



# GREATER VALLEY YMCA Annual Report 2017



# BETTER TOGETHER

FOR YOUTH DEVELOPMENT • FOR HEALTHY LIVING • FOR SOCIAL RESPONSIBILITY

# BETTER TOGETHER...

**This past year was a year of great change for the Y here in the Valley.**

With the addition of the Allentown YMCA joining the association in January 2017, the Greater Valley YMCA is now comprised of every Y in the Lehigh Valley. To help fulfill our potential, we have changed our corporate infrastructure based on successful models of other similar-sized Ys. We now have a new corporate office location and leadership team who's goal is to advance the Y's mission of serving our community.

Once established, our efforts to enhance and support the work of the local branches created a Y renaissance. Working with the local branches, we established human resource systems, staff training and development programs, improved finance systems, coordinated advertising, as well as ensured that our child care programs were all licensed and moving toward higher quality standards, along with much more.

The Y-volunteers recognized our association's emerging needs from a governance standpoint and took action. Several key board trainings were conducted, including *Board Best Practices* and *The Capital Campaign Pathway*, both provided to the board by the YMCA of the USA. Two new standing committees were created: a board development committee and a capital projects committee. Looking forward to 2018, the Board has initiated a new strategic planning process, which will address the Greater Valley YMCA's goals for the next five years.

In 2017, the Greater Valley YMCA also established numerous new collaborations with other nonprofits. For example, we have a new partnership with VIA of the Lehigh Valley enabling their clients to work at our Y branches. This is a great example of how the Y can join with other nonprofits to accomplish our missions together more than either could do on our own. In 2018, our Y will continue to put high emphasis on seeking out and establishing new collaborations. We do so with the hope that we can collectively serve the public in new ways and with increased efficiency.



We would like to thank all of our dedicated staff, volunteers, donors and members for your commitment to helping us continue to accomplish the Y Mission. We hope that you take the time to read through this report to see how the Y is making a positive impact in the Valley and in the lives of the people we serve. Thanks to you, we are a community that is **Better Together**.

Very truly yours,

**Bryan Gault**

Greater Valley YMCA Chief Volunteer Officer

**David Fagerstrom**

Greater Valley YMCA President & CEO

# OUR COMMITMENT TO SERVE

## THE Y'S CAUSE

At the Y, strengthening community is our cause. We believe that positive, lasting personal and social change can only come about when we all work together to invest in our kids, our health, and our neighbors. That's why we focus our work in three areas:

- **Youth Development** – nurturing the potential of every child and teen
- **Healthy Living** – improving the nation's health and well-being
- **Social Responsibility** – giving back and providing support to our neighbors



# YOUTH DEVELOPMENT



## NURTURING THE POTENTIAL OF EVERY CHILD

We believe that kids deserve opportunities to discover who they are and what they can achieve. Through the Y, our area's youth are cultivating values, skills and relationships that lead to positive behaviors, better health and educational achievement.

- The Y **offered opportunities for kids to start a lifetime of healthy activities**, through youth sports, swimming lessons, and over 100 other activities to 2,500+ youth. The Y offers a multitude of activities, from youth basketball to cheerleading, and everything in between— “there is something for every kid at the Y!”
- The Y **empowered children to make friends, gain confidence, develop skills** and create memories to last a lifetime through our summer day camp programs attended by over 1,000 kids this past summer. All of our major camps utilize out-of-doors settings in order to get kids fresh air and away from TV and video games.
- The Y **prepared children for future success** - academically and socially - to enter kindergarten. Our 26 before and after-school programs offer academic tutoring as well as teaching the Y's four core values of Caring, Honesty, Respect and Responsibility.
- **We inspired teens** with leadership skills, values and healthy living habits. Many of the Y's teen programs, including the Y's Seventh Grade Initiative, are offered to local kids free of charge.

# HEALTHY LIVING



## IMPROVING OUR COMMUNITY'S HEALTH AND WELL-BEING

With an emphasis on balance, the Y brings individuals together, encourages good health and fosters connections through fitness, sports, fun and shared interests. As a result, members receive the support, guidance and resources needed to achieve greater health and well-being for their *Spirit, Mind and Body*.

- The Y **motivated and supported healthier lifestyles** by offering programs such as fitness challenges, Zumba, personal training, fitness classes for all levels, personal training, etc. The Y is not only a resource for those that wish to stay fit, but is also actively engaged in helping "health seekers" make behavioral changes needed to start a healthy lifestyle.
- The Y **empowered hundreds of seniors to stay physically and socially active** through both land and water-based programs. For instance, our robust SilverSneakers® program provided over 6,477 members with resources to promoting "aging in place." The Y is proud of our collaborative efforts with the senior community to help keep our senior population healthy, socially engaged, and independent.
- The Y **strengthened positive family relationships for almost 20,000 members** through family fun nights, family programs, and parent-child programs. With the onset of the "internet generation," the Y's efforts to maintain face-to-face activities for the whole family is making a positive difference in the ability of family members to connect to one another.

# SOCIAL RESPONSIBILITY



## GIVING BACK AND PROVIDING SUPPORT TO OUR NEIGHBORS

At the Y, we foster the care and respect all people need and deserve. We develop skills and encourage volunteerism through values-based programs. We welcome and connect diverse populations through membership and services. We help prevent chronic disease and build stronger communities through collaboration. Every day, Y-volunteers, donors, leaders and partners are empowering people to be healthy, confident, connected and secure.

- The Y was fortunate to have **volunteers devote their time and talent** to help us offer programs, activities and events that benefited our community. We are grateful to the 85 Greater Valley YMCA Board of Directors and Branch Advisory Council members for devoting their time, talent and treasure to our Y mission.
- The Y remained steadfast in our commitment to **make the Y accessible to all**. More than 100 volunteers solicited almost 1,200 donors, who helped our community through their generosity, enabling us to improve the lives of youth and families through **financial assistance**. The majority of this financial assistance was awarded to families that would otherwise not have been able to afford child care while they work.
- The Y **collaborated with numerous community partners and organizations** to improve health and well-being and develop the potential of children and teens.
- The Y encouraged numerous other nonprofits, schools, churches, and civic organizations, **to utilize our facilities free of charge**. The Y continues to help smaller and emerging nonprofits and community groups become established and grow so the needs of our community can be better met over time.

# MAKING SUMMER MONTHS COUNT



Raising a grandson who has experienced traumatizing events resulting in heartache, grief, and pain is a feat that needs support. Bradley's grandparents wanted to give him the world, but knew it would be challenging on a fixed income. Bradley's grandparents knew that he needed friends and a sense of belonging. They knew he needed fun and play. They knew he needed a safe nurturing place away from home. So they reached out to the Y for support.

Bradley's grandparents requested and received a Y-scholarship for his participation in the Y's child care programs. Bradley found what he needed at the Greater Valley YMCA, Easton/Phillipsburg Branch. He attended the Y's summer day camp and now also attends the

after-school program. He completes homework with his tutors and participates in cooking class. Bradley has made friends, some who say that he is "oh so silly!" At the Y, Bradley was given a second chance to be a kid.

Bradley and his grandparents are a fine example of how the Y can provide a life-changing positive environment for youth in distress and financial support for all types of families. The Y is honored to serve Bradley and his grandparents.

At the Y, we provide resources for all community members regardless of their ability to pay, because we know we are **Better Together.**

# A PLACE FOR THE COMMUNITY TO BELONG



Jenny's mom, like so many other moms, needed a summer place her daughter could interact with other children and be herself in a caring and nurturing environment. But unlike other moms, Jenny's daughter had severe autism. Jenny's mom, Sharon, reached out to the Y hoping there was a program her daughter could enroll in. Sharon sought a program where Jenny could learn the life skills she needed while making friends, and our summer day camp program was the perfect place!

Jenny was six years old when she started camp. At the time, she was primarily non-verbal and had a fear of water. Even though her mom knew she was being left in good hands, she was still nervous leaving her that first day of camp, but something beautiful happened that summer. Jenny was embraced by all the children and staff at camp! She made many new friends and started opening up to new experiences.

By the end of that summer Jenny had made significant progress, especially when it came to swimming. Jenny's counselors worked with her on getting in the water for little periods at a time. By the end of summer, you could see a significant change in how Jenny felt about water. Every year after that, Jenny became more and more comfortable being in the water. She would be in the pool for longer periods of time, and eventually would even get her face wet without needing her towel right away.

The Y positively impacted not only Jenny's life, but also her parents' lives. Previously, Jenny's fear of water made even bath time challenging. By coming to camp and swimming every day, Jenny was able to overcome her fear of water, and she made some great friends and memories along the way!

At the Y, we promote inclusion in all of our programming, because we know diversity makes us **Better Together**.

# A PLACE TO RECLAIM HEALTHY LIVING

Joe's life is framed by small and simple happiness. Though during the past three years, he has had repeated health setbacks due to heart surgery and a stroke. Joe's stroke resulted in the loss of partial eyesight and limited use of his right-side. This impairs his ability to continue his passion for designing fine metal art for churches, along with causing difficulty in performing some of the daily tasks we often take for granted.

When his "sweetheart"— as he affectionately calls her— Wendy first joined the Y, we noticed that Joe would wait patiently in the lobby during her workout. During these visits, Joe mentioned that he was currently going through Post Transplant Cardiac Rehabilitation. As part of his rehab, Joe used a NuStep recumbent cross trainer to exercise. For stroke survivors, being active and exercising improves strength, balance, endurance and long-term brain health. These benefits can mean the difference between dependence and independence.

So, after an anonymous donation was given, the Y's team immediately knew how to invest this generous gift. The Y purchased a NuStep machine for Joe and other members like him that need access to low-impact functional fitness.

Now Joe can't wait to come to the Y and he no longer waits in the lobby; he exercises alongside Wendy. After each workout, he comments that he is working hard and knows he is getting stronger. He is grateful, feels independent and has a new purpose. "His outlook gives me strength. His enthusiasm is mine," says Wendy. Thanks to the generosity of our donors and the Y's commitment to supporting members as they achieve health and wellness goals, Joe, and others recovering from a stroke, cardiac surgery or balance issues, are becoming better, together.

At the Y, we empower the community to embrace wellness through all circumstances of life, because we know life-long healthy habits makes us **Better Together**.



# BANNER PROGRAM CHARTER MEMBERS

Gracious thanks to all of our Banner Program Charter members for their investment in the Greater Valley YMCA's mission. Thanks to your support, community members throughout the Lehigh Valley are healthier, more confident and connected regardless of their ability to pay. Your support makes the Greater Valley YMCA Better Together.

We have made every effort to include all Charter Members of our Banner Program. We happily encourage community members interested in learning more about supporting the Y's mission to reach out to us via the contact information on the back of this report.

Long Time Friend of our Y  
A.A. Lapp & Associates, Inc.  
Aesculap  
Alphagraphics Lehigh Valley  
American Bank  
B. Braun  
Bangor Area School District  
BB&T Bank  
Beluse Bednar  
Broughal and DeVito L.L.P  
Bryan & Debbie Gault  
Carolyn & Andy Daub  
Catasauqua Community  
Partnerships Inc.  
Charles Adams  
Connie Perkins  
Constellation  
Crayola LLC.  
Cynthia Cavanaugh  
Darrell & Linda Crook  
Dave & Nga Fagerstrom  
Dean Evans  
Embassy Bank  
Ernest and Eleanor Jaeger  
Evelyn Broad  
Factory LLC  
Fitzpatrick, Lentz, & Bubba P.C.  
Frank Ford  
Fuller Paper Company  
Gary Gatyas  
Gemmel and Miller Families  
Giant Food Stores  
Gift Made in Honor of Joe Zaky

Gift Made in Memory of  
Joan Bamford  
Guardian Life Insurance  
Gwendolyn Wise  
Huth Insurance  
IAFF Local 302  
Intermodal Logistics Group LLC  
JB Reilly  
Jeffrey Riddle  
John Bradley-Steck  
John Eisenhard  
John Heid  
Josh Hinkle  
K and R Tree Service  
Kutztown Rod & Gun Club, Inc  
Lafayette Ambassador Bank  
Lehigh Hanson Cement  
Lehigh Valley Health Network  
Life Fitness  
Lisa Ortwein  
Lois Miller  
Lutron Electronics  
Marjorie DentMartin Guitar  
Company  
Maury and Kathy Heller  
Metz, Inc.  
Metz/Cecere Family  
Michael's Closet  
Moravian College  
National Penn  
Nazareth Mutual Insurance Co.  
Nicole Nix  
Patricia Hudimac  
Peter Westerhoff

Recommendation from the  
John Jr. and Michael Rohall  
Jr. Foundation of the  
Community Foundation of  
New Jersey  
Dr. Rosemaur Leonardo  
Rotary Club of Easton  
Scott Fainor  
Slate Belt Chamber  
Spiff Services Inc.  
St. Luke's University Health  
Network  
Stephen Long  
Steven Trollinger  
SWIMUSA  
The Finishing Touch  
Unity Bank  
UPMC Health Plan  
Vince Tallarico  
Waste Management  
Wells Fargo  
Willowbrook Land  
Wind Gap Chevrolet Buick

It is only due to funding from the United Way, donations from champions like you, and support of our community partners, that our Y can empower people in need.

Thank you for supporting the Y!



The Y is a United Way partner agency.

# FINANCIALS

## YEAR ENDED DECEMBER 31, 2017

Every day at the Y, we work to make our community stronger. Our Y Mission and our financial commitments go hand in hand. We are dedicated to providing individuals, families and children with the support and resources they need to be more healthy, confident, connected and secure.

### ASSETS

#### Public Support & Revenue

Current Assets	871,717
Investments	1,705,802
Land, Buildings & Equipment	29,764,514
Other Assets	280,844

**Total Assets \$ 32,622,877**

#### Public Support & Revenue

Program Service Fees	74%
Contributions & Grants	22%
Other	3%
Investment Income	1%

**Total \$ 9,598,417**

### LIABILITIES & NET ASSETS

Accounts Payable	516,277
Deferred Revenue	197,680
Long-term Obligations	4,389,822

**Total Liabilities \$ 5,103,779**

### NET ASSETS

Unrestricted - Undesignated	25,197,294
Unrestricted - Board Designated	5,273
Temporarily Restricted	510,445
Permanently Restricted	1,806,086

**Total Net Assets 27,519,098**

**Total Liabilities and Net Assets 32,622,877**

### FUNCTIONAL EXPENSES\*\*

Youth Development	56%
Healthy Living	27%
Administrative Services	8%
Social Responsibility	4%
Fundraising	5%

**\*\* Includes Depreciation Total \$ 10,105,301**

\* Unaudited Results



# VOLUNTEERS

The Greater Valley YMCA's volunteers provide advocacy, policy direction, and fundraising support for the Association. The visionary leadership of these volunteers helps us to fulfill the Y mission daily.

## GREATER VALLEY YMCA BOARD OF DIRECTORS (As of 12/31/17)

Bryan Gault, Chief Volunteer Officer	Dr. David Bossert	Michael Misko
Thomas Giovanni, Vice President	James Cotter	Constance Perkins
John Dittbrenner, Jr., Treasurer	Peter Dent	Michelle Schmidt, PhD
Linda Crook, Secretary	Mark Fuller	S. Graham Simmons, III, Esq.
Pastor Douglas Batchelder	MacKenzie Guyer	Vincent Tallarico
Stephen Bajan	James Hunter	

## GREATER VALLEY YMCA BRANCH ADVISORY COUNCILS (As of 12/31/17)

ALLENTOWN	BETHLEHEM	EASTON / PHILLIPSBURG	FORKS EDUCATION CTR	NAZARETH	SLATE BELT	SUBURBAN NORTH
Edward Frack	Dr. Michelle Schmidt	James Cotter	MacKenzie Guyer	Mark Fuller	James Hunter	Michael Misko
Imran Ashraf	Dr. Michael Abgott	Stephen Bajan, II	Laura Hayes	Renee Keiderling	David Ceraul	Sam Atiyeh
Jeremy Binder	C. Hopeton Clennon	Bonita Crowe	Eleanor Jaeger	Michael Macy	Craig Daily	Evelyn Broad
Greg Cunningham	Michelle Hanna	Zachary Fowler	Ernest Jaeger	Cindy McAlister	Larry Feller	Christopher Clugstone
Peter Dent	Mike Henderson	Angela Long	Christina Lincoln	Linda McDonald	Adrienne Fors	Shirley Edwards
Lewis Edwards	Emily Kocis	Jared Mast	Heather McIntyre	Valerie Nobel	Glenn Gessinger	Jay Haines
Ama Erbyrn	Tom Kwiatek	Peter Melan	Nicole Nix	Cynthia Olenwine	Tom Giovanni	Thomas Moll, II
Deirdre Govan	Jan Schanck	Todd Nemura	Anna Rittle		John Goffredo	Traci Reitz
Josh Hinkle	Chuck Stehly	Dominic Nicolosi	Brooke Sawyer		Jeffrey Manzi	Pastor Scott Paradise
Alison Huddleston	Dr. Paige Van Wirt	Jeffrey Riddle			Denise Paraschos	Mary Scheel
Amy Kruzel		Marvin Snipes II			Richard Smith	Abby Tomasic
Abigail Martin		Christine Wolff			J'Ana Wedge	
Shannan Ott						
Robert Schmidt, Jr.						
Ilene Stroh						
Steve Trollinger						

## LOCATIONS

### ALLENTOWN

425 S 15th St  
Allentown, PA 18102  
(P) 610 351 9622

### BETHLEHEM

430 E Broad St  
Bethlehem, PA 18018  
(P) 610 867 7588

### EASTON / PHILLIPSBURG

1225 W Lafayette St  
Easton, PA 18042  
(P) 610 258 6158

### FORKS EDUCATION CENTER

1350 Sullivan Trail  
Easton, PA 18040  
(P) 610 250 7193

### NAZARETH

33 S Main St  
Nazareth, PA 18064  
(P) 610 759 3440

### SLATE BELT

315 W Pennsylvania Ave  
Pen Argyl, PA 18072  
(P) 610 881 4470

### SUBURBAN NORTH

880 Walnut St  
Catasauqua, PA 18032  
(P) 610 254 5221

### CORPORATE OFFICE

1524 W Linden St, Ste 209  
Allentown, PA 18102  
(P) 610 438 6065