



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

FOR COMMUNITY

**YMCA OF MEMPHIS & THE MID-SOUTH
2010 IMPACT REPORT**



ANNUAL IMPACT 2010

Despite the struggles of the “Great Recession” and its continuing aftermath, 2010 was a pivotal year for the YMCA of Memphis & the Mid-South. There were tremendous changes that occurred, motivated by both internal and external factors. After two years of research by Y-USA, their findings were nearly identical to those from similar research that we performed with assistance from our advertising agency, archer>malmo. We discovered most people identify with the YMCA and actually feel good about the organization, but they really don’t know why. Nor do people know that the YMCA is a substantive, non-profit corporation that is worthy of and requires public support.

In response, the National YMCA embarked on a rollout of its first new logo in 43 years, along with a new message that focuses on the three pillars of YMCA programming and community impact: Youth Development, Healthy Living and Social Responsibility. The YMCA of Memphis & the Mid-South developed a new website with a renewed focus to conform to the new logo, brand and messaging.

To provide a framework for implementing new national program guidelines, while addressing specific needs in our community, our Board of Directors and staff worked for six months on the creation of a new strategic plan that has created goals to achieve by 2015. By coordinating it with the new branding, we were able to merge our message with the new one. All our programs and efforts fit within the three areas that are our national focus: Youth Development, Healthy Living and Social Responsibility. I find it very exciting to see the energy that was put into this effort to develop long-range plans to guide our organization for the future.

Unfortunately, while we were engaged in the development of the strategic plan, the great May Day Flood of 2010 affected our Millington Family YMCA. As I drove out to Millington that Sunday morning following the flood, I feared to see what I would find. Upon arrival, I found dry land around the building. However, upon closer inspection, a waterline was visible about 14 inches up the door. The building still had some water in it, even though most of it had receded, leaving some of the world's largest earthworms. The flooding left an indoor pool that looked like a pond; all the one-year-old cardio equipment had been under water; and the wooden aerobic floor was so warped it had waves. We contracted to repair the building, floors and Welcome Center desk, and the staff at Millington worked to clean and to communicate with the members. The Millington community opened its doors and provided space for us to continue with group programming. We reopened in five weeks with what is now a saline pool and new equipment. Our members hung in there with us, and we actually gained some new friends.

After many attempts to offer After School Care in the elementary schools in DeSoto County, in June the Y was called to complete a canceled contract with another provider. So after reaching an agreement with the school board and staff, we opened programs in all 22 elementary schools and plan to have

regional day camps for next summer. Including this new program in DeSoto County, we now provide this much-needed After School Care for nearly 2,000 children per day in five counties.

We had been seeking a branch location in Cordova for many years but were unable to find an affordable spot. Ideally, we wanted to locate in the east/northeast quadrant of Shelby County to fill the largest gap in our service area. We made an offer to purchase the Cordova Athletic Club in 2006, but our offer was refused. However, the building came on the market again, and we were able to purchase the facility for nearly half what we originally offered. God's timing is perfect. So we closed the sale on December 1, took possession the next day and kept it open to maintain as many of the members as we could. The staff worked very hard to make much-needed upgrades during a two-week closing over the Christmas holidays, and we cut the ribbon on January 6, 2011. We look for great things from the Cordova Family YMCA.

And finally, we developed a Christian Emphasis Committee, to support our staff and members by seeking voluntary chaplains to serve at two branches as a pilot effort. So before the end of 2010, Schilling Farms and Olive Branch recruited more than 40 lay and pastoral men and women to offer comfort and counsel to those who come to us on a daily basis.

We will continue to follow God's lead in our work to make our community a better and healthier place to live, work and play. With your help, we will succeed.

Peace,



Keith Johnson
CEO, YMCA of Memphis & the Mid-South

FOR YOUTH DEVELOPMENT:

Nurturing the potential of every child and teen

WE BELIEVE THAT ALL KIDS DESERVE THE OPPORTUNITY TO DISCOVER WHO THEY ARE AND WHAT THEY CAN ACHIEVE. THAT'S WHY, THROUGH THE Y, MILLIONS OF YOUTH TODAY ARE CULTIVATING THE VALUES, SKILLS AND RELATIONSHIPS THAT LEAD TO POSITIVE BEHAVIORS, BETTER HEALTH AND EDUCATIONAL ACHIEVEMENT.



THE YMCA DESOTO COUNTY BEFORE AND AFTER SCHOOL CARE

The YMCA is still the leading child care provider in the Mid-South. In 2010 we continued that tradition by providing Before and After School Care to all 22 DeSoto County schools. These additions nearly doubled the number of children (and their families) we influence on a daily basis, nurturing learning, character values and strong community bonds.

ART-FULL APPRENTICE PROGRAM

The Art-full Apprentice Program was a pilot program offered in three locations across the country, one of them being the Mason YMCA. It's a dynamic service learning and artistic exchange program that enables teens to be exposed to a realistic view of life in the arts and participate in meaningful interaction with adult professionals. Geared toward middle school students, these apprentice sessions were offered for photography, culinary arts, dance and other arts and will serve as a model to use across the Y-USA movement in 2011.

WORKFORCE INITIATIVE NETWORK (WIN)

WIN is a youth workforce readiness program funded by the government and run by the City of Memphis to help young people gain on-the-job experience over the summer. Mason and Fogelman YMCAs partnered with WIN to provide valuable workforce experience for young adults. They served as camp counselors, tutors and volunteers in the Welcome Center, Child Watch and Custodial departments.

DAVIS Y TEEN ACHIEVERS

Modeled after our national Black Achievers program, the Davis Y Teen Achievers program helps more than 150 Memphis teens go from feeling invisible to feeling invincible by focusing on three key areas: personal development, career exploration and job readiness.

Participants research occupations, visit businesses, practice resume writing and perform interview role-playing. They learn the importance of the appropriate education and training for certain careers by researching and visiting a variety of colleges.

Through program activities that promote high academic achievement, goal setting and personal planning, the Y provides Teen Achievers access to education and careers they may have never thought possible. Several past participants have received impressive scholarship offers and are pursuing advanced education as proof of the program's success.



FOR HEALTHY LIVING:

Improving our communities' health and well-being

IN MEMPHIS AND THE MID-SOUTH, THE Y IS A LEADING VOICE ON HEALTH AND WELL-BEING. WITH A MISSION CENTERED ON BALANCE, THE Y BRINGS FAMILIES CLOSER TOGETHER, ENCOURAGES GOOD HEALTH, AND FOSTERS CONNECTIONS THROUGH FITNESS, SPORTS, FUN AND SHARED INTERESTS. AS A RESULT, THOUSANDS OF YOUTH, ADULTS AND FAMILIES ARE RECEIVING THE SUPPORT, GUIDANCE AND RESOURCES NEEDED TO ACHIEVE GREATER HEALTH AND WELL-BEING FOR SPIRIT, MIND AND BODY.



HEALTH-SMART BEHAVIORS

In an effort to address the barriers and motivators to health, the Mason Y offered a new program in 2010 called Health-Smart Behaviors. This program is free to all members and non-members, thanks to the generosity of the PepsiCo Foundation. The class is offered in English and Spanish and is a culturally sensitive eight-week program designed to look at the motivators to healthy behaviors and the barriers. All participants are given a membership for the duration of the program. They learn ways to achieve a healthy lifestyle, and they receive instruction and support from the Y staff, University of Memphis students and other members of the group, all within a welcoming environment.

HEALTHY KIDS, HEALTHY COMMUNITIES

To address the growing obesity problem in the Mid-South, a partnership with Robert Wood Johnson Foundation & Community Foundation of Northwest MS formed Healthy Kids, Healthy Communities. The core of the plan includes projects to promote healthy living such as the development of community and school gardens. With help from these organizations, children in the Olive Branch after school program grew and harvested their own vegetable garden on-site at the Olive Branch YMCA.

WATER SAFETY AND MAKE A SPLASH

Every quarter, clinics are held at YMCAs in Memphis and the Mid-South to teach children water safety and swimming in the hopes of furthering their interest in swimming. The hope is that they will learn basic skills and advanced swimming, developing a love for the sport that will continue to involvement in swim teams and as instructors themselves. Schilling Farms and Fogelman YMCAs hosted Make a Splash swim clinics in 2010 and taught more than 300 kids to swim. Make a Splash is a national child-focused water safety initiative created by USA Swimming Foundation to save lives.

Inspired by the partnership between Fogelman and the Downtown Elementary School, which provided more than 750 students at the school free water safety instruction, Make a Splash Mid-South offered an expanded free swimming program for children across the community. It included swim lessons and water safety instruction featuring Olympic swimmers Gil Stovall and Julia Stowers to help kids learn new skills and foster a love for the water.



FOR SOCIAL RESPONSIBILITY:

Giving back and providing support to our neighbors

THE Y HAS BEEN LISTENING AND RESPONDING TO OUR COMMUNITIES' MOST CRITICAL SOCIAL NEEDS FOR MORE THAN 160 YEARS. WHETHER DEVELOPING SKILLS OR EMOTIONAL WELL-BEING THROUGH EDUCATION AND TRAINING, WELCOMING AND CONNECTING DIVERSE DEMOGRAPHIC POPULATIONS THROUGH GLOBAL SERVICES, OR PREVENTING CHRONIC DISEASE AND BUILDING HEALTHIER COMMUNITIES THROUGH COLLABORATIONS WITH POLICY MAKERS, THE Y FOSTERS THE CARE AND RESPECT ALL PEOPLE NEED AND DESERVE. THROUGH THE Y, VOLUNTEERS AND DONORS, LEADERS AND PARTNERS ACROSS THE COUNTRY ARE EMPOWERING PEOPLE HERE IN MEMPHIS AND THE MID-SOUTH TO BE HEALTHY, CONFIDENT, CONNECTED AND SECURE.

TRAINING FUTURE VOTERS AND COMMUNITY LEADERS

Citizens in our communities use the power of the ballot to make choices on challenging and often complicated issues. The Y's Youth in Government program helps prepare future voters to be knowledgeable about issues that affect them personally and their communities. The program also encourages participants to get involved in the political process in order to address their social concerns.

More than 800 middle and high school students participate in Youth in Government in Memphis and DeSoto County. They meet regularly to discuss and debate issues, and to propose possible legislation to make government more efficient and responsive to community needs. The program culminates with the teens serving as delegates at their state Youth Legislature conference debating bills on the floor of the legislature.

Additionally, the Model UN component of Youth in Government teaches youth the value of being globally aware. Participants adopt a country to represent, address that country's concerns and discuss how those issues affect world affairs.

COMMUNITY PARTNERSHIPS

The Y welcomes opportunities to partner with other organizations in activities that strengthen and enhance our communities. We supported the St. Jude Marathon with volunteers and participants in the Family Race and Kids Marathon. We provided training and preparation for the Chick-fil-A 5K race benefiting Junior Achievement of Memphis and the Mid-South. We were a sponsor of the Down to Earth Festival at Shelby Farms Park.

We also value our role as a leading voice on issues relating to wellness, and have worked with the Healthy Memphis Common Table and the Memphis/Shelby County Health Department to promote initiatives that improve the quality of health in our communities.

MAYOR'S MULTICULTURAL COALITION TASK FORCE

Cynthia Magallon-Puljic, executive director of the Mason YMCA, was chosen to be a part of the mayor's Multicultural Coalition task force to advocate, celebrate and spread the awareness of the variety of talents, leadership and gifts that people of diverse backgrounds bring to the city of Memphis.

MEMPHIS LATINO LEADERSHIP AWARDS

As a leader and advocate for all, including Hispanic and Latino members of our community, the Mason Y was chosen as one of the finalists for the Memphis Latino Leadership Awards in the Public Service Partner Category.





FINANCIAL OVERVIEW

	2010	2009
Contributions	\$ 867,513	\$ 391,120
Special Events	34,009	21,352
United Way	409,731	438,921
Grants	1,170,750	1,772,762
Membership Dues	8,711,624	9,375,751
Program Fees	4,287,943	3,819,039
Facility Rental	471,022	429,361
Miscellaneous Revenue	100,055	69,509
Total Revenue	16,052,647	16,317,815

	2010	2009
Salaries	\$ 7,639,985	\$ 8,011,587
Benefits	846,023	831,473
Payroll Taxes	663,012	659,930
Professional Services	177,938	233,374
Supplies	760,885	832,369
Telephone	86,531	92,434
Postage	42,161	33,612
Occupancy	1,792,539	1,752,120
Equipment	568,424	584,303
Printing & Promotions	350,584	291,378
Travel & Conferences	115,030	92,749
Local Meetings & Trans.	197,087	160,589
Dues & Support	195,651	207,850
Financing Costs	878,722	733,357
Insurance	586,508	512,194
Miscellaneous	290,639	32,956
Depreciation/Amortization	988,853	193,252
Total Expenses	\$16,180,572	\$15,255,527
Net	\$ (127,925)	\$1,062,288
Total W/O Dep./Amor.	\$ 15,191,719	\$15,062,275
Net	\$ 860,928	\$ 1,255,540

2010 METROPOLITAN BOARD OF DIRECTORS

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BancorpSouth

*Olive Branch
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Business Journal

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Wealth Strategies
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Vice-President,
Mid-America
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Communities

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FedEx Services

BILL KOLB

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Vice President,
Finance-
Commercial Ops
StoneRiver Pharmacy
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President, Campaign
Consultants of
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WAYNE MARSHALL

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Corporate & Middle
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Memphis
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Head of Schools,
Tipton Rosemark
Academy

LYDIA SMITH

Branch Operation
Manager/Underwriter
Acre Mortgage Co. &
Financial Inc.

*Davis YMCA
Board Chair*

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Attorney,
Weintraub Stock, P.C.

**TRENA PACKER
STREET**

Marketing
Communications
Specialist

*Schilling Farms
Board Chair*

CARY VAUGHN

President & CEO,
Millington Area
Chamber of
Commerce

RUSS WILLIAMS

President & CEO,
archer>malmo

STEPHEN ZITO

Senior Vice President
Operations &
Entertainment,
Memphis Grizzlies

YMCA of Memphis & the Mid-South

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

LOCATIONS

ASSOCIATION SUPPORT CENTER

6373 Quail Hollow
Rd., Suite 201
Memphis, TN
901.766.7677

CORDOVA

7950 Club Center Cv.
Cordova, TN
901.755.2123

DAVIS

4727 Elvis
Presley Blvd.
Memphis, TN
901.398.2366

DESOTO COUNTY AFTERSCHOOL PROGRAM

Greenbrook
Elementary School
730 Rasco Rd. E.
Southaven, MS
662.280.6370

FOGELMAN

245 Madison Ave.
Memphis, TN
901.527.9622

MASON

3548 Walker Ave.
Memphis, TN
901.458.9622

MILLINGTON

7725 Navy Cr. E.
Millington, TN
901.873.1434

NUBER

5885 Quince Rd.
Memphis, TN
901.682.8025

OLIVE BRANCH

8555 Goodman Rd.
Olive Branch, MS
662.890.9622

SCHILLING FARMS

1185 Schilling Blvd. E.
Collierville, TN
901.850.9622

SWEENEY

5959 Park Ave.
Memphis, TN
901.765.3105

Y-CAP OF DESOTO CO.

5600 Goodman Rd.
Suite A
Olive Branch, MS
662.892.8243

Y-CAP OF MEMPHIS

3548 Walker Ave.
Memphis, TN
901.458.9622