



GROWING FOR OUR FUTURE

2013 Annual Report

YMCA OF THE CEDAR RAPIDS METROPOLITAN AREA

MISSION

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



STRATEGIC PLANNING

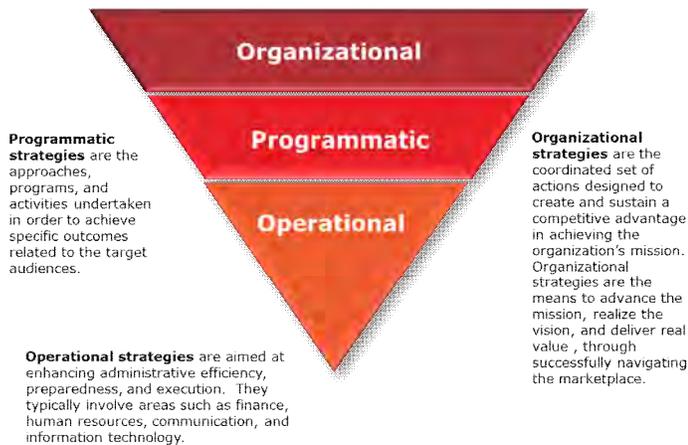
In 2013, the YMCA of the Cedar Rapids Metropolitan Area undertook a major strategic planning effort with the assistance of the Y Board, key staff members and YUSA.

Using the Real-Time Strategic Planning Model, the goal was to create a plan which would address community needs, create meaningful impact and fill the gaps while keeping the Association on track regarding business goals and fiscal management.

To reach this goal, the Y conducted over 50 interviews with key leaders from our community in conjunction with planning exercises designed to harvest the best insights from all key players.

The result is a fluid plan which revolves around how to serve diverse audiences and continually answering one "Big Question". That is, "how do we achieve excellence through our competitive advantage, stay true to our mission and be a leader within the changing community environment?"

We answer this question by creating strategies across 4 main areas: Expand Healthy Living, Increase Our Reach, Improve Member Experience and Promote The Cause.



LETTER FROM THE BOARD CHAIR & CEO

In 2013, the YMCA of the Cedar Rapids Metropolitan Area undertook some major changes to invest in the future of the Association. Working with staff from across the organization, we took the innovative step in utilizing a new strategic planning model. Our goal was to produce a strategic plan which helps us to meet the unique needs of our community, continue to grow and continue to be a cornerstone organization of the entire Cedar Rapids area. We saw outstanding commitment from the board and YMCA staff during



Robert E. Carlson
President & CEO

the strategic planning process. In addition, we grew programs and services to meet specific community needs like LIVESTRONG at the YMCA, which helps people dealing with the effects of cancer regain their health. We look forward to helping tackle our most pressing needs, serving those in need and making a real, measurable and positive impact on our community.

The biggest accomplishment of the YMCA Board in 2013 was the long-range plan. Our goal was to answer the big question, “how do we achieve excellence through our competitive advantage, stay true to our mission and be a leader within the changing community environment?” Working closely with Y Executive Leadership and YMCA of the USA, we utilized the ‘Real-Time Strategic Planning Process’ model in crafting the long-range goals for our YMCA here in the Cedar Rapids area. Different from a laundry list approach, this method uses quantitative and qualitative research to identify the real needs of our community. The final result is an evidence-based plan which positions the Y to meet those specific needs while also remaining relevant, effective, adaptable and sustainable.



Steve Jensen
2013 YMCA Board Chair

YOUTH DEVELOPMENT IS BUILDING FUN DISCOVERY AND HOPE FOR THE FUTURE.

In 2013,

The Y provided year-round childcare of the highest quality to 275 children this year.

The Y taught 6,273 kids to swim and be safe through year-round swimming programs.

The Y connected over 3,000 kids to a positive adult mentor.

Children are like sponges – they watch and absorb knowledge, skills and values from everything and everyone around them. At the Y, we believe the values and skills learned early on are vital building blocks for quality of life and future success. That's why our child care, afterschool and child watch programs are staffed with people who understand some very big things; the cognitive, physical and social development of kids, the need children have to feel connected and supported in trying new things, and the caring and reinforcement parents and families need to help each other and do homework. Most importantly, children learn how to be their best selves. That makes for confident kids today and contributing and engaged adults tomorrow. Y programs offer a variety of programmatic and activity options.



HEALTHY LIFE HABITS

IOWA STATE UNIVERSITY

Department of Kinesiology



Switch is an innovative, evidence-based program designed to help families establish healthy lifestyle habits in their children. Maintaining healthy eating and physical activity habits during childhood and throughout life can help prevent illness and increase overall well-being. Parents play key roles in shaping their children's lifestyle behaviors by providing guidance and by serving as role models.

Children first assess their current physical activity, fruit and vegetable consumption, and screen-time habits to establish a starting point. Each week of the 4-month program focuses on a different goal (Do, View, Chew, or You Rule!). Children will choose a goal for each week and track their activity and points using Switch Trackers, which they will turn in to their classroom Switch Box to be rewarded for their hard work. A variety of tools are available on the website to help children reach the Switch program goals, including tracking sheets, activity cards, and recipe cards.

The program takes place in the classroom and is conducted in partnership with Iowa State University, the YMCA of the Cedar Rapids Metropolitan Area and Cedar Rapids Public Schools.

2012-2013 Program Results

Over 112 kids participated in the program.

Of those participants:

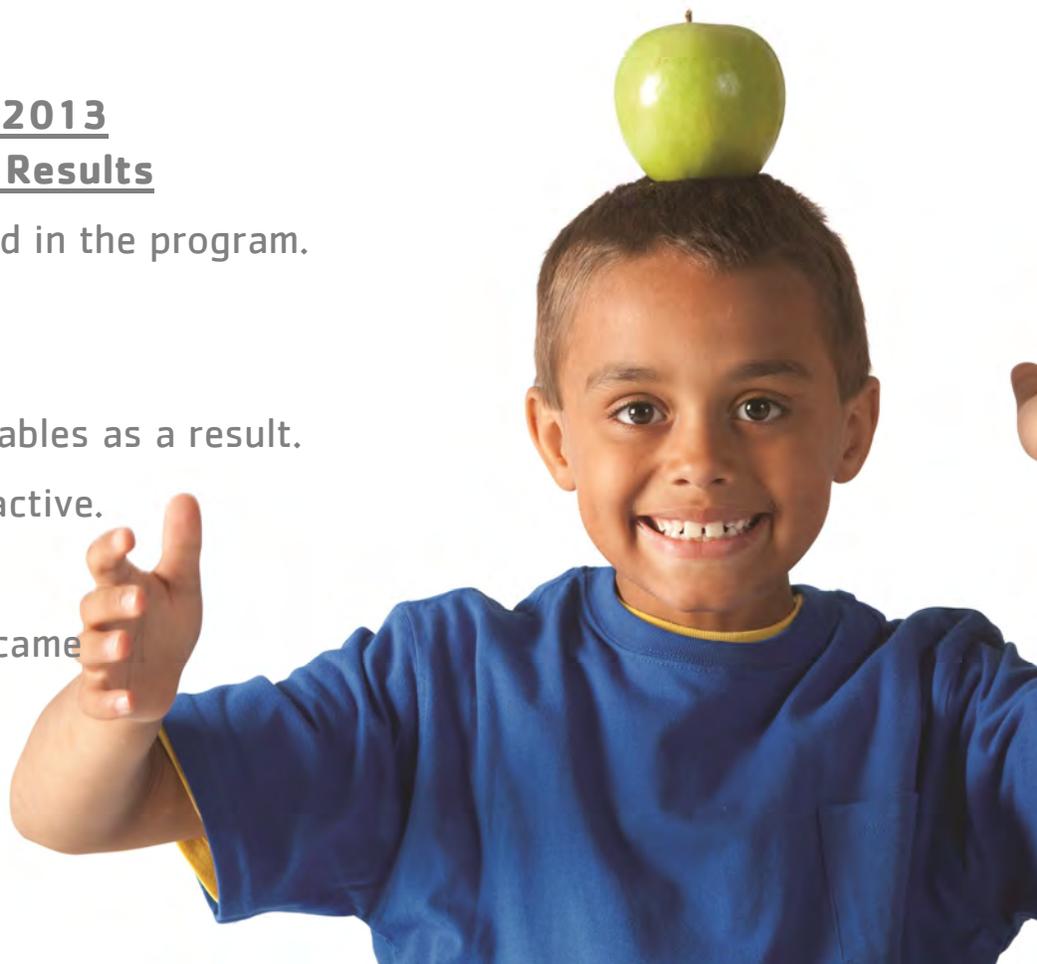
95% said it was effective.

54% consume more vegetables as a result.

66% are more physically active.

53% watch less TV.

44% said entire family became more active as a result of the SWITCH program.



HEALTHY LIVING MAKES FOR LIFELONG HAPPINESS

In 2013,

Membership
levels reached
14,000
people
or...5.6% of
the metro
population!

Through an innovative partnership with Mercy Cedar Rapids, the YMCA added a 5th branch to better serve the needs of our community.

The YMCA at Mercy Health Plaza on Council Street NE, features circuit equipment, many cardio machines, diverse classes and a deeply caring and connected membership.

The Y served
over 23,000
people
through
memberships,
programs and
services.

“Silver Sneakers Keeps On Moving”

“We as staff at the YMCA can be very proud of providing the atmosphere that we have in 2013 for our Silver Sneakers group. This Silver Sneakers group has bonded like a family within our community. Not only do they get together here at the YMCA for their class, but they also have outings together away from our facilities. Their monthly pot-luck in our HGN YMCA meeting room is a highlight for them. This group watches out for each other, and helps each other both here and away. We have created the environment to allow this group to form as closely knit as they have.”

- Mary Sheeley-Anderson
Membership & Administration Staff Member
Helen G. Nassif YMCA

PARTNERS IN HEALING

In 2012, the YMCA of the Cedar Rapids Metropolitan area won a grant through popular demand voting via Facebook and social media. The grant from the LIVESTRONG Foundation enabled the YMCA to create and feature the LIVESTRONG at the Y, a program specifically designed for those suffering from cancer to regain their health.

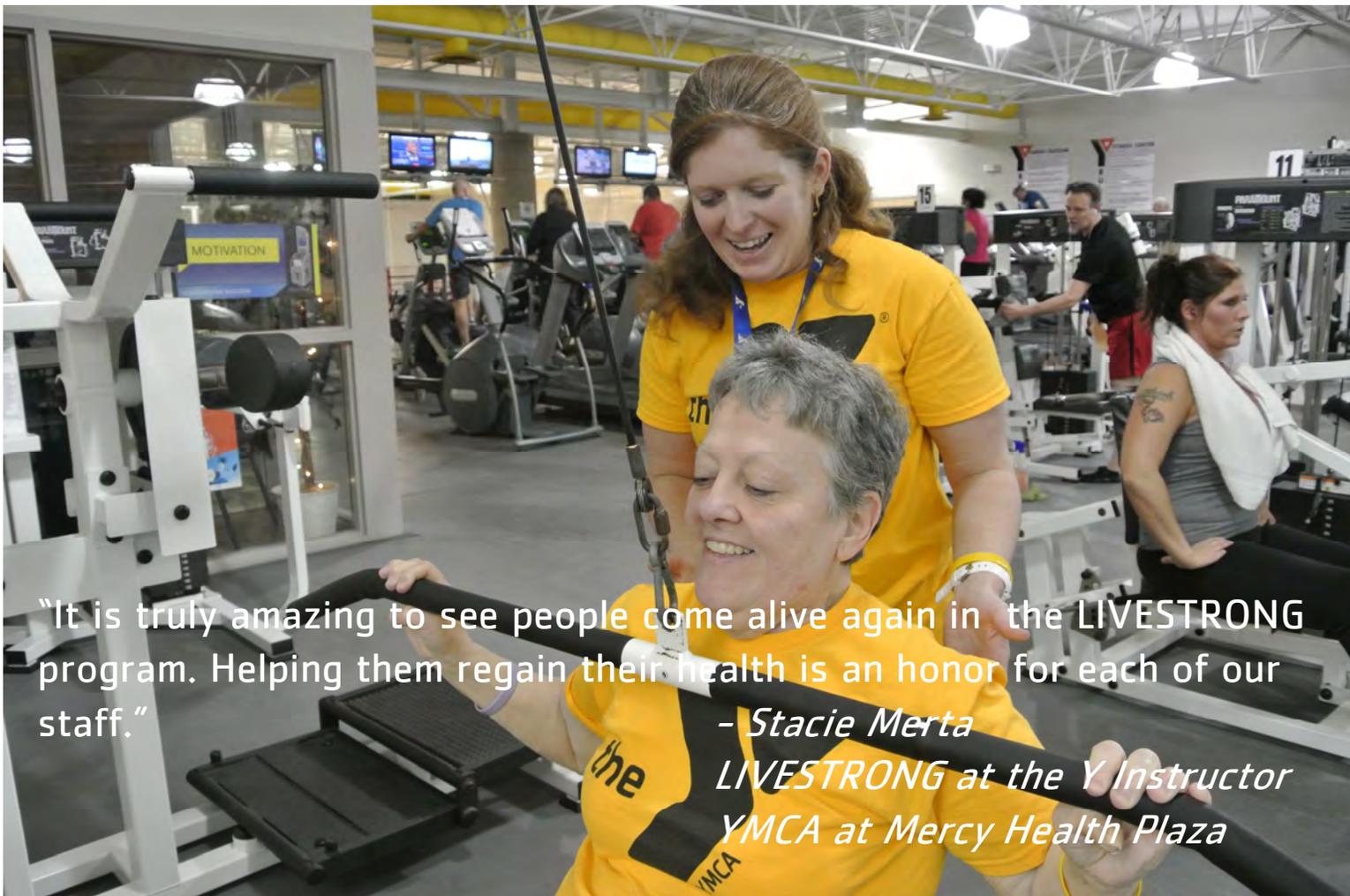
LIVESTRONG[®]
AT THE YMCA



LIVESTRONG

Working in conjunction with local health-care providers including Mercy Cedar Rapids, St. Luke's and the University of Iowa Hospitals and clinics, this twelve week program helps people in all ranges of phases of post-cancer treatment through group exercise regain their strength and stamina.

Due to generous support from both local sources and the LIVESTRONG foundation, the Y is able to offer this program free of charge to both program participants and their "support person". Participants have also created a local support group for those dealing with cancer, featuring it's own Facebook page! In 2013, the program pilot served an initial twenty-five cancer survivors.



"It is truly amazing to see people come alive again in the LIVESTRONG program. Helping them regain their health is an honor for each of our staff."

- Stacie Merta
LIVESTRONG at the Y Instructor
YMCA at Mercy Health Plaza

SOCIAL RESPONSIBILITY MEANS CARING AND BEING CONNECTED

In 2013,

The Y served 23,000 people, 32% of which needed financial assistance.

The Y connected others with each other through 1,398 volunteers at YMCA events.

The Y provided full memberships through scholarships to 19 military families.

Healthy Kids Day is a free, annual community event hosted at the Stoney Point YMCA. The event is part of a national program through the YMCA of the USA and encourages kids and families to unplug, reconnect, get outside, and have fun. Held on April 26, 2013, the event featured athletic games and active activities (like Bags as seen in the picture) along with crafts and music. There are also educational components, such as the Bass Farms Kale table which featured cups, seeds and growing instructions. Also, acoustic guitar was to be heard! The event served over 300 kids and families along with others and was made possible through the generous support of the Johnson Avenue Hy-Vee.



ROBERT'S STORY

"My name is Robert, and my family and I recently joined the YMCA through the sliding fee membership program. I have been unemployed for over a year and recently had a job opportunity and was terminated due to being out of shape. I have contacted television shows and hospitals seeking help with my weight issues and physical conditioning with no results.

I called the YMCA and was told about the sliding fee program. I firmly believe that due to the unselfish contributions of the corporate donors and all of our fellow members, that my family's YMCA membership has not only allowed me to address my physical fitness issues but literally has saved and extended my life.

In this day of corporate cut backs and financial "belt tightening", it is wonderful to be just one of many people able to take advantage of this wonderful benefit. I sincerely hope that the many corporate sponsors are able to continue to provide the support for these programs that help so many families and individuals succeed.

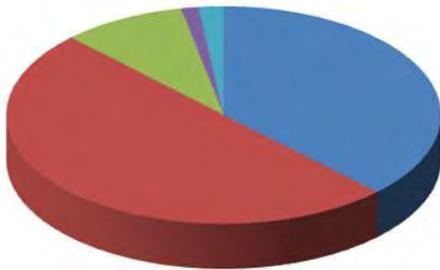
I would like to say THANK YOU to everyone who has made it possible for my wife and me to provide this experience for our family. We have received wonderful support and encouragement from the fantastic staff and our fellow members on our journey to a healthier life. This will allow us to be more active with our children and our grandchildren."



The Y offered \$1,000,000 in financial assistance to deserving kids and families in 2013.

FINANCIAL OUTCOMES FOR 2013

Operating Income

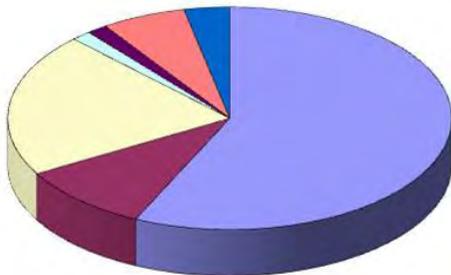


OPERATING INCOME

\$5,268,067

Program Fees	\$1,978,074
Membership Dues	\$2,637,566
Grants/Contributions	\$486,285
Sales/Miscellaneous	\$67,591
<u>Investment Income</u>	<u>\$98,591</u>
	\$5,268,087

Expenses



OPERATING EXPENSE

\$5,277,061

Salaries/Benefits	\$3,005,530
Supplies/Equipment	\$514,157
Occupancy	\$1,102,702
Marketing/Promotion	\$75,808
Professional/National Support Fees	\$78,949
<u>Financing Costs</u>	<u>\$325,037</u>
	\$5,277,061

STRENGTHENING OUR POSITION

	2011	2012	2013
Total Membership*	13,717	14,150	14,418

*Total membership compared across February annually

A PLACE FOR ALL THANKS TO YOUR SUPPORT

The YMCA of the Cedar Rapids Metropolitan area is grateful to all the kindhearted donors who help support our legacy and carry out our mission.

Financial assistance keeps the Y available for kids and families who needs us most. We count on the generosity of our members and community to help people of all ages and from all walks of life become more healthy, confident, connected and secure. Your gift to the Y has a meaningful, enduring impact right in your own neighborhood. We extend our sincerest appreciation to all our 2013 donors who helped our impact and our region grow.



The Hope Tango Tower stands in memory of Catherine Hope, YMCA donor. The unique and extraordinary climbing tower was the first of its kind built in Iowa. The tower helps enlighten both kids and adults about climbing and outdoor education. In 2013, Camp Wapsie served over 1,500 summer youth alone!



YMCA Board of Directors

Ray Brown | Kevin Burke | Karl Cassell | Pat Deignan | Lindsay Dick | Ashley Ernst
Rob Frederick | Caroline Giddings | Stuart Haker | Scott Hauser | Duane Jasper
Steve Jensen | Mark Klopfenstein | Joe Linn | Dale Monroe | Kevin Myers
Brett Papendick | Tom Petersen | Bob Porazil | Mark Roberts | Paul Rossberger
Neal Scharmer | Vernon Squires | Lisa Thirnbeck
Mary Kay Van Oort | Brian White



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Helen G. Nassif YMCA

Marion YMCA

Stoney Point YMCA

YMCA at Marion Independent School District

YMCA at Mercy Health Plaza

YMCA Camp Wapsie