FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

OUR CAUSE IN ACTION

GREATER BURLINGTON YMCA
2010 Annual Report

Dear Friends,

As a proud Y member and volunteer, I find myself out in the community, talking about the Y a lot. And I never cease to be amazed by how many stories people share with me, describing their personal Y experience—whether they have children in swimming lessons or went to summer camp as kids; whether they launched a healthier lifestyle with the help of one of our fitness instructors or challenged their comfort level by trying a new class like Zumba.

For example, there's the story of our own Older School Age kids (see more on page 4) — who, through community service, are learning the values and skills necessary to become compassionate, connected adults.

And there's the story of Cheryl (see more on page 5) — who's found better health, a family support system and a community of friends here at the Y.

For 145 years, these stories have been at the very heart of the Y's mission—to build a strong community by involving youth, adults and families in programs and activities that develop spirit, mind and body. For those same 145 years, the Y itself has had a great story to tell, but until recently, when we talked about the Y, we talked about our programs—instead of how those programs made a difference in people's lives. When we talked about the Y, we talked about our facilities—instead of how using those facilities helped people become healthier and more balanced. And, when we talked about the Y, we talked about statistics—instead of the human face behind the numbers.

BUILDING A STRONGER COMMUNITY

Because of this, folks in our own neighborhoods didn't really understand the positive impact we make on the community every day. And if they didn't understand that impact, we couldn't expect them to get more engaged with our cause.

I'm happy to say that all of this is changing. In July 2010, the Y launched a revitalized brand—which is already making it much easier to communicate our reason for being, and the good work we do, by unifying our voice around three areas of focus: Youth Development, Healthy Living, and Social Responsibility. Now, we can better explain that we're far more than a "gym and swim" facility. We're a second home for many children, adults and families; a place to build a strong community, both within the Y's walls and out in the neighborhoods we serve. As you'll see in Mary's letter on the next page, framing our story in this new voice—having the ability to talk about positive impact—has helped us earn new grant money and further cultivate important community partnerships.

Moving forward, I'm confident we'll make even greater strides as we perfect our storytelling. As more people learn that the Y helps kids develop skills and confidence; as more people understand that the Y helps people of all ages and abilities to live healthier lives; and as more people see how the Y gives back and supports our neighbors—the more they'll be inspired to join, volunteer, and support our cause.

Regards,

Scott Johnstone
Chair, Board of Directors

Dear Friends,

In 1889, the Greater Burlington YMCA established the first physical education program in the state of Vermont—building a gymnasium in our facility at 129 Church Street where young men came to play basketball and gathered together for other social activities.

More than 120 years later, physical education remains a major priority for the Y, especially at a time when school-based programs are dwindling and childhood obesity is on the rise. In 2010, our work with Activate VT—a broad-based community initiative committed to increasing physical activity and improving access to healthy foods through state-wide policy change—began developing a pilot program in the Burlington Public Schools. This program, when launched, will help teachers implement and manage daily active play for students in grades K-8. As a result, kids will have a better chance of maintaining a healthy body weight; building healthy bones and muscles; increasing their self-esteem and attention span; and setting the stage for being active throughout their lives.

As part of Activate VT, we also launched the Smart Meal program within Burlington's elementary, middle and high schools in 2010. The Smart Meal seal quickly identifies foods that are lower in fat, calories and sodium—helping students and teachers better identify healthy eating options.

WE'RE MAKING A DIFFERENCE

Thanks to a grant from the Vermont Health Foundation, we introduced the Rise and Shine program to Winooski's JFK Elementary School. All K-5th graders who qualify for school breakfast can now participate in this 25-minute session of physical activity, twice per week. With the assistance of Dr. Nancy Drucker and medical students at Fletcher Allen Health Care, we will have measurable outcomes from the program that will enable us to replicate Rise and Shine throughout Chittenden County's school districts in the months and years ahead.

Of course, helping our community live healthier lives is just one of three major priorities for the Y. We're also committed to nurturing the potential of youth—because we believe that the values and skills they learn early on are vital building blocks for quality of life. In 2010, we responded to the urgent need in Barre for affordable, quality after school programming by opening a new site at Barre Town School. Now, at-risk youth have a safe place to go after school—where they enhance their studies through science, math and literacy activities; learn about the importance of physical activity and healthy food choices; learn to support their neighbors through community service projects; and, most importantly, learn how to be themselves.

And—we're passionate about giving back and supporting our neighbors. Recognizing that one in four Winooski youth have an incarcerated parent—and that many Winooski families live below the federal poverty level—we began extending free memberships to all Winooski students in grades 6 - 12. As a result, 88 kids now have a constructive way to process the challenges of their home lives. Whether they're playing pickup basketball in the gym, increasing their confidence and self-esteem by conquering a Zumba class, or just "being kids" with peers who understand them, the Y provides a safe environment supervised by positive role models.

You may be surprised to learn that the Y gave away more than $400,000 in scholarships, subsidies and financial assistance in 2010. Whether closing the affordability gap for working families who otherwise couldn't afford quality early education for their children, or helping a senior on a fixed income maintain health and independence through reduced or waived membership fees, we are a charitable, cause-driven organization dedicated to providing equal opportunities for all of our neighbors, regardless of their financial situation.

These are just a few of many examples of how we're making a real, lasting difference in people's lives. The future of our community is bright—and I'm so grateful for your participation in our cause. Thank you for sharing our passion.

Sincerely,

Mary Burns

Mary Burns
President & CEO

THE OSAC'S STORY

The Y's Older School Age Club (OSAC), from back left: Ian Barnaby; Josh Scheidt; Mason Beck; Carl Crawford; Daniel Hurewitz. From front left: teacher Sean Palmer; Jack Laub; Dan Delanty; Will Keaton; Matt Riordan. Not pictured: Ben Bates; Will Bradley; Theo Davis; Dan Delanty; Jonah Guth; Daniel Halladay; Seamus Stein. The boys raised $1,087 during an all-night Rock-a-Thon fundraiser, enough to send two kids to camp for a week.

When the 4th-6th graders in Sean Palmer's Older School Age Club (OSAC) wanted to raise money for the Greater Burlington YMCA's Kids to Camp Campaign, they looked to their teacher for ideas.

"We did a bake sale last year," says Matt Riordan, 12, a 6th-grader at Mater Christi School in Burlington. "And it was good. But this year we wanted to do something different."

Palmer remembered a fundraiser he'd participated in when he himself was in grade school—and after suggesting it to the kids, they were hooked.

"A Rock-a-Thon . . . YEAH!" said Dan Delanty, a student at Champlain Elementary School, describing the boys' enthusiasm for the project. "We knew it would be fun, fun, fun."

Despite what the name implies, this Rock-a-Thon wouldn't involve electric guitars or screaming fans. Rather, the boys would place a rocking chair or two in the Y's gymnasium, and organize shifts so that someone always occupied the chairs.

While participating in a service project is part of the Y's School Age curriculum, "that doesn't mean the kids have to raise money," says Palmer. "They can choose to be 'Book Buddies' with our younger children for part of the school year, or they can identify a need out in the community they want to help with.

"But it's always been important to these guys that they do something to help the less fortunate," Palmer continues. "And I couldn't be more impressed and proud of the effort they put into making this fundraiser a success."

After choosing the date for their event, the boys flung themselves into action—borrowing rocking chairs from home, asking family and friends to sponsor them, and even planning the evening's entertainment to keep their friends awake and motivated. By the time the big day rolled around, they were ready with six rocking chairs, healthy snacks, sleeping bags, and movies brought from home.

Throughout the next 12 hours, with a short break for sleep ("our parents would've killed us if we'd stayed up all night!"), the boys alternately rocked and cheered their peers along. Knowing the lights would go out at 11pm sharp—and that the event would conclude at 9am the next morning, the extra-motivated among them got up early.

"Ian and Jack and I got up at 5am and rocked in our sleeping bags," says Mason Beck, a student at Edmunds Middle School."

"If we rocked longer, we could help more kids who can't afford to go to camp, go to camp," says Jack Laub, 9, a fellow Edmunds schoolmate.

By event's end, the boys had raised $1,087—more than doubling their, and their teacher's, expectations.

The event was fun, the boys agree, but most exciting was when they learned how far their money would go.

"We made enough money that two kids get to go to camp for an entire week!" says Daniel Hurewitz. "That's really cool."

Looking ahead, the OSAC crew is already planning for next year's fundraiser. Whether it will be a Rock-a-Thon repeat, or something completely new, remains to be seen—but one thing is certain.

"We want to raise even more money than this year so we can send even more kids to camp," says Mason.

"Definitely," agrees Ian Barnaby, an Edmunds student. "If we can do that, we'll feel even better!"

CHERYL'S STORY

Y-FIT participants, from left: Heather Paine; Cheryl Herrick; Casey Webster; Kate Villa (not pictured: Cynthea Wight Hausman). This is the third 6-week program the women have participated in; while they've each seen impressive results with weight loss and improved strength and conditioning, they "keep coming back for the laughter."

Cheryl Herrick, 41, first came to the Y 17 years ago when she quit smoking.

"I was determined to enjoy the benefits of being smoke-free right away," she says. "I knew my lung capacity was going to start improving, and I felt it was time to improve my overall health as well."

Initially, Cheryl participated in aerobics and other group exercise classes, and soon returned to favorite activities like swimming and dancing.

Cheryl also began volunteering in the Greater Burlington YMCA's Business Office—where she gained a new perspective of the impact the Y makes in people's lives every day. Whether filing papers, answering the phone, or just chatting with Y staff, she witnessed how passionate staff were in assisting those who were struggling financially— and how truly grateful people were in return.

"Staff took time to learn names, to smile, to treat everyone with understanding," she says. "Volunteering at the Y was truly a feel-good experience, and I'd still be doing it today if I didn't have two active boys to keep up with!"

After a brief hiatus when her sons were first born, Cheryl returned to the Y family with a family of her own—enrolling both of her boys in Social Infant & Parent Swim, and participating in programs such as Tiny Tots and Family Gym.

"I couldn't have imagined a better experience for all of us," she says. "I met new friends, my kids met new friends, we were active together. And, we also spent some really special, fun time interacting with each other and growing our family bonds. It's so true that the Y puts families first."

Several years later, Cheryl's personal definition of "family" has changed—but her reliance on the Y hasn't. Now a single parent, she recalls the challenging early days of going through a divorce, and her desire to maintain a sense of normalcy for her sons. Because they'd participated in the program for several years, Family Gym became the natural meeting point for Cheryl and her husband when it was time to move between the two households.

"It was great for us and great for our sons," she says. "Family Gym was so much fun for the boys, and it made that weekly transition so much easier."

Today, Cheryl is a busy mom who writes her own food blog, manages fundraising and marketing clients, and—as many parents can relate to!—sometimes struggles to find time to take care of herself.

"Once again, the Y came through," says Cheryl. "A friend invited me to join a Y-FIT personal training group three times a week for 6 weeks. I thought, 'It's only for 6 weeks! I can do that!', so we enrolled together."

"We started for the health benefits," she continues, "but what keeps us coming back is the friendship!"

Cheryl notes that her group, made up of five women of similar age, often draws amused looks from others in the Nautilus area. "We have so much fun together that we just burst into laughter several times per class. It's like a strength training class combined with laughter yoga."

Now enrolled in her third 6-week Y-FIT class, Cheryl has lost more than ten pounds, gained strength and tone, and made some lifelong pals. For her, the true takeaway is that the Y is here for people, when and where they need it.

"The Y has helped me maintain balance of my spirit, my mind, and my body, at every stage of my life," she concludes. "I come here to be healthy and well so, in turn, I can be a great mom and go out and do good things in the world."

FOR YOUTH DEVELOPMENT

We believe that all kids deserve the opportunity to discover who they are and what they can achieve—and that the values and skills they learn early on are vital building blocks for quality of life. At the Y, kids learn their ABCs, learn to share, learn about sportsmanship and, most importantly, learn how to be themselves.

FOR HEALTHY LIVING

We're passionate about improving our community's health and well being—by providing the resources and guidance to help maintain or improve physical fitness; address individual health issues such as childhood obesity and diabetes; and achieve true balance among body, mind and spirit.

FOR SOCIAL RESPONSIBILITY

At the Y, we believe that communities are at their best when people work together for the common good. Here at the Y, our volunteers, donors, members, partners and friends share a common goal—to make sure that everyone, regardless of age, income or background, has an opportunity to give back and support their neighbors.

PART OF SOMETHING GREATER

"To give away money is an easy matter, and in any [person's] power. But to decide to whom to give it, and how large and when, and for what purpose and how, is neither in every [person's] power nor an easy matter. Hence it is such excellence is rare, praiseworthy and noble."

– Aristotle

For 145 years, the Y has benefitted from philanthropic support that enables us to deliver mission-based programs and services. We are grateful for the generosity of our donors

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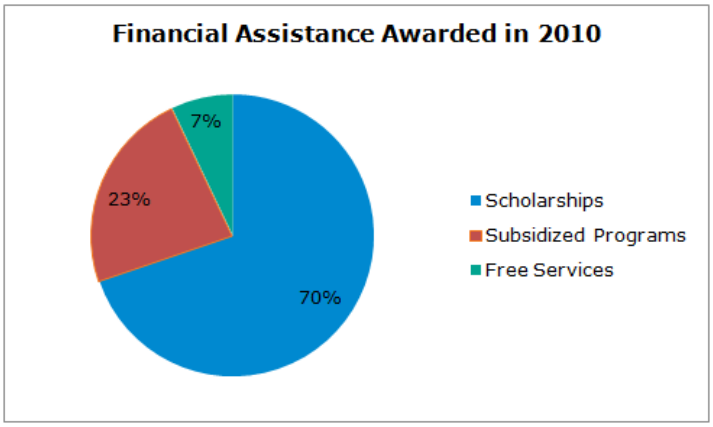
2010 FINANCIAL SUMMARY

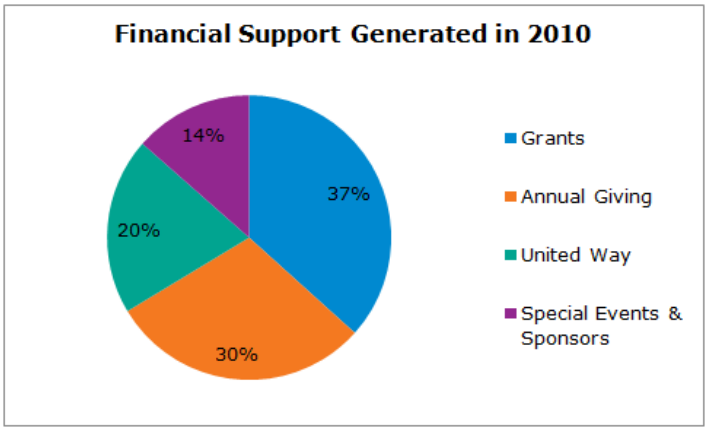
Statement of Activities

Operating Support and Revenue	
Program Service Revenue	7,021,703
Contributions & Grants	808,417
Investment Income	61,612
Other Income	23,010
Total Operating Support & Revenue	**7,914,742**
Operating Expenses	
Child Care	3,971,090
Membership & Fitness	1,822,213
Camps & Other Programs	694,933
Management & General	911,477
Fundraising	107,855
YMCA of the USA Dues	84,394
Loss on Disposal of Property & Equipment	20,686
Total Operating Expenses	**7,612,648**
Change in Net Assets from Operations	**302,094**
Non-Operating Changes	
Restricted for Capital Acquisition	260,612
Total Non-Operating Changes	**260,612**
Total Changes in Net Assets	**562,706**
Net Assets at Beginning of Year	**751,371**
Net Assets at End of Year	**1,314,077**

Statement of Financial Position

Assets	
Cash & Certificate of Deposit	551,374
Cash-Restricted	210,288
Receivables, net	162,841
Prepaid Expense	39,503
Investments	519,985
Property & Equipment, net	776,836
Total Assets	**2,260,827**
Liabilities	
Accounts Payable & Accrued Expenses	338,915
Deferred Revenue	107,662
Notes Payable	500,173
Total Liabilities	**946,750**
Total Net Assets	**1,314,077**
Total Liabilities and Net Assets	**2,260,827**





Financial assistance keeps the Y available to kids and families who need us most. We count on the generosity of our volunteers, donors, members and partners to keep our doors open to whomever needs a place to go to help them be more healthy, confident, connected and secure. When you give to the Y, your gift has a meaningful, enduring impact right in your own neighborhood. During 2010, we granted over $400,000 in support, which allowed us to provide direct financial assistance as well as free and subsidized services to our members and program participants.

Audited Financials available upon request

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The mission of the Greater Burlington YMCA is to build a strong community by involving youth, adults and families in programs and activities that develop spirit, mind and body.

GREATER BURLINGTON YMCA

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