



2023 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 Board President: Terry Darden
YMCA Years in Service: 59 Total Employees: 122

THE YMCA WAY

"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 41 new team members were trained in Mission and Character Development.

MEMBERS SERVED

"It PAYS to be a Member"

- ✓ 564 new members signed up!
- ✓ Membership peaked at 5,964 members in August!
- ✓ 2,761 members of age 17 or younger and 390 are age 65 & up!
- ✓ Retention rate was 75%!
- ✓ Penetration rate was 20%!

FACILITY USAGE

"Something for EVERYONE"

- Member cards were scanned to workout 120,875!
- 15,729 guests paid to use our facilities!
- 24-hr access had 21,974 visits at the YMCA!
- Extended hours had 2,967 visits at the DOME!
- Facilities were rented to groups 362 times!
- Special groups accounted for 6,575 people!

PROGRAM PARTICIPATION

"Character COUNTS"

- 16,969 in Membership Promotions
- 4,157 in Dome activities.
- 2,574 in Child Care programs
- 625 in Sports events.
- 3,540 in Healthy Initiatives activities.
- 7,355 in Aquatics programs.
- 11,462 in Community Engagement events.

TOTAL PARTICIPANTS: 46,682 in 114 programs!

FINANCIAL ASSISTANCE

"MISSION into ACTION"

- ✓ Program scholarships totaled \$1254,726.16 and helped 5,991 participants and 1,271 members!
- ✓ Membership scholarships totaled \$78,201.99 and helped 2,851 participants and 3,524 members!

VOLUNTEERS

"The BACKBONE of our operation"

- The YMCA Way was stressed in five departments by 617 program volunteers.
- Eighteen (18) 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 *"Togetherness is KEY"*

- ✓ **GCCC:** 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.
- ✓ **Corporate Partner in Health:** Provided employee benefit of membership totaling \$180,717.08!
- ✓ **Togetherness:** FREE coats to 150 kids, 300 FREE turkeys and much more with community partners
- ✓ **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.
- ✓ **Emmaus House & Salvation Army:** Membership & Program promotions to benefit their organizations!
- ✓ *And MANY OTHERS!*

FREE OUTREACH HIGHLIGHTS

"For ALL"

- **Keeping Our Promise** provided 168 youth free membership for a year!
- **Summer Food Service Program** provided over 63,125 meals & helped 1,878 children under the age of 19!
- **Special passes** were provided to 251 recipients!
- **YSplash** (Water safety) served 457 participants.
- **Golden Memberships** provided 108 members over the age of 80 free memberships valued at \$32,715.89!
- **Guest passes** were provided to 1,017 participants.
- **Bring a Friend Free** promo generated 682 guests!
- *And MUCH MORE!*

COMMUNITY BENEFIT

"The Y...So MUCH More!"

- ❖ \$18,181.59 was awarded in Gift Certificates to School events, fundraisers, & auctions helping 139!
- ❖ Volunteer hours totaled 7,446 (\$30.80 rate) giving back to our community a benefit of \$229,336.80!
- ❖ \$300,735.49 was given back in community benefit scholarships helping 2,680 members!
- ❖ ARC Banquet honored 143 volunteers, donors, members, and special friends as **Y CHAMPIONS!**
- ❖ \$17,697.55 discount was given to 2,346 guests!
- ❖ **Member Special Contracts** awarded 3,124 members a savings of \$208,317.89 for their membership!
- ❖ **The YMCA is a TAX BENEFIT not a TAX liability! NO TAX dollars are spent for our facility and operation!**

And SO MUCH MORE!

REVIEW MISSION IMPACT REPORT ON BACK



2023 MISSION IMPACT REPORT

Program Scholarships

Adjustments	Amount	# of Participants	Members Served
Aquatics Scholarships	\$504.00	15	12
Childcare Scholarships	\$35,806.46	2,415	115
Dome Scholarship	\$635.96	66	62
Community Scholarship	\$374.71	11	34
Fitness Scholarships	\$1,673.50	30	21
Sports Scholarships	\$592.50	53	51
Total Program:	\$39,587.13	2,590	295

Membership Scholarships

Joining Fee Discount	\$19,078.99	538	1,289
Golden Member	\$32,715.89	236	108
Special Contracts	\$208,317.89	7,034	3,124
Guest Fee Scholarship ADULT	\$3,214.86	513	328
Guest Fee Scholarship FAMILY	\$1,403.11	143	161
Guest Fee Scholarship SENIOR	\$56.00	20	14
Guest Fee Scholarship SENIOR FAMILY	\$19.50	7	7
Guest Fee Scholarship YOUNG ADULT	\$3,764.68	890	531
Guest Fee Scholarship YOUTH	\$9,239.40	3,460	1,305
Membership Scholarship	\$124,244.85	4,992	3,274
YMCA Family Outreach Scholarship	\$3,745.22	17	30
Total Membership:	\$386,721.40	17,312	8,882

Community Benefit Scholarships

Christian Community Leaders	\$3,818.05	160	75
Corporate Partners	\$180,717.08	4,385	1,816
Gift Certificates	\$18,181.59	72	139
Keeping Our Promise	\$25,182.65	220	280
Trade Out Memberships	\$72,836.12	285	370
Total Community Benefit	\$300,735.49	5,122	2,680

2023 GRAND TOTAL	\$727,044.02	25,024	11,857
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MISSION INTO ACTION - CONSIDER HELPING US TODAY!

How can you help? You can DONATE to our Annual Support Campaign. You can be a CAMPAIGNER for our Annual Support Campaign. You can SECURE an auction item for our SILENT Auction at the YMCA or our LIVE Auction during our Annual Recognition & Celebration Banquet. INSPIRE others to GIVE to make a DIFFERENCE is CRITICAL to our SUCCESS

YMCA of Southwest Kansas: Garden City Family YMCA, Dome Activity Center, and Finnup Camp

