IMPACT REPORT 2015

THE Y IN ACTION
The theme of this year’s Impact Report is ‘The Y in Action.’ Some definitions of action include ‘energetic activity’; ‘effect or influence’; ‘to start doing something.’ Of course, 2015 wasn’t the first year the Y ‘started doing something.’ After all, we’ve been around for more than 160 years. But 2015 did mark a milestone year in which the Y left our footprint in the community in an even greater way through increased awareness and visibility.
That was the genesis of Derrick Anderson’s weight loss story. Though painful at the time, he now looks back on the memory and laughs. Because his weight loss journey is one with a happy ending.

A few years ago, Derrick was over 300 pounds. “I was so big I couldn’t fit on rollercoasters. I felt bad.” He joined the MANCHESTER FAMILY YMCA and committed himself to making a change. “My friend and I starting exercising at the same time to challenge each other. We’d meet up at the gym in the morning, then play basketball—every day for three months.” Derrick lost more than 100 pounds, and continues coming to the Y. For him, it’s not about vanity, it’s literally a matter of life and death. “My parents have diabetes. I want to keep healthy while I’m young. Doctors told me if I didn’t change my ways, I was going to be diabetic. I’m just 26 years old, I don’t want that for my life.”

Derrick says every day Y members tell him that he’s an inspiration. For him, the Y is his inspiration and he will be a member for life.

Oh, and that girl who rejected him. “She told me how good I looked,” he says (with a laugh).

“I got rejected by a girl.”

Dear friends,

2015 marks my last year as Board Chair for the YMCA OF GREATER RICHMOND. What a journey these past two years have been. In my tenure, I have witnessed the incredible growth of the YMCA, its leadership and strategic direction. It is an honor to have been a part of this evolution.

I know how vital it is for an organization to reflect diversity, not just in professional experience and education, but gender and minority diversity as well. The YMCA OF GREATER RICHMOND understands this as well, which is why diversity and inclusion are key focus areas of the Y’s 2025 Strategic Plan. The work we do every day through our programs, services and community outreach are tremendously vital in making this goal a tangible reality.

But the Y cannot stand alone in its effort. It will move forward because of you. Henry Ford once said, “Coming together is a beginning; keeping together is progress; working together is success.” The 2015 Impact Report is a reflection of our success. Let it inspire you, encourage you and rekindle your passion for this great organization.

It has been an incredibly rewarding experience to serve alongside you as Board Chair. Thank you for your support and let’s continue the journey.

DR. JAMELLE S. WILSON
Chair
YMCA BOARD OF DIRECTORS

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The ATLEE STATION FAMILY YMCA has joined forces with Bon Secours-Memorial Regional Medical Center to help make the community healthier. The Phase IV transition program allows patients who have had a recent heart attack, cardiac surgery or even a heart transplant, to continue their journey back to good health at the Y. Since its implementation, more than 60 people have been through the program, including Peggy Arnold.

“In December 2012, I thought I had just a regular head cold. Days later, I collapsed without warning and was rushed to the hospital. I was shocked when doctors revealed I had a heart attack and bronchitis. I spent about 10 days in CCU before being released. More tests were performed and I was told I needed a 3-way bypass. In March 2013, I started cardiac rehab at Bon Secours-Memorial Regional Medical Center and remained there on maintenance until April 2015. That was when I started exercising at the ATLEE STATION FAMILY YMCA through the Phase IV program. The exercise most definitely keeps me healthier and able to face whatever medical or physical challenges might come my way. My goal is to continue to exercise three days a week for at least 30 minutes. Knowing there are others there facing similar challenges and staff encouraging me to keep coming in is definitely a support. I'm now 84 years old and I attribute my good health to cardiac rehab at Bon Secours and the YMCA!”

MARK GORDON, Chief Executive Officer, Bon Secours-Memorial Regional Medical Center

Odist, 12, and his sister, Olivia, 14, are members of the NORTHSIDE FAMILY YMCA. Odist is in Jr. Leaders’ Club and works at Camp Braveheart, while Olivia belongs to CIT (Counselors in Training) and Leaders’ Club. When they’re not in school, you can find them at the Y. Both are proud to call it their second home.

“I feel a sense of gravity that pulls me here. Even if we moved to a different state, I would drive several hours to be at this Y. This place is amazing and has changed me extremely. I used to be at home playing video games, but now I’m here instead of sitting at home,” says Odist.

“When I come here I feel at home. No one will judge you and there’s no bullying. I feel loved. I’ve made a lot of friends. I’m a freshman, but I can hang out with upper classmen here! They’re friendly, help me with homework and give me advice,” says Olivia.

Through the YMCA programs, these siblings say they are learning how to be leaders, developing more confidence in themselves and believe the Y is preparing them for their future. Their mom, Erica Powell, couldn’t agree more.

“The Y enhances their personality. That’s very important to enhance who a child is, not really change them, but enhance their qualities. Plus, I don’t feel any pressure as far as ‘are they safe, or is anything going to happen?’ This is probably one of the only places I can feel that way. Having that peace of mind is priceless.”

The future is limitless to Odist and Olivia, but one thing they agree on is that when they turn 16, they want to work at the Y. For Erica, that’s a decision she proudly supports. “You can give back [to your community] and then you get paid for it? What more can you ask for?”
1. The DOWNTOWN YMCA opened a fully subsidized After-School Enrichment Program for 45 children at Oak Grove Elementary School.

2. Katherine Wintsch, the 2015 Richmond Christmas Mother, gives a $10,000 donation for YMCA After-School programs at Woodville and Oak Grove Elementary.

3. The Y partnered with Help-Portrait RVA, a fellow nonprofit, to take holiday pictures for over 250 local families for free. Participants got their hair and makeup done to ensure they were camera ready!

4. The SWIFT CREEK FAMILY YMCA provides an After-School Enrichment Program to children at Crenshaw Elementary. By focusing on their homework, we teach discipline and show the importance of education.

5. The Y received "Partner of the Year" Award from Sportable, a nonprofit for athletes with disabilities.

6. The GODCHAND FAMILY YMCA held its first annual Kolor Me Katie 5K, in honor of Katie Anderson, a participant in YMCA Leaders’ Club who passed away from leukemia. The event brought out hundreds of people and helped raised funds for the Leukemia & Lymphoma Society.

7. Nearly 1,600 children were provided school supplies and clothes through YMCA Bright Beginnings.

8. The SHADY GROVE FAMILY YMCA celebrates the opening of the Tommy J. West Aquatic Center.
At Quioccasin Middle School—formerly Byrd Middle School—in Henrico County, 41 different languages are spoken and nearly 50 percent either do not speak English or consider English as their second language.

To help school officials, the YMCA formed the STAR program. The program, which stands for Strengthening Teens Academically and Recreationally, helps refugee and new immigrant teens adjust to a new culture. The STAR program helps introduce students to homework help, recreational and physical activities and education in teen life skills. Volunteers from the YMCA, VCU Globe program and Collegiate School all help students enrolled in the program. School officials say they have seen a positive increase in grades, social skills and language.

“The STAR program is important to me because it offers a sense of consistency to the inconsistent lives of the children we work with. While their lives may be constantly changing, they can count on us being there for them. The STAR program has really opened my eyes to just how diverse the Richmond population is. I think a lot of people assume the refugee/immigration crisis is so far away from their respective realities. However, it’s right in their backyard.”

KATE KINDER, volunteer from Collegiate School

Richmond has quickly evolved into a global society with new communities enriching our community culturally and economically. The foreign-born population of the city is 7.1 percent of the population, and 9.6 percent of city residents speak languages other than English at home.* Under the direction of the 2025 Strategic Plan, the YMCA OF GREATER RICHMOND is committed to diversity and inclusion so that we are a place where people of all nationalities feel welcome.

At the SHADY GROVE FAMILY YMCA, there has been a surge of attendance from members of Indian descent. And it all started because of one woman, Raji Rangan. “I read a New York Times article on depression facing older Indians. Their adult children go to work and they are left at home with no one to talk to, no human contact. It got to me so much, I had to do something.”

Raji, along with friend Vasudha Tekriwal, went to various organizations to ask if they would host a recreational space for Indians, but was surprised at the pushback. “Everyone I asked to host a space said we’d run into trouble because the different groups wouldn’t get along. Everyone said no, except the Y.” She contacted a YMCA board member and executive director who, without hesitation, allowed them to use the teen center at the SHADY GROVE FAMILY YMCA. Every week, they meet and have food, fellowship, play games, exercise and more. The group, which once only had a handful of participants, has now grown to over 40. “I never thought this group was so needed and would be so accepted by everybody. People don’t want to just sit at home. Now, they don’t have to.”

*Information collected from Office of Multicultural Affairs website.

Diversity in Action
Today, only 27 percent of people say they feel closely connected to their neighbors. While people feel increasingly isolated from one another, community needs often go unmet. Togetherhood®, the Y’s member-led volunteer service program, aims to reverse these trends. Y members from all backgrounds work side by side with neighbors and partners to plan and implement volunteer projects that strengthen their communities.

In 2015, the YMCA OF GREATER RICHMOND launched the Togetherhood® program at three branches: Goochland, Midlothian and Shady Grove. At least 80 volunteers have participated in a variety of projects, including clearing trails and shrubs, finishing a city running trail, volunteering at a 5k run and collecting treats to send overseas to the troops.

“The Togetherhood program really helps to gain awareness of what opportunities are out there in the community to give back.”

PHIL HEBER, YMCA volunteer

Volunteers in Action

DID YOU KNOW?
The YMCA OF GREATER RICHMOND has been selected as a Global Center of Excellence YMCA (GCE). In this capacity, the Y can advance its ability to build bridges between diverse individuals, groups and communities to develop solutions that ensure the greatest possible inclusion. As a GCE Y, we champion multicultural understanding and the development of globally minded leaders. We will also effectively advance leadership around global education, serve immigrant/newcomer communities and position the Y as a leading human service organization.

In 2015, the community donated more than $3.6 million in charitable giving through the YMCA Annual Campaign and all public support, including $1 million in grants from community leaders and businesses.

Through the public’s commitment, the Y was able to deliver necessary health and educational programming for children, teens, adults and families, while providing financial assistance so that everyone has access to YMCA programs regardless of income.

Financial Support in Action
Every day, our community faces new challenges that create a greater need for the work we do. Fortunately, where some see obstacles, the Y sees opportunities for our members, volunteers, staff and donors to make a difference. **No other organization can impact as many people as powerfully as we do every day.**

- Nearly 160,000 individuals across the region were engaged with the YMCA OF GREATER RICHMOND.
- 16 branches and a 100-acre day camp provided hundreds of activities for families, adults and seniors across the Greater Richmond area.
- We employed more than 3,000 individuals, of which nearly 500 were teens from our communities.
- We served more than 2,000 children every day through YMCA Before- and After-School Care.
- 5,371 children explored their world, making lifelong friendships at YMCA of Greater Richmond Summer Camps.
- More than 8,000 kids participated in YMCA Youth Sports programs helping them get active and learn new skills.
- More than 400 teens participated in YMCA Teen Leaders’ Club.
- 160 local teens participated in YMCA Blue Ridge Leaders’ School.
- The Y taught more than 100,000 swim lessons.
- More than 5,400 children, teens and adults learned to swim through YMCA Aquatic programs.
- Nearly 1,600 children were given a bright start to the school year through YMCA Bright Beginnings.
- We grew our participation in YMCA Diabetes Prevention and Control programs by 34 percent from 2014 to 2015.
- More than 270 active older adults socialized and participated in regular exercise through our Aging Strong program.

2015 Community Impact

- More than 5,400 children, teens and adults learned to swim through YMCA Aquatic programs.
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- We grew our participation in YMCA Diabetes Prevention and Control programs by 34 percent from 2014 to 2015.
- More than 270 active older adults socialized and participated in regular exercise through our Aging Strong program.
- The YMCA of Greater Richmond provided $5,631,149 in financial assistance, removing barriers to participation and allowing us to remain open to all.
- 6,079 volunteers gave over 96,428 hours of service worth a value of over $2 million.
OUR MISSION

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

YMCA OF GREATER RICHMOND
2 West Franklin St. Richmond, VA 23220
P 804.649.9622 ymcarichmond.org