



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

CREATING LASTING CHANGE

Together we're transforming lives

YMCA OF GREATER SEATTLE 2012 ANNUAL REPORT



PROGRESS THROUGH PARTNERSHIPS Every day at the Y, we strive not only to bring about positive change but also to create lasting change. We're committed to developing and nurturing partnerships at every level. We work with individuals, families, schools, businesses, nonprofits, government agencies and others to address a wide range of community needs and achieve lasting change collaboratively.

WHO WE ARE The Y is an inclusive organization of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. **OUR CAUSE** Strengthening community is our cause. Every day, we work side by side with our neighbors to ensure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive. Our cause connects us to more than 2,700 Ys nationally and to the Y movement in more than 120 countries.

LOOKING BACK

→ 2012 HIGHLIGHTS

- In 2012, more kids and families experienced meaningful opportunities for lasting change through the Y than ever before. The Y served more than 214,000 people throughout King and south Snohomish counties.
- The Y's public/private partnership with the City of Snoqualmie resulted in the opening of the new Snoqualmie Valley YMCA, now reaching more than 6,000 youth and families, representing four out of 10 families in the city. The project received the Community Impact Award from the NAIOP Commercial Real Estate Development Association and has become a hub for the Snoqualmie Valley.

→ YOUTH DEVELOPMENT

- The Y continued to develop and expand its Community Learning Centers (CLCs) serving Seattle Public Schools with a focus on helping low-income students produce lasting academic results.
- Building upon the foundation of its CLCs, the Y operated summer learning programs that proved successful in preventing summer learning loss, helping students to stay on grade level or to catch up if they were behind.
- The Y offered a daily average of nearly 700 free meals during the summer months to youth in Kenmore, Seattle, Shoreline and SeaTac — an increase of more than 200 over the previous year.
- The Y's Boys Outdoor Leadership Development and Girls Outdoor Leadership Development programs, B.O.L.D. and G.O.L.D., received \$500,000 in grants to expand nationally. Programs were launched in Canton, Ohio; Chattanooga, Tennessee; Minneapolis/St. Paul, Minnesota; Boise, Idaho; Billings and Bozeman, Montana; and Seattle and Bellingham, Washington.

→ HEALTHY LIVING

- The Y helped more individuals than ever to achieve well-being, providing 130,000 adults and youth with the support, guidance and resources needed to reduce their risk for chronic disease and reclaim their health. We expanded the YMCA's Diabetes Prevention Program which King County offered as an employee benefit option. Other chronic disease prevention programs continued to grow and thrive including Actively Changing Together (ACT!) to prevent childhood obesity, now being offered in Spanish; LIVESTRONG® at the Y for cancer survivors and Pedaling for Parkinson's.

- The Seattle Y was one of 10 Ys in the country to receive funding from the Community Transformation Grants Program (CTGs) — a Centers for Disease Control and Prevention initiative — to lead efforts in south King County to ensure more healthy opportunities are available to all residents, emphasizing increased access to African American and Hispanic families.

→ SOCIAL RESPONSIBILITY

- The Y introduced a new income-based pricing model to support increased accessibility to Y membership and programs.
- The number of Y volunteers increased dramatically from 11,000 to nearly 14,000, serving more than 282,000 hours.
- The Alive & Free program is building a collaborative model for serving youth impacted by gangs and violence in south King County through partnerships with the cities of Auburn, Renton, Tukwila and Kent, and in partnership with Seattle Seahawks Coach Pete Carroll's A Better Seattle. As the Street Outreach Team for the City of Seattle's Youth Violence Prevention Initiative, Alive & Free served approximately 1,000 high-risk youth and responded to 34 critical incidents of violence involving youth.

LOOKING FORWARD

→ PARTNERSHIPS & EXPANSION

- Valued partners including schools, non-profits, businesses, government and others are instrumental to the Y's ability to expand, increase impact and create lasting change in the community.
- The Seattle Y developed Vision 2020, outlining key strategic goals to be achieved by 2020. To continue progress toward those goals, the Y will expand, renovate and build more facilities to increase its capacity, reach and influence. The Y is pursuing a public/private model in a number of communities.
- The Y and the City of Sammamish are partners for the voter-approved Sammamish Community & Aquatics Center, a 60,000-square-foot facility which will be owned by the city and operated by the Y.

→ YOUTH DEVELOPMENT

- Following the success of its 2012 summer learning programs, the Y intends to increase the number of schools and students served each year, growing from three schools and 300 students to more than 12 schools and 1,200 students.

- In early learning, the Y will expand its parent/child programs, focusing on developmental steps and readiness for school. Seventy percent of caregivers to children in low-income neighborhoods are parents, friends and families, so the Y will focus on mobilizing these groups.

→ HEALTHY LIVING

- To equip families and individuals to avoid chronic disease through lifestyle change and social support, the Y will continue to expand its programs and services with offerings like Enhance Fitness, 50 Moving Forward, Smoking Cessation and Moving for Better Balance. The Y is also increasing its number of Workplace Wellness partners, addressing not only individual behavior, but also the workplace environment and access to health care.
- The Washington State Alliance of Ys is one of 14 to receive funds from the YMCA of the USA, which was awarded \$7.9 million from the Robert Wood Johnson Foundation to expand the Statewide Pioneering Healthy Communities (PHC) initiative. The PHC initiative is aimed at addressing the childhood obesity epidemic through policy, systems and environmental change.

→ SOCIAL RESPONSIBILITY

- Seattle Y branches work to reflect the cultural diversity of local communities, creating a welcoming and inclusive environment and developing local and global social responsibility through our Global Excellence Initiative. Over the next two years, the Seattle Y is expanding the initiative to six more branches. Global Excellence Ys will focus on equity, diversity and inclusion, community engagement and international programs.
- The Y will continue its efforts to increase volunteerism and philanthropy, supporting branches' work to more deeply engage members and participants of all ages in activities, events and programs that connect with their interests.

BE A CHANGE AGENT

**Make a lasting change in your life and in the lives of others!
New friends and connections support you on your well-being journey and inspire your role in the community through the Y.
To volunteer, give or join, visit seattleyymca.org.**

YOUTH DEVELOPMENT

At the Y, we believe that all kids have amazing potential. The values and skills learned early are vital building blocks for life, and young people deserve an opportunity to discover who they are and what they can achieve. From the youngest in our child care programs to the teens in leadership development, the Y gives youth a safe place to belong, build confidence and learn positive behaviors grounded in our core values of caring, honesty, respect and responsibility.

“I’m learning how to be a good leader and helping kids build their confidence. Our afterschool time is so fun.”

Daniel, 12, is a young man on a mission to help younger children grow, learn and enjoy physical activity with one another through the Y. He’s a CIT (Counselor-in-Training) through the Northshore Y and is learning new leadership skills through his work in the Y’s afterschool program at Woodin Elementary. He helps with group games, snacks and homework time, serving as a mentor to the children. Daniel also volunteers for the Y’s Partners With Youth Annual Campaign.



HEALTHY LIVING

At the Y, we believe that being healthy means more than simply being physically active. It’s about maintaining a balanced spirit, mind and body. The Y is a leading voice on health and well-being issues — and a leader in fighting chronic disease — and is committed to empowering people to lead fuller lives. We bring families closer together, promote healthy living and foster connections through fitness, sports, fun and shared interests. As a result, youth, adults and families receive the support, guidance and resources they need to become and stay healthy.

“ACT! engages the whole family in fun ways. It’s made a lasting difference in our well-being.”

Tristen, age 10, had always been in good health. His parents noticed, however, that his weight was in the upper percentile for his age and decided to be proactive about improving his well-being through diet and exercise. They learned about the Y’s Actively Changing Together (ACT!) program, designed to help families build healthy habits together. Tristen and his father, AJ, enjoyed participating alongside other families; they learned to make small but important adjustments in nutrition and activity through the 12-week program.



SOCIAL RESPONSIBILITY

We believe that when we work together, individuals, families and communities move forward. Since 1876, the Seattle Y has responded to our community’s most pressing needs and has united people from all walks of life to participate in and work for positive social change. Whether providing housing to young adults in transition, equipping youth to prevent violence, or helping families in crisis, the Y is committed to empowering people with the resources and support needed to live healthy, connected and secure lives.

“Caring adults can make a huge difference by helping kids develop the coping skills they’ll need for life.”

Barbara has been a therapeutic foster parent to more than 200 kids over the past 25 years. She says her passion in life is to build confidence, instill character and help kids and teens overcome their challenges and lead productive lives. Barbara and her husband Frank have also helped train and encourage countless local foster parents. She says the qualities that make a good foster parent include patience, endurance and a strong network of support and resources such as offered by the Y.



THE Y IS DEDICATED to the effective stewardship of resources entrusted to us by our donors. Our goal is to maximize benefits to our members and participants as we meet expenses and use remaining funds to invest in our facilities, technology and other capital improvements.

Strengthening Community	2010	2011	2012
Facility Members & Community Participants	190,755	200,328	214,532
Volunteer Involvement	9,863	11,385	13,709
Volunteer Hours	220,906	268,264	282,036

2012 PERFORMANCE

Total All Funds	2010	2011	2012*
Total Earned Revenue			
Contributions and United Way	\$7,084,400	\$8,397,766	\$6,833,595
Government	11,067,731	11,585,924	11,561,514
Membership and Program	42,074,976	44,408,110	47,280,470
Other	1,941,345	237,888	2,621,986
Total Association Earned Revenue	\$62,168,452	\$64,629,688	\$68,297,565

Total Expenses

Youth Development	\$20,238,681	\$21,328,779	\$21,571,876
Healthy Living	24,557,077	25,879,773	27,155,722
Social Responsibility	10,248,847	10,800,873	10,580,032
Management	5,785,365	5,906,791	6,495,370
Fundraising	1,010,244	940,969	946,699
Total Association Expenses	\$61,840,214	\$64,857,185	\$66,749,699

Investments **\$2,757,368** **\$(3,282,412)** **\$4,980,091**

Total Change to Reserves and Endowment **\$3,085,606** **\$(3,509,909)** **\$6,527,957**

Balance Sheet	2010	2011	2012*
Total Assets	\$152,520,200	\$150,584,105	\$159,463,126
Total Liabilities	40,685,979	42,259,793	44,610,857
Net Assets	\$111,834,221	\$108,324,312	\$114,852,269

*Unaudited

Please see the Audited Financial Statements for full details. Contact Robert B. Gilbertson, Jr., President & CEO, at 206 382 5000 or visit seattlemca.org.

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