



GARDEN CITY FAMILY YMCA

2021 AT A GLANCE

YMCA MISSION: To put Christian principles into practice through programs that build healthy spirit, mind, and body for all

GENERAL INFORMATION

CEO: Chad Knight
Years in Service: **57**

Board President: Joey Ramos
Total Employees: **100**

THE YMCA WAY

"WE STRESS THE C!"

- ❖ Every team, board & committee meeting begins with a devotion and/or invocation and ends with a Mission Moment!
- ❖ All YMCA sports programs begin with a Sports Pledge.
- ❖ No lunch is served in Child Care without a prayer.
- ❖ This year **62** new team members were trained in Mission and Character Development.

MEMBERS SERVED (*Unduplicated*)

- ✓ **586** new members signed up!
- ✓ Membership peaked at **5,458** members in August!
- ✓ **1,478** members of age 17 or younger and **427** are age 65 & up!
- ✓ Average for retention rate was **68%**!
- ✓ Average penetration rate was **18%**!

FACILITY USAGE

- Member cards were scanned to workout **109,924**!
- **5,135** guests paid to use our facilities!
- 24-hr access had **11,822** visits & **4,959** at open!
- Extended hours had **2,578** visits & **355** at open!
- Facilities were rented to groups **602** times!
- Special groups accounted for **6,960** people!

PROGRAM PARTICIPATION (*Duplicated*)

- **17,945** in Membership Promotions
- **4,075** in Dome activities.
- **2,697** in Child Care programs
- **570** in Sports events.
- **314** in Healthy Initiatives activities.
- **260** in Aquatics programs.
- **144** in Community Engagement (*No FFN*)

TOTAL PARTICIPANTS: **19,162** in **113** programs!

FINANCIAL ASSISTANCE - *"Mission into action"*

- ✓ Program scholarships totaled **\$61,750.60** and helped **3,927** participants and **523** members!
- ✓ Membership scholarships totaled **\$209,956.66** and helped **8,286** participants and **5,522** members!

VOLUNTEERS - *"The Backbone of our operation"*

- The YMCA Way was stressed in five departments by **814** program volunteers.
- **Fifty-eight (58)** campaigners volunteered for this year's Annual Support Campaign.
- Administrative volunteers serving on our Board of Directors, Committees, and special task forces accounted for **55** people!

COLLABORATION & PARTNERSHIPS

- ✓ **GCCC:** Sharing a Strength & Conditioning Coach, marketing, special membership prices, & share facilities!
- ✓ **USD #457:** After School program, GCHS Swim Team, After-Prom party, Sports programs & SPED Classes.
- ✓ **United Way:** Five After-School Enrichment sites for \$8 wk.
- ✓ **Corporate Partner in Health:** Provided employee benefit of membership totaling **\$193,993.83**!
- ✓ **Finnup Foundation:** YSplash & Finnup Fundays.
- ✓ **Finney County Convention & Visitors Bureau:** Racquetball Tournament sponsorship.
- ✓ **American Red Cross:** Trainings & Blood Drives.
- ✓ **St. Catherine Hospital, Accelacare Therapy, Central Care Cancer Center & Plaza Medical:** Physician Referral Exercise Prescription (PREP) program, Free memberships to resident doctors and interns.
- ✓ **WKCF:** Match Day and various grants!
- ✓ **Southwind:** Member benefit for golf, pool, dining, and special events
- ✓ And many others!

FREE OUTREACH HIGHLIGHTS

- **Keeping Our Promise** provided **148** youth free membership
- **Summer Food Service Program** provided over **56,742** meals and helped **4,053** children under the age of 18!
- **Special passes** were provided to **489** recipients!
- **Henry Hall, Max & Marianne Miller**, and the **YMCA Outreach** provided **11** people memberships valued at **\$1,348.64**!
- **YSplash** (Water safety) served **236** participants.
- **Golden Memberships** provided **103** members over the age of 80 free memberships valued at **\$30,747.07** for life!
- **Guest passes** were provided to **1,696** participants.
- **Bring a Friend Free** promo generated **647** guests to Y!
- And much more!

COMMUNITY BENEFIT

- ❖ **\$13,731.41** was awarded in Gift Certificates to School events, fundraisers, auctions & more helping **138** people!
- ❖ Volunteer hours totaled **9,196** (\$28.54 rate) giving back to our community a benefit of **\$262,453.84**!
- ❖ **Four (4)** Management Team members served on **Five (5)** Community Boards, Task Forces, Coalitions & State Boards!
- ❖ **\$266,631.92** was given back in community through Corporate Memberships & other scholarships!
- ❖ Annual Recognition & Celebration honored **163** volunteers, donors, members, and special friends as **Y CHAMPIONS**!
- ❖ **\$12,011.16** was given to **1,286** guests with members!
- ❖ **Member Special Contracts** awarded **2,701** members a savings of **\$168,500.55** for their membership!