



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# COMMUNITY IS OUR CAUSE

**2017 Community Benefit Report**

**Marshall Area YMCA**



## OUR MISSION

The Marshall Area YMCA instills the values of caring, honesty, respect and responsibility through programs and services that build a healthy spirit, mind and body for all.



## OUR VISION

To lead and serve the Marshall area as a community hub that sustains, grows and engages our members and the community.

## DIVERSITY & INCLUSION PLEDGE

The Marshall Area YMCA is an organization of people joined together by a shared commitment to ensure that everyone has the opportunity to learn, grow and thrive. By prioritizing diversity and inclusion, we seek to ensure that all segments of society have access to the YMCA and feel welcome and fully engaged as participants, members, staff and volunteers.



## **FOCUS AREAS**

At the Marshall Area YMCA, our three crucial focus areas - youth development, healthy living, and social responsibility help individuals, families, and communities learn, grow and thrive.

### **YOUTH DEVELOPMENT - NURTURING THE POTENTIAL OF YOUTH**

- \* Afterschool programs provide a safe place where children can have fun and socialize with friends. Daily activities are aimed at narrowing the achievement gap, providing homework help, supporting school success and keeping young people safe and healthy.
- \* Drowning is the second leading cause of death for children under 18. Y Swim Lessons focus on the skills that keep children Safe Around Water.
- \* Y Day Camp builds confidence, social skills and self-esteem. Day Camp prevents Summer Learning Loss while providing memories that last a lifetime and much needed childcare for working parents.

### **HEALTHY LIVING - LEADING COMMUNITY HEALTH & WELLNESS**

- \* The Y supports healthy aging by partnering with ACE of Southwest Minnesota to provide classes like Tai Chi, Matter of Balance, and Bone Builders. We encourage seniors to stay active and promote a healthy mind, spirit, and body through exercise and community in these classes. We also offer on-site fitness classes at assisted living facilities, bringing fitness into the community.
- \* Healthy families are supported by offering family-friendly events like the Gobble Wobble 5K on Thanksgiving morning. This event is attended by many families throughout southwest Minnesota, as well as those traveling to the area to celebrate with family and friends.
- \* Health and well-being are a priority at the Y. We provide a fun, supportive environment to help you live in good health. With more than 50 fitness classes to choose from every week, plus a variety of health and wellness programs, you can find your way to wellness at the Y.

### **SOCIAL RESPONSIBILITY - SUPPORTING OUR NEIGHBORS**

- \* Lasting personal and social change happens when we all work together to invest in our kids, our health and our neighbors. Strengthening community is our cause and through the community supported Y Partners Scholarship Fund, we ensure everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.
- \* The Y partners with over 50 organizations from the Marshall area. The Y donates and provides low-cost community space for everything from community meetings, blood drives, legislative town halls, and even as a polling station on election day. Membership and guest pass donations of over \$15,000 are also provided annually.
- \* The Y serves as the fiscal host for the Marshall Area Farmer's Market and Healthy56258. These grassroots organizations benefit from the Y financial expertise and are also able to leverage the Y's 501(c)3 non-profit status for grant opportunities.

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## How much does the YMCA receive because we are a charity?

### ANNUAL SUPPORT

Amount

#### Gifts

|                                      |           |                |
|--------------------------------------|-----------|----------------|
| In-Kind Contributions                | \$        | 9,500          |
| Annual Campaign Revenue              | \$        | 105,434        |
| United Way/Community Chest           | \$        | 12,500         |
| Foundation Grants                    | \$        | -              |
| Endowment Transfers to Operations    | \$        | 10,158         |
| <b>Total Charitable Annual Gifts</b> | <b>\$</b> | <b>137,592</b> |

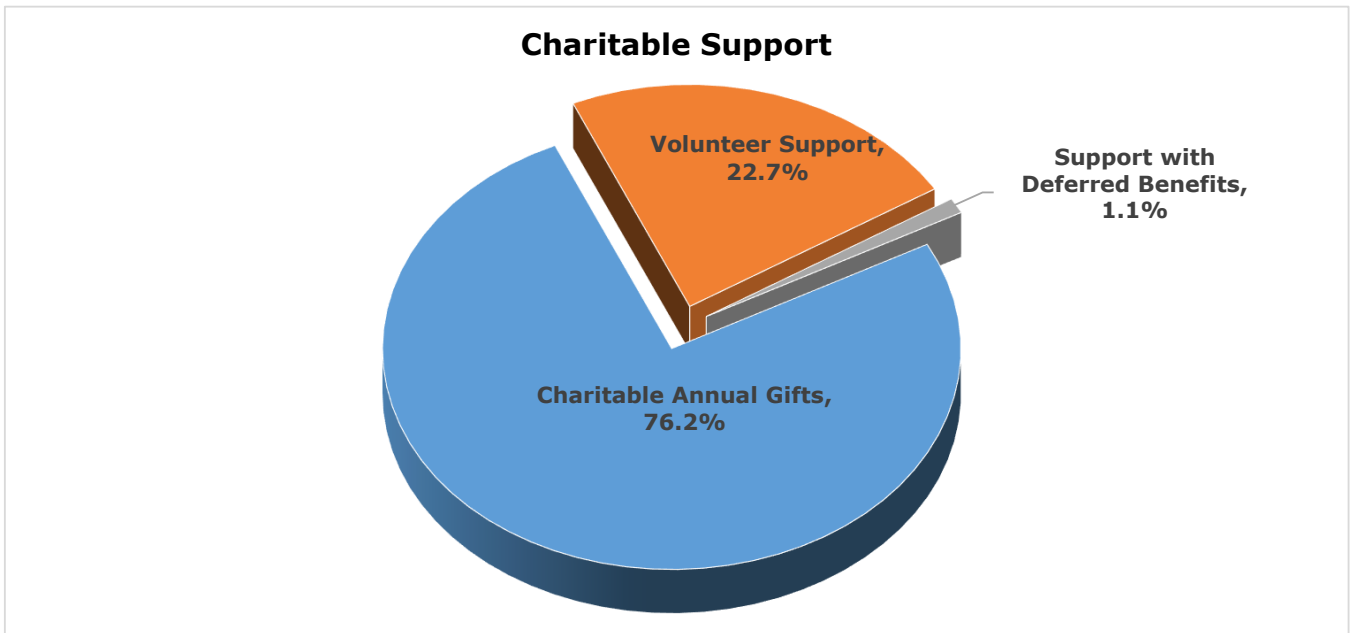
#### Volunteer Hours

|   |           |               |
|---|-----------|---------------|
| Program Volunteers - Programs and Special Events      | \$        | 25,226        |
| Policy Volunteers - Board of Directors and Committees | \$        | 15,836        |
| <b>Total Volunteer Support</b>                        | <b>\$</b> | <b>41,062</b> |

#### Support with Deferred Benefits

|                                |           |              |
|--------------------------------|-----------|--------------|
| Endowment Gifts                | \$        | 2,000        |
| <b>Total Deferred Benefits</b> | <b>\$</b> | <b>2,000</b> |

**Total Contributed Support** \$ **180,654**



# How Much We Give Back Because We Are A Charity?

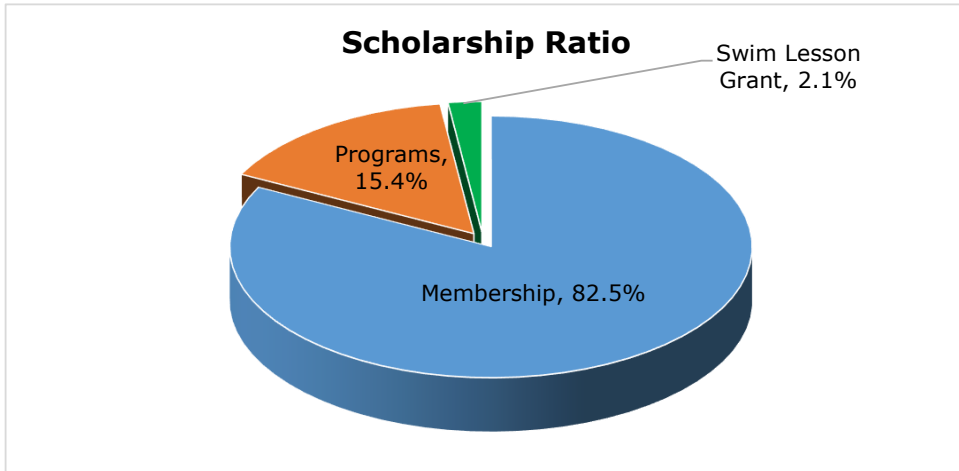
## COMMUNITY ASSISTANCE

## AMOUNT

### Direct Financial Assistance in Scholarship Value

|   |    |         |
|---|----|---------|
| Scholarships for Membership                         | \$ | 158,931 |
| Scholarships for Programs - Camp, Afterschool, etc. | \$ | 29,678  |
| Swim Lessons through YUSA Grant                     | \$ | 4,000   |

|                                   |           |                |
|-----------------------------------|-----------|----------------|
| <b>Total Financial Assistance</b> | <b>\$</b> | <b>192,609</b> |
|-----------------------------------|-----------|----------------|

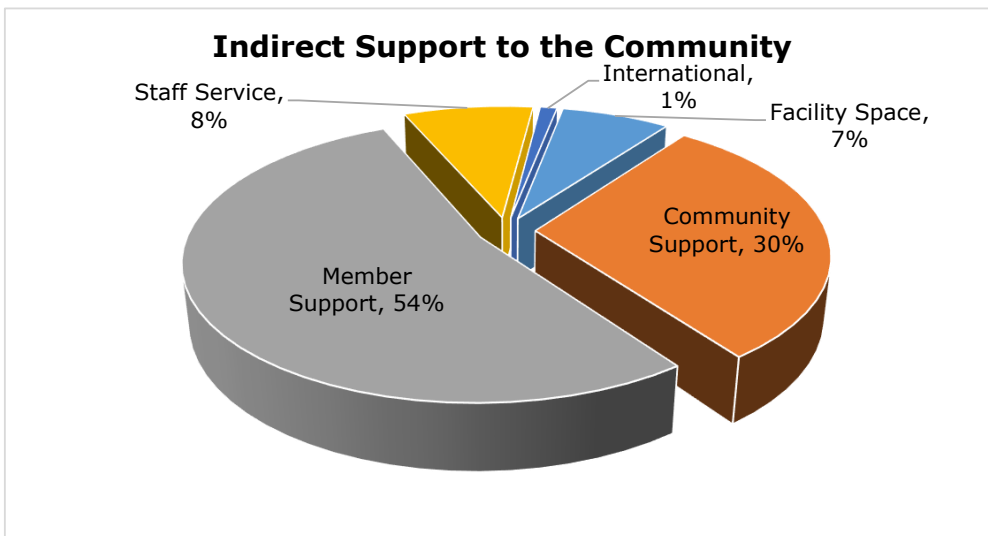


### Indirect

|                             |    |        |
|-----------------------------|----|--------|
| Facility Space Donated      | \$ | 2,600  |
| Community Support Donations | \$ | 10,995 |
| Complimentary Guest Passes  | \$ | 19,695 |
| Staff Service to Community  | \$ | 3,114  |
| International Support       | \$ | 400    |

|                                  |           |               |
|----------------------------------|-----------|---------------|
| <b>Total Indirect Assistance</b> | <b>\$</b> | <b>36,804</b> |
|----------------------------------|-----------|---------------|

|                         |           |                |
|-------------------------|-----------|----------------|
| <b>Total Assistance</b> | <b>\$</b> | <b>229,413</b> |
|-------------------------|-----------|----------------|



## Non-Monetary Data

### A Community Hub

|   |                              |
|---|------------------------------|
| Total # of Members served:                                  | 5,366                        |
| Total # of Program Participants served:                     | 3,757                        |
| Total # of Member Visits (Members over 10 years old)        | 181,604                      |
| Total # of Guest Visits                                     | 19,203                       |
| Total # of Room /Space Rentals                              | 241                          |
| Number of Children Enrolled in Camp   Afterschool Programs: | 297                          |
| Total # of Community-wide Events:                           | 10                           |
| Total Hours of Operation                                    | 5,205                        |
| Total # of YMCA Team Members                                | 9 Full-Time    126 Part-Time |

### Serving All - Membership by Age

|                  |       |
|------------------|-------|
| Under 18         | 1,824 |
| Ages 18 - 29     | 966   |
| Ages 30 - 54     | 1,502 |
| Ages 55 - 64     | 376   |
| Ages 65 and Over | 698   |

**The Y has partnered and collaborated with the following organizations and entities:**

**Adult Community Center**  
**Adult Community Education of SW MN**  
**American Red Cross**  
**Area Legislators**  
**Avera Hospital and Clinic**  
**Balanced Health Chiropractic**  
**Blue Cross of Minnesota**  
**Boulder Estates**  
**Childcare Resource and Referral**  
**Christian Becker - State Farm**  
**City of Marshall**  
**C & N Sales**  
**Devereaux Photography**  
**Healthpartners**  
**Healthways**  
**Healthy56258**  
**Hill Street Place**  
**Hoganson Chiropractic**  
**Homeschool Group**  
**Humana**  
**Hunger Solutions**  
**HyVee**  
**Ideal Animal Nutrition**  
**Loaves and Fishes**  
**Marshall Area Chamber of Commerce**  
**Marshall Area Farmer's Market**

**Marshall Community Foundation**  
**Marshall Community Services**  
**Marshall Independent**  
**Marshall Public Schools**  
**Marshall United Soccer Association**  
**Medica**  
**Minneota Public Schools**  
**Minnesota River Agency on Aging**  
**Open Door Health Center**  
**Ruby's Pantry**  
**Schwan's Company**  
**SMSU - Academics and Sports Teams**  
**Southwest Health & Human Services**  
**Southwest Minnesota Arts Council**  
**Special Olympics**  
**Studio 1**  
**Sunrise Rotary**  
**Turkey Valley Farms**  
**UCARE**  
**U of MN Extension**  
**United Community Action**  
**United Way of Southwest Minnesota**  
**U.S. Bank**  
**Western Mental Health**  
**YME Volleyball**

# FOR ALL FOR A BETTER US

## Member Testimonials

I am in better shape than I have ever been in my life because of the Y. Having a place where my (soon-to-be) spouse and I can work out (while someone watches the kids) is such a blessing to have. He keeps me accountable and my instructors make exercise fun! Last spring (because of the Lazy Man Triathlon) I enjoy running (I used to dislike it with a passion)! The Y has given me motivation and a positive environment to help me be the healthiest me that I can be.

Without the scholarship, my family wouldn't be able to afford to come every month. Which means the kids wouldn't be able to practice for the basketball team to get better. They wouldn't be as physically active. As an adult, I wouldn't be working out 4-5 days a week and wouldn't be as healthy.

I am encouraged to be healthier and more active through the Y. My kids also love going there to run and play (and hopefully start swim lessons too). It's a good sign when your 2 year old asks if he can go play at the Y.

I exercise daily and that makes me a better person, and the Y helps with my physical and mental outlook of life.

My experiences contribute to an appreciation of the community and the variety of clients. I find myself smiling when I watch the children and see seniors walking the track (even those who may need assistance). Also, I very much appreciate the personal training experience I am receiving.

I take my health seriously and the YMCA helps me make good choices and supports my fitness plan by providing convenient options and an attractive space.

It provides great child care, allowing me to focus on becoming fit and healthy so I can enjoy my kids for years to come

It would have an even better impact if I was disciplined enough to make it there as often as I'd like, but it's definitely giving my kids a "safe" hang out

For me, I need to have a place to go and workout in a class setting. I enjoy the socialization and camaraderie I get going to exercise classes. Even when I'm not doing a class, I still feel I can socialize with others. My son enjoys the after school program and has made many friends there. Both my kids enjoy swimming lessons and just recently swim club. These classes and swim club have developed a passion for swimming and we are looking to move on to another swim club to further develop technique. We very much enjoy going to the Y and it is making a positive impact in our lives.

