



**RESTORE,  
REFOCUS,  
RE-ENGAGÉ**

**YMCA OF GREATER  
DES MOINES**



**2020  
ANNUAL  
REPORT**

[dmymca.org](http://dmymca.org)





## Dear YMCA Friends,

Restore, refocus, re-engage were our guiding words for fiscal year 2020.

Beginning in mid-March, the worldwide pandemic dealt a devastating blow to life as we knew it.

When fitness centers were closed and summer programming cancelled, it took a tremendous toll. Thanks to our team of fitness professionals, our virtual At Home With the Y program restored what many members had lost; meanwhile, the resilient team at YMCA Supportive Housing Campus restored the faith of worried residents by keeping the promise of a safe and secure home.

Three months after closing, staff refocused their efforts to safely welcome participants back into our YMCA facilities. We received numerous compliments on our safety protocols, with 89% of respondents in our Member First surveys indicating satisfaction with our increased cleaning and sanitation efforts.

As members slowly returned to the Y, our effort to re-engage with our mission and our community continued. Adult and youth programming resumed, including a new effort at the John R. Grubb YMCA to support students taking part in virtual school.

Finally, many donors sustained the work of the Y throughout our battle with COVID-19. Nearly \$280,000 was raised through special contributions to our Mission Ready Fund.

While the immediate challenges of the pandemic were quite real, so were the strength and determination of the Y. Thanks to our Board of Directors, Branch Advisory Boards and staff who never shied away from the hard work of 2020.

Yours in the Y,

**Josh Russell**

Chair, Board of Directors

**Leisha Barcus**

President and CEO





# WHO WE ARE



The YMCA of Greater Des Moines, founded in 1868, is a cause-driven, volunteer-led association of men, women, and children of all ages and from all walks of life united by a shared passion: to strengthen the foundations of community. We serve more 100,000 citizens from cities and towns throughout central Iowa and operate six full-facility YMCAs, the YMCA Supportive Housing Campus in downtown Des Moines and Y Camp resident camp in Boone.

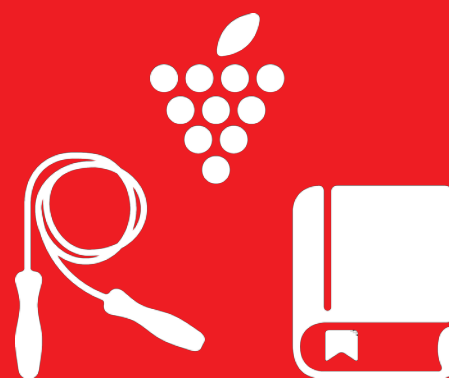
**YMCA Mission:** To put Christian principals into practice through programs that build healthy spirit, mind and body for all.



# THE YMCA OF GREATER DES MOINES FOCUSES ON:



Youth  
Development



Healthy  
Living



Social  
Responsibility





# RIISING TO THE CHALLENGE OF A MOST EXTRAORDINARY YEAR

On March 17, 2020, life changed at the Y.

That was the date Iowa Governor Kim Reynolds proclaimed a State of Public Health Disaster Emergency and ordered the closing of many businesses and public venues – including fitness centers – in an effort to slow the spread of the novel coronavirus.

Overnight, our YMCA branches went dark, and our Y staff and volunteers were suddenly operating in a whole new environment. We didn't know how long our facilities would remain closed (11 weeks, as it turned out). We didn't know what the impact of this closure would be on our members, our staff, our organization and our community.

But even in the midst of all these unknowns, one fact was abundantly clear: The Y always has been, always will be, more than a fitness center. Although our facilities were closed, the mission-critical work of the Y had become more important to the community than ever.





# **FIRST CHALLENGE: RESTORE SERVICES TO MEMBERS AND OUR COMMUNITY**

No doubt about it – having to close our doors and create distance between the Y and the people we serve was a devastating blow. But from the outset, the Y focused not on what was lost, but on what was still possible:

- YMCA Supportive Housing Campus safeguarded 140 residents and staff while continuing to meet the physical, mental and emotional needs of one of our most vulnerable populations.
- A small but mighty team of fitness and educational professionals quickly launched At Home With the Y, our free virtual YMCA offering videos, workout plans and family resources.
- Through online communities, more than 500 members regularly engaged in Facebook Live exercise classes and discussions.

During the 11-week closure, we kept in touch with members via email, videos and social media. We remain forever grateful to those who responded by sticking with the Y through the crisis.





## **SECOND CHALLENGE: REFOCUS ON WELCOMING MEMBERS BACK TO THE Y**

Metro Y facilities resumed operations June 1 under a careful, phased-in approach to reopening, with the safety and well-being of everyone in the community as our top priority.

We boosted our cleaning and sanitation protocols, reconfigured equipment and physical spaces, and adopted new personal safety and hygiene measures for staff and members.

Faced with the need to restrict or modify programs due to capacity limitations and social distancing requirements, staff created the safest and best experience possible under the circumstances.

We celebrated as members returned to the gym, swimmers returned to the pool, and family groups enjoyed a much-needed break from routine at Y Camp's Family Connection sessions.





## **THIRD CHALLENGE: RE-ENGAGE MEMBERS AND THE COMMUNITY**

Students who risk falling further behind in school ...

Parents who need childcare to return to work ...

Teens hungry for positive role models and opportunities to nurture their full potential ...

Seniors for whom social connections are vital to good health ...

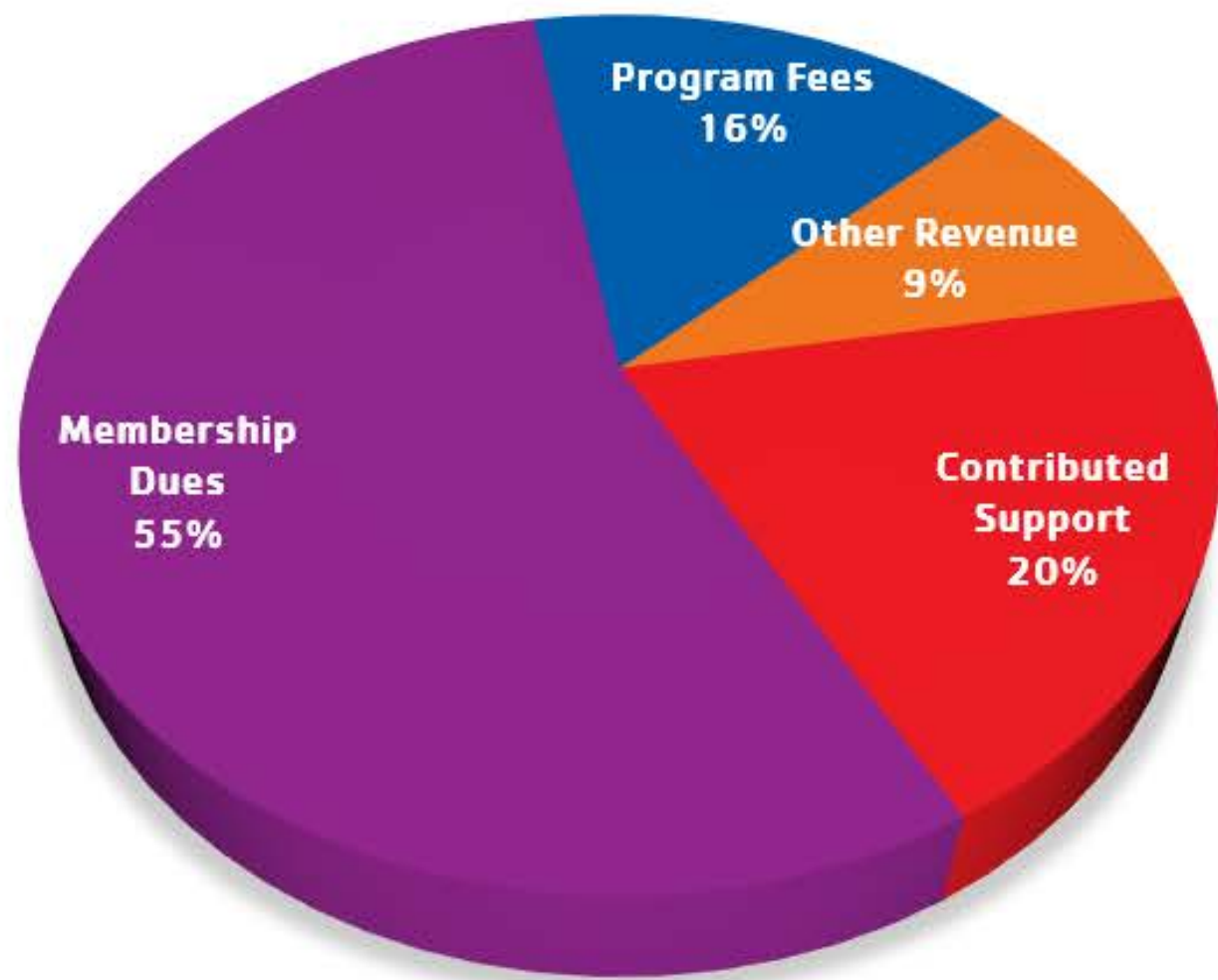
Families looking for places where they can be together and heal physically physically, mentally and emotionally ...

As life begins the slow process of returning to normal, the community will once again turn to the Y for help. We are here to answer the call.

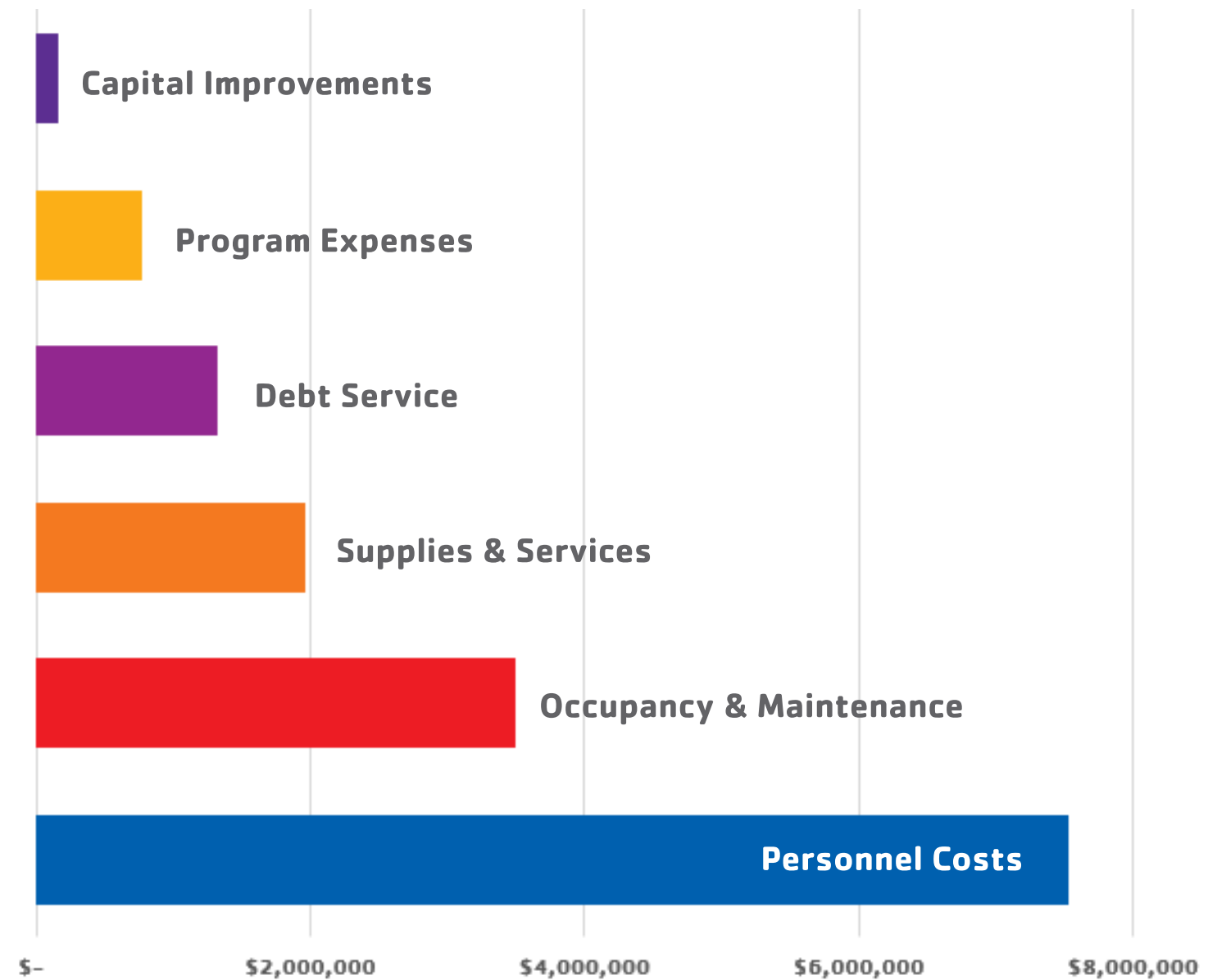
As we like to say ... You can't spell community without the Y.



# INCOME



# EXPENSES



# FINANCIALS

At the Y, we manage our finances to ensure we can fulfill our mission, while offering services accessible to all. We leverage every dollar to create a better community.



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



# FINANCIALS

## OPERATING SUPPORT & REVENUES

2020

Contributed Support

\$3,145,567

Membership Dues

\$10,059,204

Financial Assistance

(\$1,282,256)

Program Fees

\$1,721,411

Child Care Fees

\$812,722

Sales, Vending & Shared Facilities

\$293,279

Investment Income

\$137,994

Other Revenue

\$1,015,254

**TOTAL SUPPORT & REVENUE**

**\$15,903,175**

## EXPENSES

2020

Personnell Costs

\$7,531,587

Supplies & Services

\$1,964,599

Program Expenses

\$766,450

Occupancy & Maintenance

\$3,496,476

Capital Improvements

\$156,560

Debt Service

\$1,327,610

**TOTAL EXPENSES**

**\$15,243,252**



# YMCA LEADERSHIP

## 2019-2020 BOARD OF DIRECTORS

### Executive Committee

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**Zach Elsbecker**  
Waukee Family YMCA  
**Cameron Baker**  
Wellmark YMCA  
**Alex Kretzinger**  
Des Moines Y Camp  
**Emily Osweiler**  
YMCA Supportive Housing Campus

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**Robb Hill**  
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