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

6,137
Children learned character in YMCA Youth Sports programs

3,083
Children and teens experienced summer fun in Summer Day Camp, Teen Camp, Sports and Specialty camps

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

100 Cancer survivors rebuilt strength and spirit in LIVESTRONG@ at the YMCA

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

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

8,485 Individuals and organizations donated to the YMCA Annual Giving Campaign

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
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

Stan Law
President and Chief Executive Officer
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 came 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 primarily 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

<table>
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<th>PUBLIC SUPPORT &amp; REVENUE</th>
<th>2017 (unaudited, 000’s)</th>
<th>2016 (000’s)</th>
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<tr>
<td>Contributions and Grants</td>
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<tr>
<td>United Way</td>
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<td>Membership *</td>
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<td>Program Fees **</td>
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<tr>
<td>Other</td>
<td>472</td>
<td>402</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$31,973</strong></td>
<td><strong>$31,904</strong></td>
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* 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

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<tr>
<th>OPERATING EXPENSES</th>
<th>2017 (unaudited, 000’s)</th>
<th>2016 (000’s)</th>
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<tr>
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<td>Supplies &amp; Equipment</td>
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<td>Marketing</td>
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<td>433</td>
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<tr>
<td>Vehicles &amp; Transportation</td>
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<td>305</td>
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<td>National/World Service Support</td>
<td>501</td>
<td>469</td>
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<tr>
<td>Capital Debt Retirement</td>
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<td>1,336</td>
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<td>Capital, Maintenance, Operating Reserves</td>
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<tr>
<td>Other</td>
<td>35</td>
<td>8</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$31,973</strong></td>
<td><strong>$31,904</strong></td>
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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
Lesya Smith-Sims, YMCA Childcare Services

Those who never stop reaching
Form the foundation for our growth
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
Bruce and Kathy Boyer
Bill and Betty Lou Brackney
Susie Braswell
Roy E. Brewer*
Hal and Pat Brown
Macie Brown*
Richard and Sylvia Budd
Bill and Betty Campbell
Jennifer B. Chacon
Michael and Gwenn Clements
Bill and Becky Clingman
Tom and Maggie Clingman
Thomas and Chris Comer
Estate of Paul O Conrad
Sara Cooley
Brian T. Cormier
John and Tammy Coulter
Richard and Anissa Daniels
John and Terrie Davis
Patti Davis
Wayne and Judith Duncan
Skip Dunn
Doris East*
Val and Elizabeth Elliott
Jon B. Engel
Tres and Dawn Fordham
Susan Foushee
Wayne H. Foushee
Curt and Melody Hazelbaker
Curt and Pat Hege
Joe and Sharon Helsabeck
Doug Henderson
Joe and Lisa Hennigan
David and Natalie Hinton
Walter and Edie Holland
Sam and Pam Hooker
Craig and Betsy Hoyt
Gay Nell Hutchens
William Hutchins and Kathy Dunn
J. Berkley Ingram, Jr.*
Jerry and Patti Jones
Norm and Pat Joyner
Bob and Tina Kahle
Keith and Cheryl Kiser
Chuck and Sue Kraft
Mitch and Sherry Lee
Angie Loflin
Tom and Kim Looby
William and Brenda Maready
Dana Marske
Keith and Pam Mason
Spencer E. McCall, Jr.
Tom and Laurie McDaniel
Mike McDonald
Carl J. Miller
Larry and Amy Mull
Betty Quick
Harry and Willie Reavis
Henry and Teri Russ
Bob Simms
Doug Spainhour and Dianna Hoffman
Ida Ruth Staplefoote*
John and Cindy Stewart
Judy Sweger
John Taylor
Mr. and Mrs. W. McNair
Tornow
Fred and Rena Trivette
Mary Turner
Rip and Julie Van Camp
Robert and Jillian Van Camp
Missy Wagoner
Randy and Terri Welfare
Claudette Weston
William G. White, Jr.*
Will and Currin White
Ben and Julia Wilson
Don and Sarah Wood
Keith and Linda Wood
Wayne York
Joe Zammit*
*Deceased
YMCA Golf Tournament Sponsors
For the 21st Annual in 2017

1 Title Sponsors
4 Champion Sponsors
19 Major Sponsors
4 Special Sponsors
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
Barbara Carter
Galen Craun
Rob Davis
Ashley Kohlrus
Jay Luke
Dave Plyler
Cynthia Tessien
Tim Whitener

Tim Brewer
Michael Clements
Wesley Davis
Keith Kiser
Molly Kremidas
Sylvia Oberle
David Spross
Fred Trivette
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
<table>
<thead>
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<th>Branch Leadership Council</th>
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<tbody>
<tr>
<td><strong>Our Chairs</strong></td>
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1. **Chair**
   - Chris Parker
   - Chief Volunteer Officer Elect Vice Chair

2. **Chair**
   - Rick French

3. **Chair**
   - Mike Jenkins

4. **Chair**
   - Brian McMillan
   - James Perkins
   - Vice-Chair

5. **Chair**
   - Rich Schmidt
   - Darryl Crouch
   - Vice-Chair

6. **Chair**
   - Duane Long
   - Tony Smits
   - Vice-Chair

7. **Chair**
   - Kyle Armentrout
   - Branch Leadership Council Representative to the Board of Directors

8. **Chair**
   - Sarah Rachels

9. **Chair**
   - Beth Southern
   - Jared Jones
   - Vice-Chair