DEAR FRIENDS,

At the YMCA of Virginia’s Blue Ridge, a lot of exciting things happened in 2019. In fact, over the past year, we served more people through programs and membership than any time in our history! Because of the support of businesses and individuals, we are continuing to grow and find new ways to touch the lives of children and families in the communities we support.

This past year included three major accomplishments. We opened a beautiful new 45,000 square foot facility in Botetourt County; launched a new five-year strategic plan focused on teaching leadership to kids and partnering with others to strengthen communities in need; and taught water safety to almost 3,000 2nd grade children across the region through our Y Splash partnership with the schools. While all of that is exciting, we know that it’s not about the buildings or the plans we create, it’s about the people we serve. Our mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

As you enjoy our 2019 Impact Report, we hope you see how our Y is meeting our community’s unique needs and challenges and that we could not fulfill our mission without our donors and volunteers. Because of the support of so many, our Y was able to enrich the lives of more than 23,000 people this past year alone. For that, THANK YOU!

After 136 years, our work is still not complete. We look forward to 2020 and the opportunity to continue our life-changing work.

With thanks,

Mark Johnson
President & CEO
YMCA of Virginia’s Blue Ridge

Brooke Rosen
Board Chair
YMCA of Virginia’s Blue Ridge

1 out of every 5 members are able to be part of our Y family through our financial assistance program

2,175 2nd graders attending Roanoke City, Roanoke County, and Salem City Public Schools learned life saving skills through Y-Splash

4,138 week-long summer camp experiences were provided to community youth

2,268 people on average visit our facilities each day for health, strength and community

We provide over 5,133 seniors in our community with programs to become more active and energized every day

Y After School sites care for over 681 children every day

$792,021 is the amount of financial assistance the YMCA provided to area families

2019 statistics from the YMCA of Virginia’s Blue Ridge
GROWING TO SERVE MORE

Our growth in the community continues with the opening of our new full-service branch the Botetourt Family YMCA.

Since first opening our doors on January 1, 2019, the Botetourt Family YMCA has stayed true to its promise of becoming a place where people can come together to experience life as a community. On average, 486 people visit the Botetourt Y each day for health, strength, and community.

In just the first year of being open, the Botetourt Family YMCA held its first ever summer camp serving close to 50 children weekly, offered soccer, basketball, t-ball, and dance youth programs, hosted monthly Active Older Adult luncheons, started a swim team, provided a safe place for middle school and elementary students through after school programming, and launched the Y Splash program, which will teach all second graders attending Botetourt County Public Schools how to be safe in and around the water.

INVESTING IN THE FUTURE

The YMCA’s after school programs make sure kids’ learning and development doesn’t start and end at the school door.

During the school year, parents look to the YMCA to provide a safe and secure environment. As a leader in youth development, the YMCA of Virginia’s Blue Ridge serves over 650+ youth ages 5-12 years old on a daily basis providing safe, quality, affordable after school care in approximately 27 school sites in six school districts.

In 2019 we introduced a robust enrichment curriculum at all of our after school sites because we believe the values and skills learned early on are vital building blocks for life. Our enrichment curriculum provides children with the opportunity to explore their unique talents and interests. Through partnerships with local experts, staff, and community groups and volunteers, we have been able to deliver cooking, sports, art, STEAM, gardening, and many other programs to our children.
2019 STATEMENT OF ACTIVITIES

PUBLIC SUPPORT & REVENUE 2019 %

- Membership Dues & Joining Fees $6,343,793 66%
- Program Fees $2,151,842 22%
- Contributions, Grants & United Way $928,114 10%
- Investment Income & Other $146,688 2%

TOTAL PUBLIC SUPPORT & REVENUE $9,570,437 100%

EXPENSES

Program Areas of Impact:
- Healthy Living $6,746,036 71%
- Youth Development $973,070 10%
- Social Responsibility $948,446 10%

Total Program Services $8,667,552 91%

- General Administration $800,292 8%
- Fundraising $80,563 1%

TOTAL EXPENSES $9,548,407 100%

REINVESTMENT IN MISSION $22,030

LIVES TOUCHED THROUGH YMCA PROGRAMS AND MEMBERSHIP

AGE 0-5 6-11 12-17 18-29 30-54 55-64 65+

FEMALE 1,092 1,728 1,008 2,604 4,368 1,568 1,753

MALE 1,204 1,683 1,257 3,195 4,006 1,267 1,452

TOTAL 2,296 3,411 2,265 5,799 8,374 2,835 3,205

GRAND TOTAL 28,185

Each time you give to the YMCA, you help transform the lives of youth, families, and seniors in your community. Please visit www.ymcavbr.org to make a donation today!