CONFIDENT KIDS COMING TOGETHER HEALTHY LIFESTYLES

YMCA OF THE SUNCOAST 2018 ANNUAL REPORT

ME'RE ON A MISSION

WATER SAFETY ACHIEVEMENT GAP HELPING SENIORS YOUTH OBESITY INSTILLING VALUES STRENGTHENING COMMUNITIES TOGETHERHOOD AFTERSCHOOL CARE HERE FOR YOU DIABETES PREVENTION





From the Board Chair 4 and CEO

AWARDS

Chairman's Award 6
Stewardship Award 6
Community Partners 6
GPS Volunteers 10
Of The Year
Local Volunteers 11
Of The Year

GUIDANCE & SUPPORT

Staff13Donors14Financial Report15

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

WE'RE ON A MISSION

Every day, volunteers, members and staff of the Y are on a mission to shape the destiny of thousands, including themselves. We are empowered to improve not only our own lives, but those of all who live in our communities.

We help others learn, grow and thrive. When we come together, living our cause, we improve our lives and those of others, and in doing so, we strengthen our communities.

We are stronger together

The YMCA of the Suncoast has much to celebrate. In this annual report, you'll see our work and how we accomplish our mission to strengthen the foundations of our communities.

It's a summary of the volunteers and donors; without their commitment to our Grand Plan for Success in youth development, healthy living, philanthropy and volunteerism, our promises would not be kept.

Plus, it highlights the many hands at work in the communities we serve and the partners that joined us to fulfill our mission.

All of our volunteers, donors and staff celebrated on these pages, as well as those who are not recognized here, continue to make our organization better as they line up to give their time, treasure and talent.

For 2017, we can say "mission accomplished!" However, our lifelong mission continues. Thank you for making a better us.



John Connelly Board Chair

G. Scott Goyer President/CEO

AT A GLANCE

111,442

members of YMCA of the Suncoast in 2017, an increase of more than 2,200 from 2016. Of those...

27,665
members were
65 or older

24,692 members were younger than 18

1,042
people were
reached through
our community
integrated
health programs
—including
diabetes
prevention,
arthritis
management,
falls prevention







TOP INSET: The Citrus Memorial Health Foundation YMCA's new veterans obstacle course opened in July. **CENTER INSET:** Enhance®Fitness offers therapeutic exercise for those suffering from arthritis. **BOTTOM INSET:** YMCA's Diabetes Prevention Program shows participants how small changes can make a big impact.



At the Y, we believe improving the nation's health and well-being starts in our own backyard, taking care of the needs of our neighbors. It's a belief we act upon every day, whether it's in teaching someone how to use equipment in our wellness centers, in coaching individuals diagnosed with prediabetes, by leading individuals suffering from arthritis in therapeutic exercise, and by giving people the opportunity to share experiences and grow together.

We like it when exercise is fun and challenging. Many of our efforts are focused around chronic disease prevention and management. With our healthy living framework, we're focusing on promoting well-being, reducing risk and reclaiming health. Our goal is to help those who fight chronic disease find their way to the program that will best help them connect to a life-changing activity, group or new behavior.

ON A MISSION OF A L T L

To support our growing evidence-based programs — YMCA's Diabetes Prevention Program, Blood Pressure Self-Monitoring Program, LIVE**STRONG** $_{\odot}$ at the YMCA, Moving for Better Balance and Enhance $_{\odot}$ Fitness — we added a Healthy Living Department to better serve our communities' needs from Largo to Lecanto.

One of 2017's big accomplishments was at the Citrus Memorial Health Foundation YMCA, where a new veterans obstacle course opened in July with much fanfare. The nearly-mile-long course was designed by veterans, who believed the course would bring together brothers-in-arms to exercise together, but also to provide emotional and mental healing. A corps of volunteers mobilized to build and open the course.

Programs for active older adults are a large part of our offerings. Seniors come to the Y for physical exercise and wellness, but also for socialization and camaraderie among friends. In 2017, four of our branches offered DIY at the Y (Do it Yourself at the Y), an initiative that gives older adults an opportunity to volunteer to teach others about their interests.

Whether it's in the wellness center, around a conference table, outside or anywhere in the community, our efforts to help our members, neighbors and friends live healthier lives reap rewards for everyone.

CHAIRMAN'S AWARD

Douglas Chamberlin



Doug Chamberlin's passion for the YMCA mission and service to our community for more than a decade has earned him the Chairman's Award.

Doug's volunteerism and leadership have played a vital

role at the James P. Gills Family YMCA. He served as their advisory board chair and his philanthropic efforts led the YMCA of the Suncoast's Annual Campaign. In addition, his input helped guide our strategic plan — Grand Plan for Success 2.0.

COMMUNITY PARTNER CHAMPION Duke Energy

Duke Energy has been an integral partner in providing STEM (Science,



Technology, Engineering and Math) to children enrolled in YMCA after-school and summer camp programs.

The relationship began in 2009, when then-Progress Energy approached the Y to create and deliver a program called "The Green Team."

With curriculum created by YMCA staff member Jenny Crabtree, this initiative provided middle-school students with muchneeded STEM learning.

Duke has continued to support children's education with a focus on STEM through Power Scholars Academy and Camp Readers.





We deliver every day on our promise to strengthen communities through volunteerism, giving, education and service. For us, it's more than words on a wall, but a way of life, and we're proud to share our passion for service with our communities. We know change begins with small steps, and we encourage the people we serve by helping them improve their health and families.

In 2017, we introduced a partnership that welcomes all foster youths and teens ages 22 and younger to free access at any YMCA of the Suncoast location. We're excited about our relationship with Eckerd Kids, Directions for Living, Youth and Family Alternatives, Kid Central Inc. and Lutheran Family Services — a relationship that also includes a Foster Family Fall Field Day on the fields at the Greater Ridgecrest YMCA in Largo.

ON A MISSION OF

IN OUR COMMUNITIES

Salsa, Sabor y Salud was developed to improve awareness of habits leading to better nutrition and increased physical activity for Latino families with children 12 and younger. With passionate leadership, we now offer the program at both the Clearwater and High Point YMCAs. Families participate actively in a series of eight sessions that reinforce the importance of healthier food choices and increased levels of physical activity.

Through English classes for our Spanish-speaking members, offered at the Clearwater and High Point YMCAs, we help bring families into the greater community, breaking the language barrier that separates us from fellowship.

The Hernando County YMCA has been a leading participant in our Togetherhood® program. In this national YMCA initiative, our members exclusively lead and participate in programs that benefit our communities. Our members have made improvements to a domestic violence shelter and a senior citizens center, adopted a highway, and will soon plunge into building homes with Habitat For Humanity.

There's much more than these programs that help unify the many facets of our communities. We're grateful for the efforts of so many to do so much.

STEWARDSHIP AWARD

Steve Tarver



Many say Steve
Tarver's YMCA
career started at
age 5, when he first
walked into a Y in
Jacksonville. Steve's
stewardship to the
Y is not just a career
with dates and
accomplishments.
It's a wonderful

story of cause-driven leadership and dedication to the YMCA mission.

He served as CEO and president of YMCA of the Suncoast from 1988-2000 and we are blessed to be a part of his story.

Steve's leadership played a vital role in the growth of YMCA of the Suncoast (formerly known as the Suncoast Family YMCA). During his tenure, the association opened its Hernando County, North Pinellas, James P. Gills Family and High Point YMCAs.

Steve's

background is the health and fitness track, but it's also in marketing — as he's still known to don the cape and cowl of "Y-Man" to strengthen the community.

Today, Steve is the CEO and president of the YMCA of Greater Louisville. The High Point Y's Early Learning Readiness Center is named the Steve Tarver Building.



We honor Steve for his dedicated leadership and advancement of the YMCA mission.

Youth triathlons at the Citrus Memorial Health Foundation YMCA and Greater Palm Harbor YMCA have grown each year and are premier kids events. **TOP INSET:** Teamwork is taught on the ropes course at the James P. Gills Family YMCA. **MIDDLE INSET:** In our school-age programs, children are nurtured in a safe, caring environment. **BOTTOM INSET:** Sometimes, it IS all fun and games at summer camp!





7,510 youths were served in 2017 school-age programs

summer camps

4,585 swim lessons were given across the association

3,325 youths participated in our sports programs





At the Y, we know that healthy bodies, minds and spirits aren't just about keeping kids active, though we love motivating kids through youth sports, school age and exercise programs. All of our offerings provide children with a productive learning and growing environment, in which they can study, participate in challenging activities and keep learning. We champion programs that prevent learning loss in the summer and prepare children who may otherwise fall into what educators call an "achievement gap."

A large number of children and tweens participated in both our Citrus YMCA Youth Triathlon and the Greater Palm Harbor YMCA's Swim Bike Run For Freedom Kids Triathlon, both successful events that have grown every year and are save-the-date events for families across the Suncoast. In addition, our North Pinellas YMCA's annual Reindeer Run 5K and 1-mile fun

ON A MISSION TO

STRONGER KIDS

run is becoming a holiday tradition in north Pinellas County. These events help drive the point home that healthy kids are happy kids who become productive, healthy adults.

We know every day offers a new opportunity for a child to learn. We ensure they're engaged and active in our before- and after-school programs across the region. Those programs include middle-school offerings at the James P. Gills Family and Greater Palm Harbor YMCAs, which attract hundreds of kids.

Our summer camps, which are as popular as ever, foster a sense of friendship, accomplishment and belonging — and they're fun! Attendance at our camps has increased and our programs are led and administered by select experts who ensure a safe, respectful environment for all.

Regardless of whether it's an early-childhood program like Mommy And Me, youth sports programs that develop teamwork and character, dance and martial arts programs that teach agility and discipline, or even just time spent in Kids Zone programming, every family can find its second home at the YMCA. Including yours!



2017 GPS VOLUNTEERS OF THE YEAR

These honorees exemplify each of the four areas highlighted by our Grand Plan For Success, which drives the way we fulfill the YMCA's areas of focus — youth development, healthy living and social responsibility.

Office On Aging



The City of Clearwater's Office On Aging, led by Kerry Marsalek, has been a great partner in helping us deliver evidence-based health programs to the Clearwater community.

We have served more than 650 older adults through the YMCA's Enhance®Fitness program offered at three city locations. The office has been supportive and an intricate part of bringing EnhanceFitness to seniors in the community. The YMCA is thankful for their partnership.

James Feazell

For a number of years, James Feazell led a popular program for high-school students in the Largo area, called Bridging the Achievement Gap (BTAG). BTAG helps high school students with homework and more.

When the program needed a new location, James brought BTAG to the Greater Ridgecrest YMCA.



Students receive career counseling and tutoring, with a focus on improving their grade-point averages and preparing for Florida State Assessments.

PHILANTHROPY Matt Spence

Matt Spence is the vice president, community impact, for the Community Foundation of Tampa Bay. He was the director of planning and development for the Early Learning Coalition of Pinellas County and special projects manager at the Juvenile Welfare Board.

He has been a champion of youth by helping secure funds for Early Learning Readiness, which supports Hispanic/Latino caregivers of children ages 0-5. This program is offered at High Point, and will begin at the Clearwater Y in 2018.

Matt serves on the association's youth development committee, a part of GPS.

VOLUNTEERISM Don Taylor

Don's efforts at the Citrus Memorial Health Foundation YMCA have supported the branch and at the advisory board level. He has helped the Y make an even greater impact in the Citrus community, and the Citrus Y has a vibrant advisory board because of his leadership.

Over his six years on the board, he has helped develop a strong, connected group of volunteers who create a greater awareness of the Y's cause and how we strengthen our community together. His guidance has become the foundation for other volunteers to follow.



2017 LOCAL VOLUNTEERS OF THE YEAR



Put Christiciples Put Christiciples Petice th Ograms Puild he Jane Gunnin Adult Youth















WE'RE ON A MISSION

Our mission can't be accomplished without the help of our people — volunteers, members, donors and staff alike. Without them, the goal of fostering healthy spirits, minds and bodies and strengthening the community is mere words on paper.

For those who serve others, whatever their capacity, thank you for everything you do for our cause.

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Elizabeth Gettig, Vice President of Youth Development
PINELLAS-PASCO

Jillian Coleman

Laura Kelly

Veronica Condren

Nicholas Fitzgerald

James Macchiarola

Michelle Blaisdell

Jennifer Crabtree Geneé Encinas Dawn M. Frary Alexis Gilliam Leora Hart Mattie Herrar Jillian Kelly Marissa Knighton Angeliki Kontodiakos Susan Lavely April Leach Amanda Lincoln Dylan J. Long Raymond Long Jr. **Aaron Lucas Donna Mandato** Destiny Marry Julianne Mendez Tracy Nero
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DONORS

YMCA HERITAGE CLUB

Heritage Club Members, through a planned or estate gift to the YMCA of the Suncoast Endowment fund, ensure the mission of the YMCA will positively impact our community for generations.

David and Dana Brandon Kimberly and Dennis Briggs Cindy and Buzz Cooper Michael and Kelly Crandall Mr. and Mrs. Allen S. Crumbley Ms. Ardelle Darling Elizabeth Dubuque &

Edward Piercy Ann Ferrentino Kathy and Scott Fink Michael Goldstein G. Scott & Devon J. Goyer William C. Hardy Mr. Kenneth Hasman Teresa and Frank Hibbard Michael and Tracy Hlady Lois Jenkins Marianne and Jack Joyner Mr. and Mrs. Michael Kline Amy and Sean Maguire Jennifer Monrose Moore **Kevin Norris** Carol Parks and Mike Vold Ms. Peggy Powell
Greg and Lisa Richardson Ms. Joyce Schwing Mr. Jim Smith The Vega Family Paula and Peter Vosotas & **Family** Mark Weinkrantz Linda and John Williams **David and Heather Worobec**

Generous gifts left by the following individuals remind us daily of their kind spirit:

Estate of Don Marx **Estate of George Lucas** Estate of George M Tinsley Estate of Helen G. Dargo Estate of Robert Wiggins Estate of George and Peg Mallory

LEGACY CHAIRMAN'S ROUND TABLE

These donors have established, or are in the process of establishing a named fund within the YMCA Endowment. Once fully funded, a gift will be generated to support a specific program or branch forever.

David and Dana Brandon Marilyn and John Connelly The Cuomo Family Drs. Dana and America Deupree The John Geigle Family G. Scott and Devon J. Goyer Joan and Michael Kline Ken and Jodi Kunsman The Little Family Carol Parks and Mike Vold Paula and Peter Vosotas and **Family**

RECOGNIZING OUR COMMUNITY **CHAMPIONS**

In 2017, our staff and volunteers selected exceptional leaders during our annual campaign. Tamara Black and Jeff Dawsy took lead roles in helping the Y raise funds to provide financial assistance to those in need.

Gifts to our annual campaign between Jan. 1-Dec. 31, 2017

GIFTS OF \$10,000 AND MORE

Mr. Hugh Bell Black Diamond Foundation Bon Secours Health System Inc. Community Foundation of

Tampa Bay Crystal Automotive Motorcycle Group Damron Family Ron and Melissa Davis The Duckleton Foundation Duke Energy Foundation Florida Blue Foundation Robert and Kim Floyd Glenn and Marilyn Gilbert JK Cancer Fund Inc in Memory of John Kubek The Juvenile Welfare Board of

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GIFTS OF \$5,000-\$9,999

Bayfront Health Bechtel and Litsch Charities Bob and Lisa Campbell Caylas Coats Inc. Charity Works Inc. Marilyn and John Connelly Crystal Community ENT Ardelle F. Darling

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GIFTS OF \$2,500-\$4,999 Alan Everton Insurance Inc. American Diabetes Association Anona United Methodist Church Joseph S. and Frances Brannen Kimberly and Dennis Briggs Matt and Katie Crum The Cuomo Family John & Danielle Becker Elisa's Greatest Wishes The Family of George S. Goyer Homeport Marina Inc Krutchik Family LEC Family Foundation Sally Long Maiocco Family Major League Baseball Players Trust McSpadden Family Gerry & Janet Mulligan and the Citrus County Chronicle Nature Coast Financial Advisors Inc. Steven and Randy Nilsson Pasco County Sheriff's Charities Inc. Phoenix Lawn and Landscape Pinellas Community Foundation Jay and Susan Powers PurePoint Financial Greg and Lisa Richardson Rotary Club of Crystal River Foundation, Inc. Rotary Club of East Lake Sunrise Robert and Susan Savard Cathy and Paul Schmidt -Florida Dental Centers Senica Air Conditioning Inc. The Sprouts Healthy
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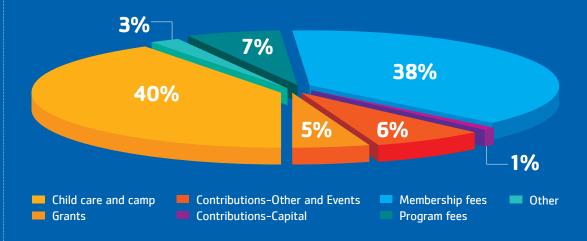
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Dawn and Mark Wilson Scott and Niki Wilson

Ms. Lucinda Yoder

BY THE NUMBERS

YMCA OF THE SUNCOAST INC.

Comparative results for the years ending Dec. 31, 2017, and Dec. 31, 2016



SUPPORT AND REVENUE	2017	2016	\$ CHANGE	% CHANGE
Membership Fees s	\$10,494,266	\$9,627,315	\$866,951	9.0%
Child Care and Camp Fees I	\$10,885,148	\$10,327,692	\$557,456	5.4%
Program Service Fees	\$1,770,224	\$1,685,848	\$84,376	5.0%
Contributions - Capital t	\$187,193	\$371,593	(\$184,401)	-49.6%
Contributions - Other u	\$1,643,245	\$1,696,112	(\$52,868)	-3.1%
Grants	\$1,286,560	\$1,328,523	(\$41,963)	-3.2%
Other n	\$1,046,338	\$701,284	\$345,054	49.2%
Total Support and Revenue	\$27,312,973	\$25,738,367	\$1,574,606	6.1%

- s Membership fees increased more than \$800,000 with the Citrus Memorial Health Foundation YMCA operating for a full year, compared to eight months in 2016. Also, revenue increased in Pinellas County and Pasco County branches, ranging from 4–7%.
- 1 Child care and camp fees increased from a combination of growth in school-age care attendance and additional weeks of summer camp. In 2017, there were three additional weeks of summer camp and three fewer weeks of school-age programs. A longer summer benefits summer camp income in our branches. A reduction in number of weeks of after-school programming normally would reduce annual revenue, but added growth in numbers compensated for fewer weeks.
- t Capital contributions in 2017 relate to Citrus projects, both for the completed facility and for future projects. The decrease is due to reaching fund-raising goals for the initial construction of the Citrus Memorial Health Foundation YMCA while having a less active campaign for future capital projects.
- u Other contributions includes those for the annual fund-raising campaign, for specific programs, special events and for the endowment fund. The endowment fund was beneficiary to less in donations compared to 2016. Annual campaign contributions increased slightly.
- n Other revenue includes returns on investments, which experienced larger market value gains compared to 2016. Other miscellaneous income was consistent.

EXPENSES	2017		2016		Difference
Programs	\$22,886,091	86.0%	\$21,501,463	85.5%	\$1,384,628
Management and General	\$3,297,746	12.4%	\$3,169,729	12.6%	\$128,017
Development and Fundraising	\$439,204	1.6%	\$481,885	1.9%	(\$42,681)
Total	\$26,623,041	100.0%	\$25,153,077	100.0%	\$1,469,964



YMCA OF THE SUNCOAST

2469 Enterprise Road, Clearwater, FL 33763 **P** 727 467 YMCA ymcasuncoast.org

CITRUS MEMORIAL HEALTH FOUNDATION YMCA

4127 W. Norvell Bryant Hwy., Lecanto FL 34461 P 352 500 YMCA ymcasuncoast.org/citrus

CLEARWATER YMCA

1005 S. Highland Ave., Clearwater FL 33756

P 727 461 YMCA ymcasuncoast.org/clearwater

JAMES P. GILLS FAMILY YMCA

8411 Photonics Drive, Trinity FL 34655

P 727 375 YMCA ymcasuncoast.org/gills

GREATER PALM HARBOR YMCA

1600 16th St., Palm Harbor, FL 34683

P 727 787 YMCA ymcasuncoast.org/palmharbor

HERNANDO COUNTY YMCA

1300 Mariner Blvd., Spring Hill FL 34609

P 352 688 YMCA ymcasuncoast.org/hernando

HIGH POINT YMCA

5345 Laurel Place, Clearwater FL 33760

P 727 507 YMCA ymcasuncoast.org/highpoint

NORTH PINELLAS YMCA

4550 Village Center Drive, Palm Harbor FL 34685 P 727 772 YMCA ymcasuncoast.org/northpinellas

GREATER RIDGECREST YMCA

1801 119th St. N, Largo FL 33778 **P** 727 559 0500 ymcasuncoast.org/ridgecrest

YMCA SCHOOL-AGE PROGRAMS

2469 Enterprise Road, Clearwater FL 33763

P 727 467 YMCA ymcasuncoast.org

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





