

# STRENGTHENING OUR COMMUNITY



## 2020 Annual Report YMCA of Greater Kalamazoo

As I reflect upon what happened in 2020, the one thing that is clear is that things have changed forever. Our community has become all too familiar with words and phrases like coronavirus, social distancing,

pandemic, and virtual learning. The way we went to work, the way we exercised, the way our children learned and played all changed dramatically in an instant. As our lives were forced to adjust, so was your YMCA. In a period with so many unknowns, one thing we quickly realized is that it was critical for struggling families and our entire community to know they could still rely on the YMCA.

In March of 2020, our YMCA doors were forced to close. No longer were children being taught to swim, adults were unable to take their daily walks on the treadmill, and seniors could no longer access their favorite exercise classes. But, as the saying goes, "When one door closes, another one opens." We knew our community needed the Y more than ever, so we opened *new* "doors." We developed a plan to shift our resources: staff, time, and money. We led the way providing emergency child care services to our essential workers. This allowed parents to continue to work and support their families and allowed critical services like food production, medical care, and emergency services to continue to function in our community.

In the fall, when it was announced that Kalamazoo schools would begin the year virtually, we called upon our experience and knowledge and with the help of the Stryker Johnston Foundation, we established three Community Learning Hubs in Kalamazoo. These hubs gave a place for kids to successfully attend their remote classrooms while their parents remained employed. In addition, we provided kids with healthy meals throughout the day, supplemented their education with STEM curriculum and physical education, and gave them an opportunity to safely socialize with their classmates.

When we saw children in our community were going hungry, we utilized our relationships with the Sherman Lake YMCA and Kalamazoo Public Schools to provide over 100,000 meals in 2020. Sherman Lake staff prepared over 1,000 healthy meals daily, and our staff picked the meals up in KPS vehicles and delivered them to some of the most vulnerable neighborhoods in our county.

We also developed an effective platform to deliver the Y experience to those at home. No longer did you need to visit the Y to see and experience your favorite group exercise instructor. Each day, hundreds of Y members connected through their screen to continue their journey to a better and healthier life.

When after six months, our "doors" were finally reopened, we did so safely and with a renewed sense of enthusiasm. We followed strict protocols, including enhanced sanitization, daily health screenings, mask wearing, social distancing, and limited capacities. This allowed thousands of our members to begin to take advantage of the Y services that they long missed – swimming, basketball, and, most importantly, connecting with their YMCA family and friends.

As our community returns to regular life and people resume engagement in the programs that we've offered for generations, there remains a renewed sense of responsibility to do more. With the goal of making our community and everyone in it healthier and safer, we continue to advocate for healthy opportunities for children, ensure resources are invested in the most vulnerable members of our community, help reduce health disparities, and partner with like-minded organizations to most effectively use limited resources.

Finally, let me thank all of you. We would not have been able to respond to the biggest crisis of our lifetime as quickly and thoroughly without our community partners, members, donors, volunteers, and staff. While our work is far from over, you should all be proud of the great things that we accomplished – together – in 2020.

President and CEO  
YMCA of Greater Kalamazoo



# Y STORY BY NUMBERS

## FINANCIALS

### PUBLIC SUPPORT

General Contributions	\$675,718
United Way	\$33,117
Grants	\$2,140,610
Trust Contribution	\$0
Special Events	\$122,370
<b>Total Support</b>	<b>\$2,971,815</b>

### EARNED REVENUE

Membership	\$2,747,069
Programs	\$570,029
Child Care and Camp	\$795,459
Misc. Revenue	\$170,709
<b>Total Earned Revenue</b>	<b>\$4,283,266</b>

**Total Revenue** **\$7,255,081**

### PROGRAM EXPENSE

Membership	\$1,636,756
General Programs	\$3,162,131
Supporting Services to Programs	\$625,521
<b>Total Program Expense</b>	<b>\$5,424,408</b>

### ALLOCATED EXPENSE

Fundraising	\$330,841
Financing	\$169,429
Depreciation	\$571,602
Administration	\$758,801
<b>Total Allocated Expense</b>	<b>\$1,830,673</b>

**Total Expense** **\$7,255,081**

## PANDEMIC RELIEF FUND DONORS \$1,000 +

1st Source Bank  
 Consumers Energy Foundation  
 Fetzer Institute  
 Heather & Eric Hayner  
 Irving S. Gilmore Foundation  
 Jennifer Nardi & Jesse Palmer  
 Kalamazoo Rotary Club  
 Kalsec, Inc.  
 PNC Foundation  
 The Burdick-Thorne Foundation  
 The H.P. and Genevieve Connable Fund  
 United Way/KZCF  
 USTA  
 Wattles Family Foundation  
 YMCA of the USA



A special thank you goes to literally thousands of our YMCA members who kept their memberships active while our facilities weren't available for most activities.

**We couldn't have made it through the year without you!**

# 2020 ANNUAL CAMPAIGN SUPPORT\*

## PACESETTERS

**\$5,000 +**

Borgess Run for the Health of It!  
John Broschak  
H.P. and Genevieve Connable Fund  
Harvest Time Partners Foundation  
Havirmill Foundation  
Julie Heath  
Matt & Carrie Hybels  
Kalsec, Inc.  
Timothy & Joy Light  
Marvin & Rosalie Okun Foundation  
McParlan Family Fund  
Scott & Janet Nykaza  
Preston & Barbara Parish  
Foundation  
Kay Polzin  
Stryker Corporation  
Suzanne U.D. Parish Foundation  
Jack Wattles

## DREAM BUILDERS

**\$2,500 - \$4,999**

Bob & Sandy Borsos  
Burdick-Thorne Foundation  
Consumers Energy  
Jarod & Andrea Lippert  
The Lutz Family  
David & Heather Morgan  
Pfizer Foundation  
R. Thomas & Linda Powell  
Libby & Pete Seaver  
Carolyn & Spencer Stiles  
*In honor of the Aquatics Program*  
Tyler Little Family Foundation  
Larry J. Wilson

## LEADERSHIP CIRCLE

**\$1,000 - \$2,499**

Abraxas Worldwide  
Jerome & Kathleen Amrhein  
Dayna & Erik Anderson  
The Andrews Family Fund  
Anonymous  
Nicole Asher  
Azon USA  
John Barry

Jeanne Borzkowski  
Consumers Concrete Corporation  
Joanna & Scott Dales  
Ben & Kasey Davis  
Cheryl Dickson  
Jim & Jo English  
Shon & Sam Field  
First National Bank of Michigan  
Don & Janet Gladstone  
John Hinkle  
Brandon Jeannot  
Si & Shirley Johnson  
Kalamazoo Community Foundation  
Keystone Solutions Group  
Lawrence & Sylvia Wong Foundation  
Elizabeth Upjohn Mason  
*In memory of Jerry Mason*  
Jim & Michelle Migliaccio  
Mike and Sharon Seelye Family  
Foundation  
Peter & Amanda Militzer  
Gordon & Barb Miller  
*In honor of Vicky Kettner*  
J. Mark Rainey  
*In honor of Ellie Rainey*  
Richard & Priscilla Roach  
Michael Roeder  
Nydia Roehr  
Southwest Michigan Dermatology  
Sovereign Health  
David & Ronda Stafford  
Rebecca & Adam Strauss  
Doreen & Ed Thomas  
Gerard & Margery Thomas Fund  
L. Marshall & Tonja Washington  
Jim & Carol Weber  
Meghann Weinberg  
Robert & Janet Wheeler  
Sarah Willey & Brian Schnell  
Scott & Linda Zabik  
Jim & Laurie Ziech

## COMMUNITY ADVOCATES

**\$500 - \$999**

Anonymous  
Rendell J. Austin II  
John Bartels  
Priscilla J. Blair  
Bright Ideas Technology

Beverly Buel  
Cahill Wealth Management  
Joe Cekola  
Philip Chludzinski  
Karol Dill  
*In memory of Everett Dill*  
Fran Eckenrode  
Shirley & Jim Freeman  
Jack Gesmundo  
Ajoy Ghosh  
Scott Gignac  
Bjorn & Lori Green  
Jim Heath  
Jim & Jeanne Hess  
Heather Hudson  
Kalamazoo Wings  
Jim Keeler and Merry Ellen Eason  
Family Foundation  
Vicky Kettner & Peter Battani  
Jim Key  
Bobby Ludwick  
Laura Modic  
Jennifer Nardi & Jesse Palmer  
Elmon & Avonda Oliver Jr. MD  
Patrick & Sophia Quinn  
Rentalex  
Oak Saad  
Greg & Joyce Salisbury  
Karl Sandelin  
The Schumacher Family  
Jim & Petey Stephanak  
James and Winifred Stewart  
Endowment Fund  
John Stodola  
James R. & Lorraine J. Valk  
Charles Van Zoeren  
Dee Velkoff  
Richard Welch  
Welsh & Associates  
Tom & Julie Wheat

\* A full list of donors is available upon request.

## NO ONE IS TURNED AWAY FROM THE Y DUE TO INABILITY TO PAY.

With thanks and gratitude for community support through the annual campaign, the Y is able to provide financial assistance to those facing financial barriers to the Y experience.

# LEADERSHIP

## BOARD OF DIRECTORS

**Chair:** John Broschak

**Vice Chair:** Dee Velkoff

**Treasurer:** Jim Valk

**Past Chair:** Bob Borsos

**Officer:** Dr. Cheryl Dickson

**Officer:** Dr. Scott Nykaza

**Officer:** Dr. Elmon Oliver

**Directors:**

John Barry

John Bartels

Allison Birmingham

Dr. Jeff Boggan

Jack Gesmundo

Stefon Hemphill

Brandon Jeannot

Shirley Johnson

Cindy Kole

Sondra Phillips

Mike Roeder

Spencer Stiles

Meghann Weinberg

## YMCA LEADERSHIP TEAM

Dave Morgan

*President/Chief Executive Officer*

Jeanne Borzkowski

*Chief Financial Officer*

Ben Davis

*Chief Advancement Officer*

Jim Migliaccio

*Operations Director, Youth Development*

Peter Militzer

*Operations Director, Healthy Living*

Chris Hamacher

*Operations Director, Facilities*

**Maple**

1001 W. Maple St.  
Kalamazoo, MI 49008

**Portage**

2900 W. Centre Ave.  
Portage, MI 49024

**Lincoln**

912 N. Burdick St.  
Kalamazoo, MI 49001



1001 W. Maple St.  
Kalamazoo, MI 49008

Nonprofit Org  
U.S. Postage  
**PAID**  
Kalamazoo, MI  
PERMIT #108

**FOR A BETTER COMMUNITY. FOR A BETTER US.**



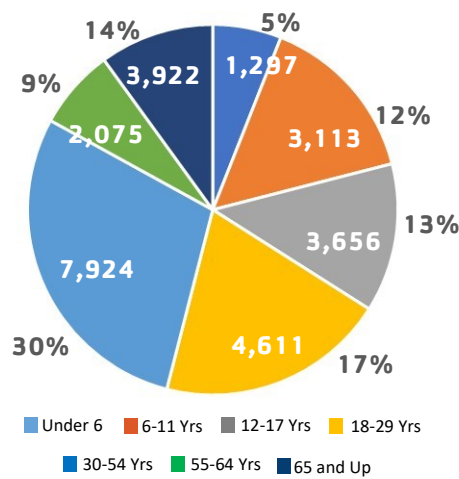
FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING®  
FOR SOCIAL RESPONSIBILITY

# WE'RE MORE THAN A GYM WE'RE A CAUSE

Annual Support to the YMCA allows us to award Financial Assistance toward membership or programs for those who would like to participate but need a helping hand. It is part of the Y's mission to build a healthy spirit, mind, and body FOR ALL.

## CONSTITUENCY REPORT

### MEMBERS BY AGE



## ADDRESSING THE FUNDING GAP

Since 2018, 21,667 members of the YMCA of Greater Kalamazoo have received YMCA financial assistance

(48% of which were youth under 18)...

...equaling \$1,081,710 in total assistance.

*In the same time period:*

1,390 donors gave a total of \$749,713...

...resulting in a funding gap of \$331,997.

We anticipate an increase in demand throughout 2021 as members return to the Y to pursue their healthy living goals.

## Overall 2020 YMCA Impact



The Y has served 137,340 meals and snacks to youth and families as part of its COVID-19 emergency outreach efforts since March 2020.



The Y's Youth Development Program provided 12 weeks of emergency childcare during COVID-19 shutdown. This allowed essential workers (who otherwise had no options for childcare) to continue working while their children were in a safe environment.



The Y served 153 youth during the 2020-2021 school year through its three remote learning hubs that took place at the Maple Y, Lincoln Youth Center, and Prairie Ridge Elementary (KPS).

# LOCAL HEADLINES THAT SPEAK TO IMPACT



## March 21, 2020: YMCA on Maple Street to offer child care services to essential workforce — WWMT

"We want them to not feel like they are in some program that they wouldn't normally be used to -- we want them to have fun and enjoy themselves. Education and fun are combined in one and that's what we are hoping for. We want the kids to want to feel a sense of normalcy in this whole process."

— Dave Morgan, CEO

## March 31, 2020: Kalamazoo YMCA will donate 1,000 free meals daily during coronavirus emergency — MLive

"Our goal is to make sure we are taking care of our community," Morgan said. "We want to make sure people are fed."



## April 11, 2020: YMCA Presses Forwarded With Emergency Operations Amid Calamitous Layoffs — Forbes

"Our goal is to make sure our families survive this crisis .... And it starts with making sure children and families don't go hungry." — Ben Davis, Chief Advancement Officer

## ANNUAL CAMPAIGN PLEDGE FORM

### Levels of Giving

All levels receive Donor Wall recognition.

Pacesetter\* [\$5,000+] — Extra-Large Banner

Dream Builder\* [\$2,500 to \$4,999] — Large Banner

Leadership Circle\* [\$1,000 to \$2,499] — Medium Banner

Community Advocate\* [\$500 to \$999] — Small Banner

Benefactor [\$250 to \$499]

Partner [\$1 to \$249]

Total Gift Amount \$ \_\_\_\_\_

Name \_\_\_\_\_

(As it will appear in recognition material.)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Email \_\_\_\_\_

In memory/honor of (circle one) \_\_\_\_\_

I wish to remain anonymous.

Check enclosed (payable to 'YMCA of Greater Kalamazoo')

VISA/MC Acct # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Please invoice me.

Does your employer match gifts?  Yes  No  Don't know

If yes, or don't know, please provide company name: \_\_\_\_\_

Or to give online visit [www.kzooymca.org/donate](http://www.kzooymca.org/donate).



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

Please detach and return  
this form with your gift to:  
YMCA Annual Campaign  
1001 W. Maple St.  
Kalamazoo MI 49008

Contributions are tax deductible  
to the full extent allowed by law.

**Please give today. We can't do it alone!**