

FOR YOUTH DEVELOPMENT * FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

TOGETHER TOWARD TOMORROW



YMCA of Greater Des Moines 2019 Annual Report

Dear Friends Of the YMCA,

The year 2019 was another busy and eventful one for the YMCA of Greater Des Moines.

We embarked on our 151st year with a new leader at the helm and a renewed dedication to our cause of strengthening the foundations of community through a focus on youth development, healthy living and social responsibility.

Fulfilling our mission in the community is a team effort. Our dedicated staff and volunteers work every day to connect people of all ages, backgrounds and income levels to the resources they need to learn, grow and thrive.

To assist us in this endeavor, we partner with hundreds of local businesses, government agencies, schools and organizations that share our vision of a stronger, healthier, more vibrant community for everyone. We spotlight a few of these community partners in this report, and express gratitude to all our partners for the key role they play in making the Y a nonprofit that truly works "for all" in our communities.

Sincerely,

Jim Usgaard Chair, Board of Directors

Leisha Barcus President and CEO



Mission

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

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

Cause-Driven Leadership

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Indianola YMCA 306 East Scenic Valley Avenue, Indianola Executive Director: Heather Hulen

South Suburban YMCA 401 East Army Post Road, Des Moines Executive Director: Lisa Behrends

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Wellmark YMCA 501 Grand Avenue, Des Moines Executive Director: Terry Feldt

Y Camp 1192 166th Drive, Boone Executive Director: Alex Kretzinger

YMCA Supportive Housing Campus 2 SW 9th Street, Des Moines Executive Director: Emily Osweiler

Together Toward Tomorrow: *Partnering with Our Community*

The YMCA of Greater Des Moines is a powerful association of men, women and children joined by a common cause: strengthening the foundations of community. At eight branch locations and throughout the metro area, more than 100,000 individuals are served annually through programs and services focused in the areas of youth development, healthy living and social responsibility.

We give thanks to all the businesses, government agencies, schools and nonprofit organizations that partner with us to fulfill our mission of building healthy spirit, mind and body for all. Here are just a few of them:

EMC Insurance Girls On the Run

Girls on the Run is a national program that helps girls in grades 3-8 become more physically fit, more confident and more joyful through a program that incorporates running into the curriculum. The YMCA of Greater Des Moines administers this program in the spring and fall for girls throughout Central Iowa. EMC Insurance has been a key sponsor of the 5K events that serve as the culmination of each season. In addition to providing financial support for the program, EMC volunteers come out in force to



assist with setup, hand out medals and cheer on the participants as they complete the 5K run.

lowa Department of Public Health, Broadlawns Hospital, Community Health Partners

Save Your Brain

It's estimated that up to 70 percent of age-related dementia can be prevented or lessened by making lifestyle changes. That's the basis of the Y's new Save Your Brain program, piloted this year at the John R. Grubb YMCA. The Y joined forces with the Iowa Department of Public Health, Broadlawns Hospital and Community Health Partners to offer the 10-week course, which focuses on nutrition, physical activity, healthy sleep patterns, mental

engagement and social contacts as keys to warding off cognitive decline, dementia and Alzheimer's. The response has been so positive that the program is being expanded to other Y branches.

Polk County Housing Trust Fund *YMCA Supportive Housing Campus – Graduate Program*



Nowhere is the Y's commitment to social responsibility more evident than in the work that goes on every day at the YMCA Supportive Housing Campus. Here, 140 men and women who were formerly homeless or at risk of homelessness find a welcoming and secure place to call home while they work to achieve their life goals. This year, Y-SHC realized a dream with the launch of its Graduate Program, which allows residents to transition into off-campus housing while retaining financial support and access to wraparound services. Polk County Housing Trust Fund led a large group of partners that helped make the Graduate Program possible.

Catch Des Moines TYR Pro Swim Series

When the Y announced plans for a downtown aquatic center and Olympic-size pool, one of our goals was to provide a facility that would help attract world-class athletic events to Des Moines. In partnership with Catch Des Moines, our city's convention and visitor's bureau, we've done just that. In 2019, Catch Des Moines helped bring the TYR Pro Swim Series to the MidAmerican Energy Company Aquatic Center, where fans saw exciting competition by the world's best swimmers. Thanks to national television broadcasts and an avalanche of social media, Des Moines became the center of the swimming world for four days in March.

Financial Information

OPERATING SUPPORT AND REVENUES

Contributed Support	2,576,403
Membership Dues	13,399,454
Financial Assistance	(2,059,673)
Program Fees	3,140,099
Child Care Fees	1,583,588
Sales, Vending and Shared Facilities	530,560
Investment Income	294,082
Other Revenue	416,754
TOTAL SUPPORT AND REVENUE	\$19,881,267

EXPENSES

Personnel Costs	10,410,740
Supplies and Services	3,102,224
Occupancy and Maintenance	4,381,700
Capital Improvements	189,100
Debt Service	1,921,847
TOTAL EXPENSES	\$20,005,611

Our Call to Action

The YMCA of Greater Des Moines exists to strengthen the foundations of community. Since 1868, the Y has been serving Des Moines and surrounding communities with programs focused on youth development, healthy living and social responsibility.

Our members, donors, volunteers, staff and partners make it possible for the Y to carry out this vital work. 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

Susan, a member of the Waukee Y, emigrated to the U.S. from Iran and uses a scooter for mobility. She participated in Welcoming Week activities because "I want all people with disabilities and all foreigners to join the Y and see how welcoming, helpful and nice people are here!"



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 or volunteer. Give a membership as a gift. The more we promote our cause, the more powerful it becomes. **#ForABetterUs**

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 2019.

YMCA HONOR ROLL

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THANK YOU!