Dear Friends,

The YMCA is a vital community asset, and so are you.

For the first time in our 130-year history, our annual giving campaign raised more than $1 million in 2019. Those funds helped us provide more than $4.8 million in charitable services to help our friends and neighbors in need this year, fulfilling our promise to include all.

Whether it’s through child care, summer camp, membership and wellness, or free produce and healthy meals, the Y strengthens community. We are honored to work with you to make sure everyone has the same opportunities to learn, grow, and thrive.

As we look to the future, we’re excited about the incredible opportunity to transform the health and well-being of children, families, adults, and seniors throughout our region. We know we can do it thanks to supporters like you.

In service and gratitude,

Tracy Buchanan
Board Chair and CVO

Paul P. Vest
President and CEO

The YMCA of WNC is committed to strengthening community through programming that supports youth development, healthy living, and social responsibility. Our mission, to put Christian principles into practice through programs that build healthy spirit, mind, and body for all, guides us in all we do and compels us to embrace, reflect, and celebrate the richness of diversity within each other and our community.

Through programs that nurture the greatness in every child, promote well-being throughout the community, and give support to our neighbors in need, we strive to create a safe and welcoming environment for people to feel comfortable. We are an open and affirming association respectful of all people, and we interpret Christian principles through our four core values of caring, honesty, respect, and responsibility.
The Y is committed to having a positive impact on community. Over the past year, generous donations enabled us to provide more than $4.8 million in charitable services, including financial assistance for afterschool child care, membership, and health; camp scholarships; educational enrichment; and healthy food distributions. Together we are giving for a better us.

### Constituency Report

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>50,801</td>
</tr>
<tr>
<td>Youth Program Participants</td>
<td>8,844</td>
</tr>
<tr>
<td>Community Health Program Participants</td>
<td>504</td>
</tr>
<tr>
<td>Nutrition Outreach Program Participants</td>
<td>51,011</td>
</tr>
<tr>
<td>Volunteers</td>
<td>1,537</td>
</tr>
<tr>
<td>Donors</td>
<td>2,035</td>
</tr>
<tr>
<td>Staff</td>
<td>1,832</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>116,564</strong></td>
</tr>
</tbody>
</table>

### Charitable Impact

- **249** weeks of overnight camp provided by scholarship
- **642** kids gained assistance for summer day camp
- **579** teens & young adults grow socially and emotionally through free afterschool and summer programs
- **16,484** households picked up free, healthy produce at more than 20 locations throughout the region

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TOTAL</th>
</tr>
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<tbody>
<tr>
<td>Membership Assistance</td>
<td>$1,010,680</td>
</tr>
<tr>
<td>Nutritional Outreach Programs</td>
<td>$49,544</td>
</tr>
<tr>
<td>21st Century &amp; Horizons Teen Programs</td>
<td>$306,419</td>
</tr>
<tr>
<td>Community Health Programs</td>
<td>$188,716</td>
</tr>
<tr>
<td>Youth Sports &amp; Swimming</td>
<td>$44,044</td>
</tr>
<tr>
<td>After School/Child Care</td>
<td>$1,691,015</td>
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</table>

**Total Charitable Investments:** $4,863,205

*Including grants and subsidized services*
NURTURING YOUTH POTENTIAL

“This program not only helps accommodate a parent’s work schedule, it also provides a safe place for my child to simply be a kid with other kids. The Y gives them the opportunity to be active and play, which I think has a very positive effect on their overall mood and attitude.”

–YMCA Afterschool Parent

During the 2018-19 school year, 579 Buncombe County middle schoolers grew socially and emotionally through the free Y Horizons and Camp Horizons programs. Surveys show:

From age six weeks to 18, children and teens in our region have the opportunity to learn, grow, and thrive through Y programs and services.

<table>
<thead>
<tr>
<th>Program</th>
<th>Participants</th>
</tr>
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<tbody>
<tr>
<td>Pre-K and Elementary Afterschool</td>
<td>1,830</td>
</tr>
<tr>
<td>Tween/Teen Programs</td>
<td>544</td>
</tr>
<tr>
<td>Youth Membership and Sports</td>
<td>3,043</td>
</tr>
<tr>
<td>Swim Lessons/Safety Around Water</td>
<td>1,878</td>
</tr>
<tr>
<td>Summer Camps</td>
<td>1,991</td>
</tr>
<tr>
<td>Part-Time Jobs</td>
<td>94</td>
</tr>
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<td><strong>TOTAL</strong></td>
<td><strong>9,380</strong></td>
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Young people today face unique challenges and pressures. These digital natives don’t know a world without technology. Each day they spend more than seven hours in front of screens and less than 10 minutes in unstructured and outdoor play. It’s no coincidence that childhood obesity is on the rise while youth mental health is deteriorating.

In Western North Carolina, at least 25% of children have two or more adverse childhood experiences, such as living in poverty, parental death or divorce, violence in the home or community, substance abuse, and discrimination. Compounded and untreated, adverse childhood experiences lead to negative health outcomes as adults.

The Y is committed to serving children across our region and helping them reach their full potential. Our programs focus on character development, social belonging, academic achievement, personal growth, and resilience. In collaboration with many local partners, the Y provides the tools and resources kids need to be healthy and succeed.

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“Exercising has made me feel better. Someone suggested I was building muscle! I encouraged a church friend to attend a yoga class. This was helpful to her and to me. I was also able to connect with a coach through Coaching Connection. He was very supportive and knowledgeable and encouraging!”

–Minority Diabetes Prevention Program Participant

The Y is improving our region’s spirit, mind, and body by providing programs and activities that promote wellness, reduce risk for disease, and help people reclaim their health.

As a region, Western North Carolina is struggling due to chronic disease and health disparities. According to the 2018 Community Health Assessments of Buncombe, Henderson, and McDowell counties...  
• 63.9% of residents are overweight or obese  
• 18.5% of adults have been diagnosed with diabetes or prediabetes  
• 20% of families are food insecure  
• 8.2% report poor mental health for more than seven days in the past month.

The Y offers innovative interventions that help people regain and maintain their health. From cancer survivorship programs and weight loss support to social clubs and classes to fight the symptoms of Parkinson’s disease, the Y is working in our centers, beyond our walls, and across generations to transform the overall health and well-being of Western North Carolina communities.

The long-term health benefits of physical and social activity are clear, and participants in YMCA programs rave about the results:
Service promotes a better sense of community, which leads to spiritual and emotional health and belonging. When we work together, individuals, families, and communities move forward.

The Y is made up of people of all ages and from every walk of life working side by side to strengthen communities. Together we strive to ensure that everyone, regardless of ability, age, cultural background, ethnicity, faith, gender, gender identity, ideology, income, national origin, race, or sexual orientation has the opportunity to reach their full potential with dignity.

In a region plagued by health inequities, the Y responds to the most pressing needs by developing community-based solutions. Our aim is to expand across our region, reach more people, and bridge the urban and rural divide.

We welcome all sizes, all colors, all genders, all beliefs, all religions, all types, all people.
The Y was founded as a volunteer-led movement, and that tradition continues today. Business leaders, community advocates, parents, teens, and individuals who want to give back support their neighbors by volunteering with the Y.

We’re grateful that volunteers:
• Lead our Board of Directors and advisory committees
• Raise funds to ensure the Y is accessible to all members of the community
• Coach sports teams and teach classes
• Motivate and support youth to build character, develop skills, and make positive life choices
• Extend a hand to help adults do more, be more, or live healthier
• Teach children and adults to swim and be safe around water
• Advocate for and influence policies that have an impact on our community
• Participate in opportunities to give back and support neighbors in need and facing challenges.

The Y also benefits from trusted partnerships with other nonprofits and agencies in our region. Together we are working to deliver positive change for all.

“Volunteering with the YMCA Nutrition Outreach program is something I look forward to every week! I love knowing that I’m benefiting our fellow community members by helping them have access to free fresh food – no questions asked. Whether I’m helping sort and bin produce to be distributed or assisting at one of the many Mobile Markets in the community, I know I’m having a positive impact on the lives of my neighbors.”

- Karla King

2019 VOLUNTEERS OF THE YEAR

Asheville
Black Mountain
Corpening
Ferguson
Hendersonville
Mission Pardee
Health Campus
Reuter
Woodfin
Nutrition Outreach
YMCA Camp Watia
Youth Services

Moises Escobedo
Consuela Lively
Bill Markwat
Cheri Fisher
Charlie Wilkinson
Maribeth Sabo
Heather Manning
Kathy Eison
Aren Grasso
Susan Mims
Goodwill OneLife

CENTER ADVISORY COMMITTEES

ASHVILLE
Sam Allison
Keaton Edwards
Janet Hart
Heath Morkik*
Katrina Ghstrom
Megan Robinson
Michael Rosenblum

FERGUSON
Rob Clowers
Rob Becker
Jim Gregory
Kevin McCormick*
Jamilik Mikati
Arthur Salido
LaTisha Steele

BLACK MOUNTAIN
Kenny Capps
Mary Carroll Dodd
Ken Kraume
Consuela Lively*
Bill Malcolm
Shaun Pope

HENDERSONVILLE
Norris Crigler
Jennifer Heatherly
John Kneedler
Bryce Malbarsy
Lucy Massagee
Brandon Melton
Bob Papes
Leigh Paschik*
Tamarra Peacock
Kurt Wargo

CORPENING
Gregory Antal
Richard Berlich*
Frank Dean
Natalie Gouge
Cathy Green
George Green
Brenda Monosso
Patricia Salo
Richard Vitolo
Gordon Warburton

REUTER
Emilee Dickerson
Paul Glaser
Amy Haldeman
David Hart
Lisa Heathfield
Jean Lee
Mark Lindsey*
Kevin Young

WOODFIN
Todd Burkhalter*
Stephen Dei Greco
Krystal Drudge
Kathy Eison
Jayne McDonald
Carol Rosenblum
Tami Swift
John Traylor
April Wright

*Chair

2019 IMPACT REPORT | 12

2019 IMPACT REPORT | 12
**FINANCIAL REPORT**

**OPERATIONAL**

<table>
<thead>
<tr>
<th>Financial Year</th>
<th>Public Support</th>
<th>United Way</th>
<th>Grants</th>
<th>Government Contracts</th>
<th>Earned Revenue</th>
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<tbody>
<tr>
<td>2018-2019</td>
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<td>$80,453</td>
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<td>1,809,312</td>
<td>1,492,867</td>
<td>$25,672,082</td>
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<td>2017-2018</td>
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<td>1,456,663</td>
<td>2,886,937</td>
<td>1,338,074</td>
<td>$21,093,625</td>
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**EXPENSES**

<table>
<thead>
<tr>
<th>Financial Year</th>
<th>Staffing Costs</th>
<th>Contract Services</th>
<th>Supplies</th>
<th>Occupancy</th>
<th>Equipment</th>
<th>Printing/Promotions</th>
<th>Travel</th>
<th>Dues</th>
<th>Financing</th>
<th>Other</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>$12,027,418</td>
<td>1,471,259</td>
<td>1,228,978</td>
<td>2,091,989</td>
<td>188,117</td>
<td>462,501</td>
<td>223,297</td>
<td>304,385</td>
<td>822,208</td>
<td>2,265,870</td>
<td>$21,093,625</td>
</tr>
</tbody>
</table>

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**FINANCE COMMITTEE MEMBERS**

John Pierce, Chair  
Kerry Friedman  
Mary Hall  
Bill Newman  
Robby Russell  
John Webb

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*Unaudited*