of Iowa to undertake heavy construction projects at camp (and enjoy some camp fun themselves).

As donors, volunteers and campers, the Rasmussens have made a difference in the lives of thousands of children and families at Y Camp, and are most deserving recipients of the Y's 2017 Service to Youth Award.



**Kurt and Lynette Rasmussen  
2017 Service to Youth  
Award Recipients**

# Our Call to Action

The YMCA of Greater Des Moines is a powerful association of men, women and children of all ages and from all walks of life, united by a shared passion: strengthening the foundations of community.

Our members, donors, volunteers, staff and partners make it possible for the Y to carry out the vital work of nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. 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 programs to address the academic achievement gap. You're helping prevent diabetes and other health problems while giving people the tools to manage their own health. And you're providing safe housing and a supportive environment 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 100,000 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. Give a membership as a gift. The more we promote our cause, the more powerful it becomes.

"The Y's legacy of making a difference in the Des Moines community will never stop. We experienced the power of the Y as we raised our three children. Each grew up participating in various Y programs and they gained exposure to the many valued principles prioritized at the Y, including teamwork, fairness, respect and maximum effort. As volunteers at the Y for over 20 years, we have been witness to the impact the Y has made on others in the community as well. The Y truly strengthens families, individuals and our community. It makes us proud to be members of the Y. The Y is part of the fabric of the Des Moines community, and part of the fabric of our family as well."

*Bill and Maribeth Wright*