



2017 Annual Report

YMCA of Northwest North Carolina

A group of five diverse, smiling children standing outdoors. From left to right: a girl with long blonde hair in a blue plaid shirt, a girl with long dark hair in a grey shirt, a boy with blonde hair in a light blue shirt, a girl with long dark hair in a pink shirt, and a boy with short dark hair in a red and white baseball shirt. They are all smiling and looking towards the camera. The background is a soft-focus outdoor setting with trees and a fence.

Community Benefit Statement

At the Y, we make a difference by focusing on three key areas: Youth Development, Healthy Living and Social Responsibility. We work to strengthen our communities by investing in our kids, our health and our neighbors. In 2017, through Annual Giving Campaign support and grants, our Y provided \$4.8M in charitable assistance, scholarships, subsidized and free programs to members and program participants.

Volunteers are the heart of our Y. During 2017, 3,096 volunteers provided 27,763 hours of service throughout our Association as board members, storytellers, coaches and program volunteers.

Our Impact

By the Numbers



147,588

People were served through membership and programs in our YMCAs

705

Academically at-risk students improved their chances of success in Summer Learning Academies



519

Teens learned about the governmental process in Youth and Government

469

Adventure Guides dads and their children spent quality time and made memories

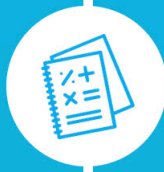


1,600

Achievers (904 Latino, 696 Black) learned about the tools needed for success in higher education and career opportunities

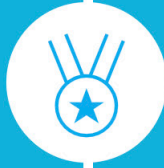
1,802

Students benefited from academic enrichment outside of the school day in Before and After School Programs



3,083

Children and teens experienced summer fun in Summer Day Camp, Teen Camp, Sports and Specialty camps



6,137

Children learned character in YMCA Youth Sports programs



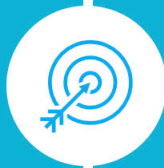
3,370

Young people learned the life-saving skill of swimming in swim lessons



1,221

Made memories and new friends at YMCA Camp Hanes



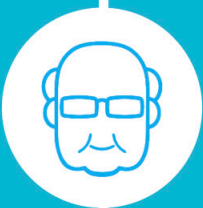
2,087,558

Visits to group exercise classes building camaraderie along with physical ability



22,445

Members over age 65 participated through SilverSneakers, Silver & Fit, and Active Older Adult programs and membership



280

Adults found fitness on the court or the field in adult sports programs

100

Cancer survivors rebuilt strength and spirit in LIVESTRONG® at the YMCA



33

Individuals began the YMCA Diabetes Prevention Program last year to take control of their health

190

Adults in Adult and Family Literacy Programs were served by program staff and 108 trained volunteers



18,817

Neighbors in need benefited from Open Doors Financial Assistance for membership and programs

5

Adult students have earned a GED so far this year



57

Women participated in RISE: Refugee and Immigrant Society of Entrepreneurs where they taught eight RISE International Cooking Classes and had 7 Pop-up Craft Sales

8,485

Individuals and organizations donated to the YMCA Annual Giving Campaign



Dear Friends,

This was a year of significant transition for our Association. We welcomed a new leader, President and Chief Executive Officer Stan Law. The transition has provided an opportunity to expand on an excellent foundation with renewed energy and perspectives.

We focused this year on evaluating our YMCA with fresh eyes in order to ensure that the work we do is meeting the needs of the communities we serve. Through meetings with community leaders, our new leadership was able to begin building relationships that will lead to future opportunities to serve in new and different ways. In particular, we began an assessment of how well the Y is serving East Winston. While the Winston Lake Family YMCA has faced challenges, the question is not how to fix it, but rather how do we best serve the East Winston community for years to come.

The commitment to serve diverse communities is central to the work of the Y. Our Association received a grant from the Kate B. Reynolds Charitable Trust to fund a new Y program called Unidos. Named for the Spanish word for United, Unidos will address three issues: the achievement gap, social and emotional learning, and family engagement in education and will target Hispanic students at Title 1 middle schools in the Winston-Salem, Forsyth County School System.

2017 also had challenges outside of our control, which brought unexpected opportunities. The tornado that hit YMCA Camp Hanes just a few short weeks before summer camp was scheduled to begin caused significant damage. But the community response was overwhelming – from volunteers cleaning up camp to generous capital donations to help rebuild – Camp will be even more beautiful and serve even more children than ever before.

We also continue to invest in our facilities. The Statesville Family YMCA completed the newly-renovated Youth Development wing of the building. Many YMCAs received new state-of-the-art exercise equipment. We launched new chronic disease prevention programs to continue our work of helping people address health and wellness challenges. Y membership is now nationwide, so members can visit any participating YMCA across the country.

And finally, we developed an implementation plan for the Strategic Plan, “Moving Our Mission Forward.” The goal of the plan is to enhance our impact on those we serve through intentionality in programming, brand positioning, and advocacy efforts so that the Y is better understood as a vital community resource when it comes to addressing issues.

The issues facing our communities are complex. It will require partnerships, collaboration, and additional resources to ensure that we have the greatest impact in strengthening the community through youth development, healthy living, and social responsibility.

We are grateful for the support of our donors, volunteers, members, and staff who make the work of the Y possible.

Thank you for your continued support.

In Spirit, Mind, and Body,



Edie Holland

Chief Volunteer Officer

Edie W. Holland



Stan Law

President and Chief Executive Officer

Stan Law

Safety Around Water

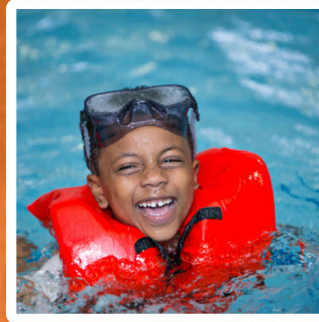
For Youth Development

The statistics are shocking:

- Children ages 1 to 4 have the highest drowning rates.
- For kids under age 12, drowning is the second leading cause of accidental death.
- Two children die every day because of drowning.

Drowning can happen nearly anywhere with standing water. Every child deserves to know how to be safe around water. As America's swim instructor, and one of the most accessible community resources to prevent drowning, YMCAs across the country have committed to helping children learn the invaluable skill of swimming and water safety through a variety of programs.

Safety Around Water is a grant-funded program that helps children learn how to perform a sequenced set of skills over eight lessons of 40 minutes each. During that time the risk of drowning is reduced and children are given confidence in and around water. A typical session includes exercises to help kids adjust to being in water; instruction in "Jump, Push, Turn, Grab" and "Swim, Float, Swim," two skill sets kids can use if they unexpectedly find themselves in the water; and specific safety topics, like what to do if you see someone in the water who needs help. Participants also have fun in the process! In 2017, 1,608 children were served through Safety Around Water at Jerry Long, William G. White, Jr., Kernersville, Davie, Stokes, and Statesville Family YMCAs. Additionally, Wilkes Family YMCA provides 400 pre-K students with swimming lessons through United Way Funding.



Through a longstanding partnership with Davie County Schools, every second grader visits

the Davie Family YMCA for the Safety Around Water program. Ethan was one of those students who first learned to swim at the Y. He started off in the beginner class but was eager to swim and made it his goal to wear a green band and be able to swim anywhere in the pool by himself. A green band is the designation given to a child who passed the YMCA Swimmer Classification Test. In four days, Ethan learned rhythmic breathing, front stroke, backstroke, and how to be safe around water. Ethan is now confident around water and increased his knowledge of boating safety.

He left the Second-Grade Safety Around Water program with his green band and is now competing for the YMCA TYDE swim team. After learning all four competitive strokes (breaststroke, backstroke, freestyle, butterfly), Ethan is helping new swimmers who join TYDE. Ethan and his family come to the Davie Family YMCA to swim for fun and Ethan's little brother is learning to swim.

Swim lessons are the next step in helping children not only stay safe, but also develop a lifelong love of the water. Across the Association, 3,370 individuals were served through swim lessons in 2017.

Adaptive Fitness for All

For Healthy Living

Kirk Lippard and his twin brother were born the night Hurricane Hugo came through Winston-Salem, 28 years ago. From his very first moments, Kirk showed how strong he was inside and out. Born at just 26 weeks with cerebral palsy and weighing only 2 pounds, 1 ounce, doctors didn't think he could survive. Because of his prematurity, he developed cerebral palsy. As a toddler, he had metal braces on his legs and used a walker. After a serious spinal surgery and lots of physical therapy, he began walking on his own.

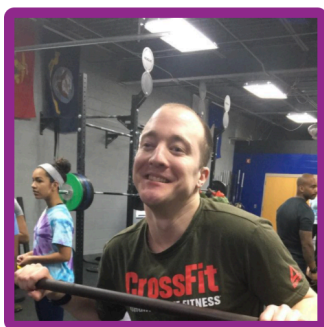
In high school, his Occupational Course of Study class led him to interviewing at the Fulton Family YMCA, where he was hired as a greeter. Kirk was no stranger to the Y, having come for years with his four brothers, mom Katie, and dad Jimmy. Jimmy Lippard was a longtime board member at the Y, and an avid swimmer, swimming 1.5 miles every morning.



Working at the Y, Kirk found a place to belong. He says, "The Y is such a social atmosphere." He liked meeting new people. His mom saw a change in him as well. "He's become more outgoing since working at the Y. He really enjoys this job. He'd probably live here if he could," says Katie.

When the Y first launched BodyPump classes, another Y staff member encouraged Kirk to try it. With modifications, he was able to participate. "I didn't know what to expect. I liked that you could lift weights and meet new people," he says. When CrossFit Hanes Mill launched soon after, he was ready for his next challenge.

"My body is built differently. I'm not able to get around like other people," Kirk says. "But I'm able to get around and that's what counts."



At CrossFit, Kirk found a community and a workout he loved. His favorite exercises are pullups, pushups, and rowing. By staying physically active, he's able to increase his strength, flexibility, and doesn't need traditional physical therapy. His brothers have come with him to classes when they're in town and they're very proud of what their brother has accomplished. But Kirk says, "I think I'm getting stronger than them."

That competitive spirit lead Kirk to participate in his first ever CrossFit competition last year. His partner was another participant, age 68. Together, they completed the three-hour physically grueling accomplishment. Kirk is planning to be in more competitions in the future.

"I was the most proud of myself when I first started CrossFit," says Kirk. "I didn't know what to expect, but I did it and I'm proud of myself for that. You never know what to expect unless you try. And it's definitely worth a try."

RISE: Refugee and Immigrant Society of Entrepreneurs

For Social Responsibility



DIFFERENT STORIES:

- Escaping civil war in Somalia...
- Spending 10 years in a refugee camp in Thailand...
- Finding a safer place than Sudan to raise children...
- Fleeing gunfire and fighting in Syria...

...COMMON GOAL:

Hope for a better life



YMCA Literacy has begun serving an increased number of refugee families, in partnership with World Relief and other community organizations.

While teaching newcomers English as a Second Language, the Literacy team uncovered a need within the families. For many of the women in the group, their primary role was much-needed childcare, making it difficult for them to contribute to the family's income. By understanding the problem and restrictions the women face, Y staff were able to develop a solution that helps the women earn income, while providing for their families.

The solution was RISE, which stands for Refugee and Immigrant Society of Entrepreneurs. The unique program helps YMCA Adult Literacy students support each other in creating small businesses. The Y provides computers, donated supplies, and craft classes, as well as connects RISE members with opportunities to sell their

items. All money from sales go directly to the makers.

This unique program has been supported by many community organizations. Knollwood Baptist Church and Muddy Creek Café have hosted several successful craft fairs. Southern Home & Kitchen, a store in Thruway Shopping Center in Winston-Salem, hosted a "Cooking for a Cause" series featuring refugee chefs.

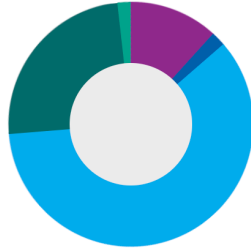
The Y is instrumental in supporting the women and their families in becoming self-sufficient as they embrace all the opportunities their new homeland has to offer.

With community collaboration at the heart of the work of the Y, the Adult Literacy Program also partnered with the City of Winston-Salem and Habitat for Humanity to help high-school drop-outs earn their GED and a nationally recognized construction certification in a 6-month program. Working with Y volunteer tutors, 5 students earned their high school equivalency and are currently completing internships.



Public Support & Revenue

Financial Overview



Contributions & Grants	12.0%
United Way	1.9%
Membership	60.1%
Program Fees	24.5%
Other	1.5%

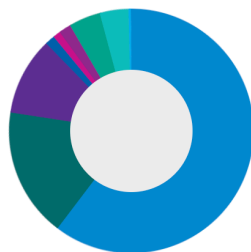
PUBLIC SUPPORT & REVENUE	2017 (unaudited, 000's)	2016 (000's)
Contributions and Grants	\$3,832	\$4,159
United Way	601	655
Membership *	19,231	18,677
Program Fees **	7,837	8,011
Other	472	402
TOTAL	\$31,973	\$31,904

* Net of direct Financial Assistance of \$1.2M for both years

**Net of direct Financial Assistance of \$1M for both years

Operating Expenses

Financial Overview



Personnel	60.6%
Occupancy	17.1%
Supplies & Equipment	10.3%
Marketing	1.3%
Vehicles & Transportation	1.0%
National/World Service Support	1.6%
Capital Debt Retirement	4.2%
Capital, Maintenance, Operating Reserves	3.8%
Other	0.1%

OPERATING EXPENSES	2017 (unaudited, 000's)	2016 (000's)
Personnel	\$19,392	\$19,079
Occupancy	5,485	5,218
Supplies & Equipment	3,280	3,300
Marketing	424	433
Vehicles & Transportation	311	305
National/World Service Support	501	469
Capital Debt Retirement	1,336	1,336
Capital, Maintenance, & Operating Reserves	1,209	1,756
Other	35	8
TOTAL	\$31,973	\$31,904

Youth Volunteers of the Year

Colin Coffey, Alexander County Family YMCA

Jasmin Puruncajas, Fulton

East Forsyth & Glenn Student Community Based
Vocational Training Kernersville

Aiden Deaton, Stokes

Nicholas Beard, Wilkes

Jaylin Hacker, Jerry Long

Seth Strickland, Robinhood

Patrick McBean, WGW

Kierra Leak, Winston Lake

Justin Price, YMCA Camp Hanes

Lesyia Smith-Sims, YMCA Childcare Services



**Those who never stop reaching
Form the foundation for our growth**



Barbara Laymon
Davie



Pam Rife YMCA
Childcare Services



Brian McMillan
Fulton



Bryan Starrette
Statesville



Jane Oldham
WGW



Jerry Hodge
Yadkin



Susanna Nunn
Kernersville



Julie Koch
Wilkes



Kelly Hines
YMCA Camp Hanes



Tonya Culler
Stokes



Lynn Clarke
Robinhood



Mary Hargraves
Winston Lake



Matt Cooksey
Alexander



Will Hege
Jerry Long

Linda Wood: A Natural Leader

2017 Red Triangle Society Inductee

Growing up, Linda Wood played basketball at the Y. But it wasn't until her daughters attended YMCA Camp Hanes that she became a Y volunteer. By checking one simple box on a form when she picked her daughter up from Camp, she set into motion more than two decades of volunteer leadership for the YMCA of Northwest North Carolina.



She joined the YMCA Camp Hanes Board of Managers in 2000, the summer after her daughter first attended camp. In the years that followed she has served in many leadership roles for the Y. She was chair of the YMCA Camp Hanes Board and joined the YMCA of Northwest North Carolina Association Board, where she also became chair and Chief Volunteer Officer for the Association. She has led the Annual Giving Campaign, the Strategic Plan process, as well as capital campaigns and other committees like the Compensation Committee for the Association.

In each of those roles she brought a leadership derived from her corporate career but combined

with her kindness, sense of humor, and love for the Y.

"Linda's leadership set in motion the YMCA we know today," said Stan Law, President and Chief Executive Officer of the YMCA of Northwest North Carolina. "Without her adept direction and never-failing commitment to excellence, we would not have the strategic plan and foundation that guides everything we do to impact lives in youth development, healthy living, and social responsibility."

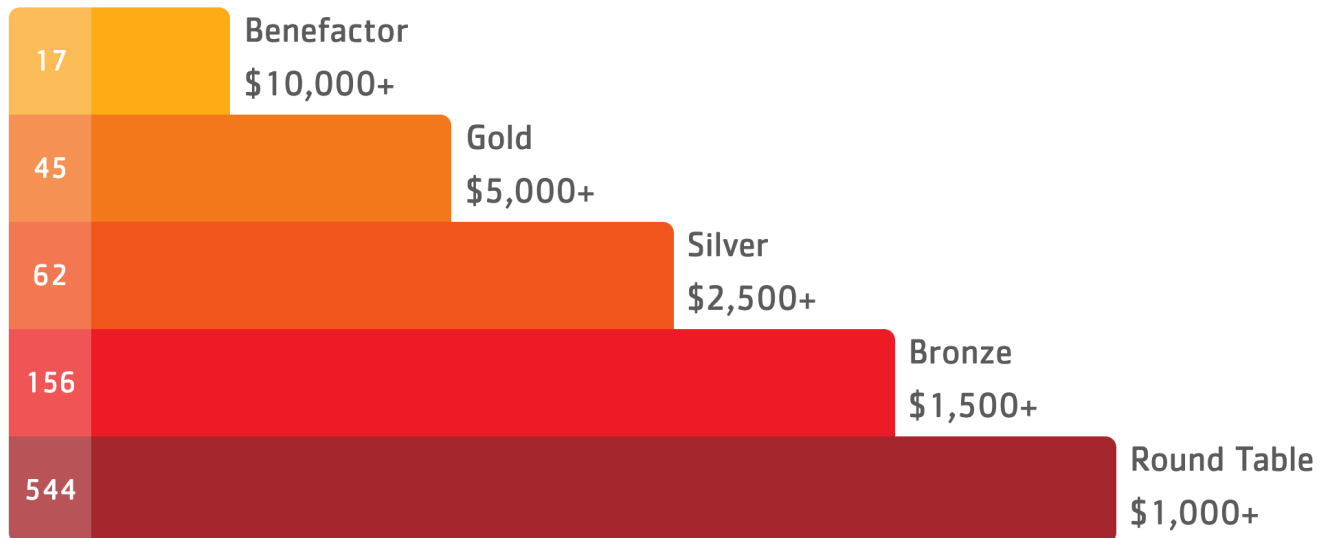


The Red Triangle Society was established in 2002 and induction into the Society is the highest honor a Y volunteer can receive. Recipients demonstrate long-term and significant commitment, enthusiasm and dedication to the YMCA mission. The YMCA of Northwest North Carolina is pleased to induct Linda Wood into the Red Triangle Society.

See her story below.

Chairman Round Table Donors

Annual Giving Campaign



The Heritage Club

Helping the Y Build a Better Us

Joel and Mindi Alexandra
Dr. and Mrs. Harvey Allen, Jr.
Bob and Stephany Alphin
Kerri and Arthur Askew
Arnold and Ruth Aspden
Ed and Susan Barron
Joan Marie Belnap
Blake Blakley
Milton and Cindy Bland

Sam and Deanna Franklin
Laura Fuller
Sandie Grant
Jamie and Shirley Grant
Estate of Howard Gray
Rupert T. Hall*
Tim and Carla Hall
Ann and Borden Hanes
Coral Harris

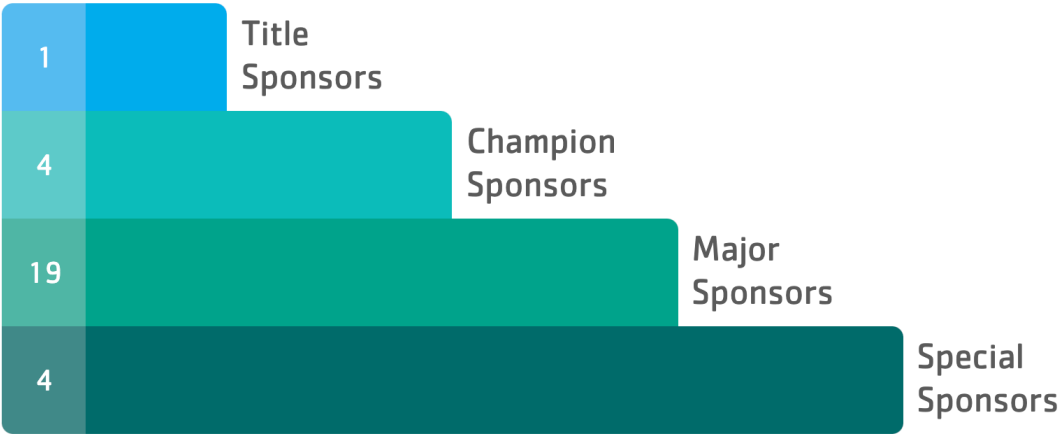
Bob Nolan and Pete Gray
Albert Oettinger and Sophia Rothberger
Sam and Jane Ogburn
Harry and Sue Padgett
Bill and Carolyn Park
Wrennie and Elizabeth Pitt
Dave and Nancy Plyler
Michael and Evelyn Pollak



C.P. Booker	Curt and Melody Hazelbaker	Betty Quick
Bruce and Kathy Boyer	Curt and Pat Hege	Harry and Willie Reavis
Bill and Betty Lou Brackney	Joe and Sharon Helsabeck	Henry and Teri Russ
Susie Braswell	Doug Henderson	Bob Simms
Roy E. Brewer*	Joe and Lisa Hennigan	Doug Spainhour and Dianna Hoffman
Hal and Pat Brown	David and Natalie Hinton	Ida Ruth Staplefoote*
Macie Brown*	Walter and Edie Holland	John and Cindy Stewart
Richard and Sylvia Budd	Sam and Pam Hooker	Judy Sweger
Bill and Betty Campbell	Craig and Betsy Hoyt	John Taylor
Jennifer B. Chacon	Gay Nell Hutchens	Mr. and Mrs. W. McNair
Michael and Gwenn Clements	William Hutchins and Kathy Dunn	Tornow
Bill and Becky Clingman	J. Berkley Ingram, Jr.*	Fred and Rena Trivette
Tom and Maggie Clingman	Jerry and Patti Jones	Mary Turner
Thomas and Chris Comer	Norm and Pat Joyner	Rip and Julie Van Camp
Estate of Paul O Conrad	Bob and Tina Kahle	Robert and Jillian Van Camp
Sara Cooley	Keith and Cheryl Kiser	Missy Wagoner
Brian T. Cormier	Chuck and Sue Kraft	Randy and Terri Welfare
John and Tammy Coulter	Mitch and Sherry Lee	Claudette Weston
Richard and Anissa Daniels	Angie Loflin	William G. White, Jr.*
John and Terrie Davis	Tom and Kim Looby	Will and Currin White
Patti Davis	William and Brenda Maready	Ben and Julia Wilson
Wayne and Judith Duncan	Dana Marske	Don and Sarah Wood
Skip Dunn	Keith and Pam Mason	Keith and Linda Wood
Doris East*	Spencer E. McCall, Jr.	Wayne York
Val and Elizabeth Elliott	Tom and Laurie McDaniel	Joe Zammit*
Jon B. Engel	Mike McDonald	*Deceased
Tres and Dawn Fordham	Carl J. Miller	
Susan Foushee	Larry and Amy Mull	
Wayne H. Foushee		

YMCA Golf Tournament Sponsors

For the 21st Annual in 2017



Association Board of Directors

Our Leadership

Officers

Edie Holland
Chief Volunteer
Officer/Chair

Stan Law
President and Chief
Executive Officer

Simpson O. Brown
Secretary

Jim Smoak
Treasurer

Chris Parker
Vice Chair, Chief Volunteer Officer Elect,
Chair Branch Leadership Council

Norm Potter
Immediate Past Chief
Volunteer Officer

Members

Susan Bachmeier

Tim Brewer

Barbara Carter

Michael Clements

Galen Craun

Wesley Davis

Rob Davis

Keith Kiser

Ashley Kohlrus

Molly Kremidas

Jay Luke

Sylvia Oberle

Dave Plyler

David Spross

Cynthia Tessien

Fred Trivette

Tim Whitener

Linda Wood

The Honorable
Chester Davis (ret.)

Committee Chairs

David Hinton
Audit Committee

Jim Smoak
Finance Committee

Edie Holland
Board Development
Committee

Max Smith
Human Resources
Committee

Chris Parker
Financial Development Committee

Seth Carpien
Marketing Committee

Branch Leadership Council

Our Chairs

Chair

Chris Parker
Chief Volunteer
Officer Elect Vice
Chair

Alexander County
Family YMCA

Rick French
Chair

Davie Family
YMCA

Mike Jenkins
Chair

Fulton Family
YMCA

Brian McMillan
Chair
James Perkins
Vice-Chair

Jerry Long Family
YMCA

Rich Schmidt
Chair
Darryl Crouch
Vice-Chair

Kernersville Family
YMCA

Duane Long
Chair
Tony Smits
Vice-Chair

Robinhood Road
Family YMCA

Kyle Armentrout
Branch Leadership
Council
Representative to the
Board of Directors

Statesville Family
YMCA

Sarah Rachels
Chair

Stokes Family
YMCA

Beth Southern
Chair
Jared Jones
Vice-Chair