OUR FOCUS SHAPES OUR FUTURE

2011 Annual Report
YMCA OF GREATER GRAND RAPIDS
Our focus is on Our Mission

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

Our focus is on our cause – to strengthen our community and impact lives. By focusing on youth development, healthy living and social responsibility, we enrich lives while addressing critical community needs.

To bring about meaningful change, individuals need ongoing encouragement. We’re here day in and day out to provide the resources needed by our community to address the most pressing social issues, from combating chronic disease and increasing food access, to providing safe, secure places for our community to thrive.

Our focus is on continually addressing our community’s needs in order to strengthen the foundations of our community. Explore these pages and you will see the powerful inter-relationship and community impact among our three focus areas: youth development, healthy living and social responsibility.

We offer our utmost appreciation to you – our volunteers, donors, partners, staff and community members that have helped and contributed along our journey to a stronger, more vital Grand Rapids. Together we are shaping the future.

Brian Harris, Chair
YMCA OF GREATER GRAND RAPIDS

Ronald K. Nelson, President and Chief Executive Officer
YMCA OF GREATER GRAND RAPIDS
Our focus ensures that all children and youth reach their fullest potential in spirit, mind, and body.

**OUR APPROACH**

- We collaborate with schools and community organizations to provide quality affordable child care, preschool, after-school programs, overnight, and day camps.
- We provide academic enrichment and support.
- We encourage and support healthy living choices.
- We inspire youth to achieve dreams and thrive.
**OUR IMPACT**

When Rachel Battey considers the onset of her breast cancer, she’s revisited by all the usual touchstones that one might suspect: The fearful discovery of something that doesn’t feel normal, the unearthly shock of being told that it’s malignant, the bold first steps in a journey that continues today. **But this, too: The healing power of Camp Manitou-Lin.**

“Camp Manitou-Lin offered me something that I could have never provided myself and our kids in a million years,” she says. “I had doctor appointments to keep, but in the midst of all that, the kids were catching frogs, going swimming, eating pancakes, making lanyards, sleeping in bunk beds. From a mom’s perspective, it’s a fabulous place, so well-run, so organized, and with so many things to do on camp property that most kids never have the chance to do at their own homes.”

To read Rachel’s full story go to: [http://www.grymca.org/rachel](http://www.grymca.org/rachel)

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**CRITICAL COMMUNITY NEEDS ADDRESSED**

**CHARACTER DEVELOPMENT**

- 12,621 campers and families developed core values, created lasting memories, friendships and bonds at YMCA Camp Manitou-Lin.

**ACADEMICS**

- 1,579 children achieved both academic and developmental milestones through our child care, preschool, and after-school programs.

**LEADERSHIP**

- 1,421 kids built strong leadership skills through the Mid-City Adventure Club.

**PHYSICAL ACTIVITY**

- 1,500 children grounded balls and hit home runs through the Inner-City Baseball League.
- 11,604 kids engaged in a variety of youth sports including soccer, t-ball, basketball, and tumbling.
- 1,882 children reached developmental milestones, increased strength and agility, and achieved goals through dance and music lessons.
Our focus helps children, families, and individuals embrace and achieve lifelong healthy living habits to improve quality of life.

**OUR FOCUS**

is on Healthy Living

**OUR APPROACH**

• We teach, promote, and encourage not just daily physical activity, but the enjoyment of physical activity.
• We provide hands-on nutrition education and support.
• We encourage community involvement.
• We support our community needs.
• We provide on-going support for chronic disease prevention.
• We nurture total health of spirit, mind, and body.
OUR IMPACT
In 2011, our Y helped more than 184,525 members and program participants address and achieve health and well-being goals. Such was the case for Cynthia Thomas.

At the age of 68, Cynthia is grateful every day for being shown how to start her life over again, a life that once was on a crash course headed for disaster. Her savior of sorts? The Y’s Healthy Living Healthy Heart program.

In November of 2011, she revved it into high gear when she signed on for continuing cardiac rehab under a joint arrangement between her hospital and the Y, entitled “Healthy Living Healthy Heart.” Cynthia pledges that she’s in it for long haul since climbing aboard the Healthy Living Healthy Heart train. “I really feel like I’m in the best shape of my life,” she says. “I can really feel the ‘good’ that being in good shape brings!”

To read Cynthia’s full story go to: http://www.grymca.org/stories/cynthia

CRITICAL COMMUNITY NEEDS ADDRESSED:
CHILDHOOD OBESITY
HEALTHY U
• 6,000 children discovered the enjoyment of integrating physical activity daily through engaging games and activities.
• 53.8% of children’s time spent in Healthy U was in moderate to vigorous physical activity, exceeding the CDC’s recommendation of 50%.

NUTRITION IN ACTION
• 9,782 SNAP (food stamp) eligible children and families experienced nutrition hands-on, increasing consumption of whole grains, low-fat dairy products, fruits, and vegetables.

CHRONIC DISEASE
LATINOS FOR A HEALTHY LIFE
• 270 Hispanic/Latino children and families grew stronger together and embraced healthy living habits for total health in spirit, mind, and body.
Our focus helps us fulfill our community’s most critical needs and make Grand Rapids a stronger, more vital community.

OUR FOCUS is on Social Responsibility

OUR APPROACH

- We conduct community needs assessments.
- We encourage community involvement.
- We support our community needs.
- We collaborate and coordinate with area community organizations.
- We partner with local farmers to impact both our local economy and bring fresh, affordable produce access to our inner-city residents.
OUR IMPACT
Maria Ledesma wanted things for herself and her family. Healthier ways to eat. Exercise goals. Opportunities within the community. All in which she found through the Y’s Healthy Living Hubs.

“I knew I had to do something, knew I had to make changes,” says Maria. “And I had always known about the Y.” The hubs were the answer to Maria’s dreams and prayer. “There comes a time when you can’t do everything for yourself, she says. Because of my weight gain and diabetes, I was looking where I could get plugged into some classes on nutrition and a healthier lifestyle. And this way, she adds, referring to offering at the Hubs, to introduce to my children that life isn’t about watching TV all day long. It’s getting out and going to the park. So thanks to this opportunity, I have lost weight, and our kids are benefiting as well.”

To read Maria’s full story go to: http://www.grymca.org/stories/maria

CRITICAL COMMUNITY NEEDS ADDRESSED:

FOOD ACCESS
• Wolverine Worldwide Family YMCA Emergency Food Pantry served 185 children and families in need.
• Our new YMCA Urban Farmers Market and Veggie Van served hundreds of our most vulnerable community members that lacked easy access to affordable, fresh produce.

DROWNING
• 12,784 children and adults learned crucial life saving skills through swim lessons and trainings.
• Suits from Suits provided more than 300 swim suits and 200 swim lessons equipping children with the proper swim attire and lifesaving skills.

PHYSICAL ACTIVITY
• Our new YMCA Healthy Living Hubs, located in Grand Rapids’ most vulnerable neighborhoods, helped 644 community members grow stronger together, in fun, physical activities such as Zumba, kickboxing, and yoga.
• Thanks to our community, through our annual “Give A Glove” campaign, we collected and distributed 510 gloves to area children in need.
Our focus on fiscal due diligence is found throughout our mission, so that all may have the opportunity to grow in spirit, mind, and body.

**OUR IMPACT**
In 2011, we had 7,426 volunteers and distributed $5,412,183 in financial assistance, providing life changing opportunities through YMCA membership, programs, and child care, thanks to support from United Way, Strong Kids, Department of Health and Human Services funds, grants, and generous donations.

In addition to the rebranding, we added a brand new state of the art LEED certified facility, an annual urban farmers market, the innovative mobile farmers market dubbed the “Veggie Van,” and several community Healthy Living Hubs.
# FINANCIAL SUMMARY
## MAY 31, 2011

### REVENUES & OTHER SUPPORT

<table>
<thead>
<tr>
<th></th>
<th>5/31/11</th>
<th>5/31/10</th>
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</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>5,600,699</td>
<td>4,598,494</td>
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<tr>
<td>Membership Fees</td>
<td>10,688,518</td>
<td>10,731,092</td>
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<tr>
<td>Program Fees</td>
<td>5,211,824</td>
<td>4,723,261</td>
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<tr>
<td>Other Revenue</td>
<td>630,614</td>
<td>457,769</td>
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<td><strong>TOTAL REVENUE</strong></td>
<td><strong>22,131,655</strong></td>
<td><strong>20,510,616</strong></td>
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### EXPENSES & PROGRAM SERVICES

<table>
<thead>
<tr>
<th></th>
<th>5/31/11</th>
<th>5/31/10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aquatic Programs</td>
<td>1,934,678</td>
<td>1,990,599</td>
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<tr>
<td>Camping Programs</td>
<td>1,205,817</td>
<td>1,262,916</td>
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<tr>
<td>Child Care</td>
<td>2,869,567</td>
<td>2,544,991</td>
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<tr>
<td>Sports &amp; Recreation</td>
<td>1,446,433</td>
<td>1,189,092</td>
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<td>Physical Fitness &amp; Wellness</td>
<td>6,950,450</td>
<td>7,276,501</td>
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<tr>
<td>Teen Programs</td>
<td>212,761</td>
<td>199,207</td>
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<tr>
<td>Other Programs</td>
<td>1,938,165</td>
<td>1,989,091</td>
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<tr>
<td>Management &amp; General</td>
<td>2,583,038</td>
<td>2,406,759</td>
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<td>Fundraising</td>
<td>858,324</td>
<td>880,997</td>
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<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>19,999,233</strong></td>
<td><strong>19,740,153</strong></td>
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</tbody>
</table>

- Change in net assets: 2,132,422
- Net assets at beginning of year: 29,127,389
- Net assets at end of year: 31,259,811
Our focus delivers personal and social change every day. When you give to the Y, you are funding life-changing programs that not only promise, but deliver brighter futures. Thank you for your continued generosity and commitment to strengthening the foundations of our community. Together we are making a difference.

STRONG KIDS CAMPAIGN 2011

CHAMPION ($25,000+)
Ron and Nancy Hager
Eric and Annette Hendrickson
Jon and Tracey Hornbeck
J.C. Huizenga
JCT Foundation
John and Nancy Kennedy
Koenes Auto Body, Inc.
Lambert, Edwards & Associates
Lego Children’s Fund
Robert Pew, II
PNC Bank
Christopher and Dana Reeve Foundation
RoMan Manufacturing Inc.
William Schoonveld and Jan Laman
Terryberry Company
West Michigan Multiport Racing

MEMBER ($1,250-$2,499)
AdvantaCare
American Seating Company
Andy Engan Company
Apex Spring and Stamping Corp.
BC Pizza of Lowell
Syd and Mary Baxter
Kirk Beauchamp
Lawrence Bennett
Kathy and Rich Benoit
Scott and Natalie Bernecker
Betz Industries
Bob and Kathy Branch
Pam and Charlie Brickey
Bucher Hydraulics
Joan Budden
Cancer & Hematology Center ChoiceOne Bank
Ed and Victoria Clark
Sharon and Jerry Crosby
Crowe Horwath LLP
DJ’s Lawn Service Inc.
Pamela Dalton
Lauren Davis
Mr. and Mrs. Robert DeGroot
Dave and Sara DeMann
Don and Sheila Dubbink
Maggie and Ray Diumstra
Tom and Mickie Fox Family
Christina Freeze-Decker and Jason Decker
Robert and Nancy Gillette
Gene Gilmore
Gail and Douglas Montgomery
Bruce and Rebecca Pienton
Precor U.S.A.
Mary Ellen and David Rodgers
Trivalent Group
Wells Fargo Bank
Robert C. Williams

SPONSOR ($2,500-$4,999)
Advantage Benefits Group
AdvisaCare
John and Eileen Anding
Anonymous
Nancy and James Ayres
John and Tiffany Bultema
Thomas and Lynn Bush
Dr. John and Virginia Butzer
Jery and Suzanne Callahan
Center For Physical Rehabilitation
Stanley Cheff
Clark Hill PLC
Creative Merchandising Systems
Creston Sit and Spin
Mr. and Mrs. Thomas R. Curran, Jr.
Robert DeYoung, Sr.
Jim Dunlap
Joseph Gless Foundation
Brian and Reggie Harris
Doug and Peggy Hoogerhyde
Huntington Bank
Hurst Foundation
Win and Kyle Irwin
Roger and Melanie Jansen
Carol Karr and Kevin Briggs
Ed Koehn Group
Blake and Mary Krueger
Lacks Industries Inc.
Lilthouse Foods
Donald and Marie McWatters Foundation
Meijer, Inc.
Hank and Liesel Meijer
Miller Johnson

Sponsor ($10,000-$14,999)
Bud Baxter
Best Buy Children’s Foundation
General Mills Foundation
The Grainger Foundation
Grand Rapids Community Foundation
John and Kathryn Mosley
Ron and Joanne Nelson
Perkins Malo Hunter Foundation
Spartan Stores Foundation
Steelcase, Inc.
Swift Printing Company
David and Carol Van Andel
The Steve Van Andel Foundation

PATRON ($5,000-$9,999)
Matthew and Angela Baerwalde
Barry County Community Foundation
Dave and Tracy Beemer
Edward W. Berends Foundation
Ken and Judy Betz
Mark and Cathy Bissell
Cathy and Paul Boyer in memory of Harold E. Anderson
Barbara Bunbury
CareSource Foundation
Forest Hills Foods
Elizabeth Gillett
Paul Goebel Group
Grand Rapids Marathon

Our focus is on Lasting Change.
Our focus ensures that your legacy and gifts sustain our efforts to build a lasting endowment fund for youth development, healthy living, and social responsibility, for today, tomorrow, and years to come.

Anonymous
Charles W. Aldridge, Jr.
Mr. & Mrs. William C. Allover, Jr.
Ms. Lynn Anderson
Mrs. Frederick Baarda
Tammy & Howie Bailey
Robert Barnard*
Mr. & Mrs. Stephen M. Barnard
Harry & Arlene* Baxter
Syd & Mary Baxter
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Douglas M. Hoogerhyde
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Curtis Wylie*
Bruce C. Young
Doug & Kim Young
George L. Young*
Richard & Barbara Young
Jack D. Zuiderveld
Felix & Gladys Zukaitis*

* Deceased
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DAVID D. HUNTING BRANCH
475 Lake Michigan Drive NW, Grand Rapids • 616.855.9622

IONIA COUNTY BRANCH
250 East Tuttle, Ionia • 616.527.5760

LOWELL BRANCH
1335 West Main Street, Lowell • 616.897.8445

SOUTHEAST BRANCH
730 Forest Hill SE, Grand Rapids • 616.285.9077

SPARTAN STORES BRANCH
5722 Metro Way, Wyoming • 616.885.5500

VISser FAMILY BRANCH
3540 Fairlanes SW, Grandville • 616.530.9199

WOLVERINE WORLDWIDE FAMILY BRANCH
6555 Jupiter Avenue, Belmont • 616.363.3000

YMCA PROGRAMS IN CALEDONIA & WAYLAND
9751 Duncan Lake Ave. SE, Caledonia • 616.891.6223