



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



HERE. FOR GOOD.



YMCA OF GREATER RICHMOND
2020 IMPACT REPORT

**“DO YOUR LITTLE
BIT OF GOOD
WHERE YOU ARE;
IT’S THOSE LITTLE
BITS OF GOOD PUT
TOGETHER THAT
OVERWHELM THE
WORLD.”**

- DESMUND TUTU



DEAR FRIENDS,



I am thrilled to present you with the 2020 impact report for the YMCA OF GREATER RICHMOND.

As the Y has done for 167 years, we rose to meet the urgent needs of our community.

Despite a year filled with the challenges of economic uncertainty, racial injustice and the COVID-19 pandemic, all of us in the Y family are so proud of the work that we accomplished together.

Amidst the ever-evolving landscape of 2020, we faced another monumental change with the retirement of Tim Joyce. His leadership and devotion to the YMCA provided 8 years of tremendous growth. One of the most important legacies that TJ leaves behind is the incredible staff he built around him, including our new President and CEO, Abigail Farris Rogers. I know that Abby will continue the tradition of excellence that you have come to expect from your YMCA.

Everything we do, from the pool to the classroom to the wellness floor, has the single goal of ensuring that everyone has a place where they belong. This would not be possible without you, our dedicated volunteers, donors and community partners who believe so strongly in the work of the YMCA and allow us to continue to remain relevant to our community and invest in equity of opportunity for all.

As Board Chair, it has been my privilege to be in the company of so many individuals who give an enormous amount of their time and talent. The Y remains the cornerstone of this community. We are just as committed today to fostering physical, mental and social development as we were in 1854 when we first opened our doors.

Thank you for your investment in this work, and helping to keep our doors open, remaining Here. For Good. I cannot wait to see what 2021 has in store.

Stay well,

GORDON FRUETEL
2020 BOARD CHAIR
YMCA OF GREATER RICHMOND



FOR 167 YEARS, the YMCA OF GREATER RICHMOND has served our community, adapting to meet changing needs.

While last year was like no other, the Y continued in our tradition of responding to urgent needs and answering the call of our partners and community leaders. We served more than 153,000 people in 2020.

You will see throughout this report the many ways we adapted and innovated, even while our doors were temporarily closed. In all YMCA programs, financial assistance ensures that every member of our community can benefit, regardless of income. This assistance is particularly critical as many families experienced reduced incomes, underemployment and other financial hardships.

Because, at the end of the day, our commitment to serve ensures that **the YMCA is Here. For Good.**





FOR YOUTH DEVELOPMENT

The YMCA filled the gaps during the pandemic by offering emergency child care for essential employees.



On March 23, Governor Northam ordered K-12 schools to remain closed for the duration of the 2019-2020 school year and called on providers to offer emergency child care for essential employees. Local county, city and school leaders knew they had a trusted partner in the YMCA, and immediately reached out.

Within days of schools closing, the Y opened Camp Hope for emergency child care for essential employees, this turned into camp over the summer months, then became full day care for working families with virtual learners at our Student Success Centers. During this time of stress, families felt relief knowing that the Y provided safe and engaging programming for their children.

Nicole, mother of three, healthcare essential worker

"Thanks to your organization, I was able to continue working long hours helping others. My boys are happy being here and, most important, they feel safe and secure. Camp Hope—you are a blessing to me and my family."

Dionne, mother of one, healthcare essential worker

"I cannot express how much Camp Hope helped me during this time. I am a nurse who works full time at VCU Health. With the emergency funding and open doors for Camp Hope, I feel my daughter is safe, protected and cared for—thanks, Camp Hope!"

Patrea, mother of two, healthcare essential worker

"My girls look forward to Camp Hope every day and love seeing the new friends they've made. I have been able to continue going to work... Camp Hope has truly been an asset to my family. From the bottom of my heart—THANK YOU! Also, thank you so much to the hardworking counselors, administrative staff, volunteers and donors."





FINDING HER LANE

Anna learned new skills and gained confidence with Y swim lessons.

"When the YMCA closed, Anna took the loss harder than other losses that she has had to endure. In October, we were able to begin swim lessons again, making Anna the happiest 4 year old in the world! She adores her instructor (and wants to be a swim teacher when she grows up) and has thrived beyond our wildest dreams. In October, we went from a state of panic when she had to get her face wet. Now she can swim a decent stretch without assistance. We have all been amazed with how quickly she has been progressing!

"We all know how important it is for children to learn new skills and gain confidence. Not only is swimming a skill that could save her life, but the confidence she is gaining in learning to swim has been helping her tackle other activities. For example, she was struggling on her bike coordinating pedaling and steering at the same time. One day while practicing, she said, **'Mom, I can do it, just like I can do swimming. I learned that when I didn't before! I can do this, too!'** As a mother, that statement was such a joy to hear."



Through Healthy at Home virtual content, families, seniors and individuals stayed active, engaged and thriving as they virtually connected with others.

"The moment you step in the Y, all the desk staff greet you like you are a celebrity! You feel that we all are there for the same reason—To Better Our Health at the Y! Love You "Y" and Miss You So Much!"

— BRENDA
PETERSBURG FAMILY YMCA

"Normally this time of year the Y would be my family's second home...I'd be coaching multiple teams right now and my kids would be having a blast while being the least coachable kids on said teams! This is the first email I have typed in 2 weeks. I hope that in itself expresses how much all the YMCA family does mean to my family."

— CORY
TUCKAHOE FAMILY YMCA



HEALTHY AT
HOME



412 CHILDREN served in Camp Hope.
MORE THAN 1,900 CHILDREN
attended Summer Camp.
MORE THAN 1,000 STUDENTS
attended Student Success Centers.



814 CHILDREN
were served in **Bright**
Beginnings. 7,609
ITEMS were donated with
an **IN-KIND VALUE OF**
\$132,679.

The YMCA OF GREATER RICHMOND
provided financial assistance to **MORE**
THAN 32,000 INDIVIDUALS totaling
\$5.4 MILLION.



33,000 MEMBERS STAYED WITH US through March, April and May.



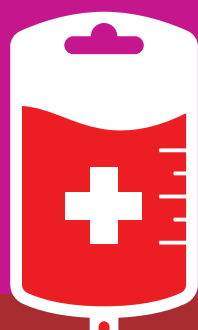
3,183
BAGS

3,183 BAGS
of groceries were donated to
11 community organizations.

HERE. FOR GOOD.



715 YOUTH
participated in
virtual **Power**
Scholars Academy.
1,159 TEENS
were served in Y
programming.



The Y hosted
47 BLOOD DRIVES
for the American Red Cross,
potentially saving
3,379 LIVES.



593 BAGS
of hygiene products were donated.

6,000
SENIOR
MEMBERS
received check-in
phone calls or
social distant
home visits.



2,100

MORE THAN 2,100 MEALS were delivered to the Southwood and
Sedgefield communities through a partnership with **#SaveRVARestaurants.**





ACTIVE ADULTS

The Y focused on keeping seniors connected and healthy in 2020.

To address the growing number of seniors in our community in need of health and wellness support, the YMCA Aging Strong program has always engaged seniors in low-income communities in healthy living, physical activity and socialization. Throughout 2020, we found innovative ways to continue to connect with our most vulnerable population. Older adults are at an increased risk for loneliness and isolation. They are more likely to face factors such as living alone, loss of family or friends, chronic illness and hearing loss. Requests for reassurance calls and wellness checks rose 84 percent last year across the region.

"I started joining the Y Zoom calls through our Active Older Adults group at Patrick Henry in April and I have enjoyed them all. Faithea has done a wonderful job with our themed meetings each week, from movement, trivia and word games, creativity, and, everyone's favorite, bingo. I like seeing familiar faces, and the newest members from the Peter Paul Development Center. I have the Zoom call marked on my calendar each week!"

- MARTHA
PATRICK HENRY FAMILY YMCA





COMMUNITY CARES

The Y responded to our community's need for coordination of resources and care for one another.

The Y quickly became a place where people could access services, donate to other organizations with urgent needs and volunteer. YMCA branches transformed into community hubs for collecting items most needed during the pandemic including, food, blood products and partnering with the city of Richmond to create Help1RVA to refer individuals to much needed help.

When the pandemic hit, Bev and her daughter Ashton had the same concern that many adults faced—how to reassure their children that they were going to be OK. “Kids know when something is wrong,” said Bev. Bev knows that one way to cope with feeling helpless and worried is to get busy helping other people.

When Bev added a trip to the grocery store to shop ►►

“It has been incredible to see neighbors helping neighbors throughout this endeavor of the Welborne Community Food Pantry, but even more so, since mid-March. People have been sharing love and care for one another in a phenomenal way that gives witness to the strength of our community!”

— THE REVEREND F. ELIZABETH GIVENS
WELBORNE UNITED METHODIST CHURCH

COMMUNITY CARES

► for the monthly TUCKAHOE FAMILY YMCA food drive to the agenda for her “wonderful Wednesday” time with Will, her 8-year-old grandson, inspiration struck, and he became a devoted and enthusiastic YMCA food drive contributor.

Of the decision to involve Will in helping to feed families during the pandemic, Bev says, “We didn’t want to frighten the children, but we didn’t want to sugar coat it. We explained that some people had lost their jobs and their needs didn’t go away.”

On one of their first shopping trips, it was decided that they would shop with a family in mind that included an 8-year-old boy and his baby sister. Every item is carefully selected for “his family,” helping Will to put a face on this critical need. This fact guides all purchasing decisions and leads to some interesting conversations. In addition to plenty of healthy selections, Will always negotiates for the addition of snacks and something sweet. After all, “All kids like dessert!” he states. On another trip, Will quickly replaced the squash baby food with apple, exclaiming, “Even babies don’t like squash!” An added bonus is Will’s appreciation for two-for-one deals that allow him to double the number of families he can help.

The Y’s efforts to address hunger and food insecurity have shown Will at a young age that the YMCA is an organization that helps people and that he can play an important role. As his Nonnie likes to say, “The YMCA is an organization that will see a problem and fix a problem.”

“We are so grateful to the staff and donors of the YMCA community for their support of the American Red Cross and the patients we serve. Their consistent dedication to our mission through the support of blood drives has been vital to our ability to meet the needs of local hospitals.”

– JONATHAN McNAMARA
AMERICAN RED CROSS REGIONAL COMMUNICATIONS DIRECTOR





COMMUNITY CONNECTIVITY

YMCA initiatives promoted health equity by providing inclusive and accessible programming.

COVID-19 exacerbated many disparities in our communities, and the YMCA bridged those gaps. Our health and social needs navigation programs, like Help1RVA, connected families and individuals with services addressing basic needs such as food, housing, child care and employment in collaboration with community partners and agencies.

Ms. R's family came to the U.S. after the death of her husband. She secured a job but needed a safe place to send her children during the day. The Y connected her to our Student Success Center. Now, Ms. R's children have transportation to and from a secure facility that supports their virtual learning during the day so mom can work.

Mrs. J started a new job then contracted COVID-19 a week later. While quarantined, she couldn't receive benefits. Her three children and husband also contracted the virus, so they had zero income for weeks. This was during the holidays, and Mrs. J worried about paying bills and trying to keep spirits high. Our navigator connected her to a rental and utility assistance program, a food delivery service and the TUCKAHOE FAMILY YMCA donated a Christmas tree to her family.





GROUND BREAKING CHANGE AT THE Y

Strong Community Foundations

2020 did show us a bright side with the opening of the new **FRANK J. THORNTON YMCA AQUATIC CENTER**, expansion of the **SWIFT CREEK FAMILY YMCA** and the coming renovations of the **MANCHESTER FAMILY YMCA**.

The new 20,000-square-foot **FRANK J. THORNTON YMCA AQUATIC CENTER** opened in September. It features an eight-lane, 25-yard pool and a warm-water instructional pool with beach-style entry, a family spray area and waterslide. The center includes family locker rooms. "This beautiful new aquatic center will be a wonderful addition to our Laburnum Avenue corridor and will provide lifesaving and life-enriching opportunities for youth and families for decades to come," said Fairfield District Supervisor Frank J. Thornton. "A facility like this has long been a dream for our community."

In March 2021, the **MANCHESTER FAMILY YMCA** broke ground. Renovations feature a newly designed child watch space, an expanded lobby, renovated universal locker rooms, revamped gymnasium as well as a dedicated Newcomer Welcome Center. Dr. Joseph P. Casey, Chesterfield County Administrator: "The YMCA is a cornerstone of Richmond area communities, and we're so pleased that this fantastic partner is investing in upgrades that will continue to bring together our community in a safe, inclusive and welcoming environment."

The **SWIFT CREEK FAMILY YMCA** also broke ground in March for an expansion, which included additional Child Watch spaces to focus on school-age children; an 1,100-square-foot community room; the creation of an 1,800-square-foot youth development space; plus, an additional 2,500-square-feet of studio space with expanded free weight area.





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

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