



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# 2017

## Annual Report



Williams YMCA of Avery County

PO BOX 707, LINVILLE NC 28646 (828) 737-5500

Web: <http://ymcaavery.org>

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Ms. Martha Guy	Mrs. Babette McAuliffe	Mr. Harrison Williamson
	Mr. Paul O'Connell	

### Key Operations Team

#### Chief Executive Officer:

Trey Oakley

#### Directors:

DeLee Scott, Membership/Marketing  
Jenn Roark, Youth Development  
Sheila Bauer, Outreach Dir  
Michelle Scott, Development  
Traci Ellis, Group Exercise Dir.

Holly Magid, Finance & HR  
Bonnie Clark, Healthy Living  
Matthew Hitechew, Aquatics  
James Penley, Athletics

Brent Nidiffer, Sports  
Dennis Betz, Dev. & Accountability  
Edie Young

#### Administrative Assistant:

### Mission

Putting Christian principles into practice through programs that build a healthy spirit, mind, and body for all.

### Impact Statement

Creating a community where people have the opportunity to live healthy, all youth can be safe and reach their potential and the elderly have support to live independently.

### Leadership Message

There are few feelings like experiencing a vision come to life. Thanks to our donors, members, community and staff, that is exactly what happened in 2017. We saw the implementation of 4 chronic disease prevention and management programs, the beginning of an affordable out of school program that serves and feeds over 100 children, and the opening of the 21,000 sq ft Blackburn Indoor Athletic Facility and O'Connell Fieldhouse. The Y also provided \$345,335 in scholarships and subsidies to those who need us most. Our vision is to become the leading non-profit organization in Avery County in the areas of Youth Development, Healthy Living, and Social Responsibility. After reviewing our annual report, I hope that it is evident to those in our community that we are here to serve, and to serve ALL.

## 2017 In Review

### 2017 EVENTS

- 4th Annual Viking Classic Basketball Tournament, April 2<sup>nd</sup> & 3<sup>rd</sup>  
 Healthy Kids Day, April 29<sup>th</sup> - *Presented by Subway of Newland*  
 Membership Appreciation, May 19<sup>th</sup>  
 NC Mountains Men's Invitational Charity Tournament, May 27<sup>th</sup>-29<sup>th</sup>  
 Senior Health & Fitness Day, May 31<sup>st</sup>  
 YMCA & Cannon Memorial Hospital Health Splash, June 7<sup>th</sup>  
 On Course for a Cause - 2nd Annual Marjory Williams Memorial  
 Tournament - *Presented by the Williams Family Foundation*  
 Paul & Susie O'Connell Fieldhouse Dedication, October 26<sup>th</sup>  
 Halloween at the Y, October 27<sup>th</sup>  
 Reindeer Run, December 2<sup>nd</sup> - *Presented by the Kiwanis Club of  
 Banner Elk*  
 John Blackburn Indoor Athletic Facility Opens, December 11th

### 2017 MEMBERSHIP

*Total Members:* 4,278

*Total Visits:* 83,284 (12% increase over 2016)

*Members' Gender:*

Male-1,943, Female-2,246, Unreported-89

*Members' Age:*

7 & Under- 319 (7%), 8-12: 308 (7%), 13-18: 353 (8%),  
 19-39: 1,028 (24%), 40-59: 931 (22%), 60+: 1,339 (31%)

Programs and Membership Discounts and Subsidies provided:  
 \$345,374 (81% increase over 2016)

*Subsidies made possible through generous donations of Avery County  
 Board of Commissioners, the Mary E. Dooner Foundation, and  
 individual donations from people like you.*

### 2017 FINANCIALS (AUDITED)

Revenues		Expenses	
Contributions/Grants	\$1,051,079	Man. & General	\$46,105
Membership Dues	\$688,279	Fundraising Expense	\$25,984
Program Revenue	\$182,227	Program Expense	\$1,739,296
Gain on Endowment	\$12,887	Total Expense	\$1,811,385
Misc.	\$5,244		
<b>Total Revenue</b>	<b>\$1,939,716</b>		

## Collaborators in Our Work

In a small community, no organization alone can meet the many needs. The following organizations assist us to achieve our mission: Appalachian Regional Behavioral Healthcare, Avery County DSS, Avery County Schools, Avery County Transportation, Avery Senior Center, Baker Center for Primary Care, Cannon Memorial Hospital, Clark Family Medicine, High Country Community Health, Jonas Ridge Baptist Church, Life Care Center of Banner Elk, Meals On Wheels, Newland Baptist Church, Plumtree Presbyterian Church, and Toe River Health District.

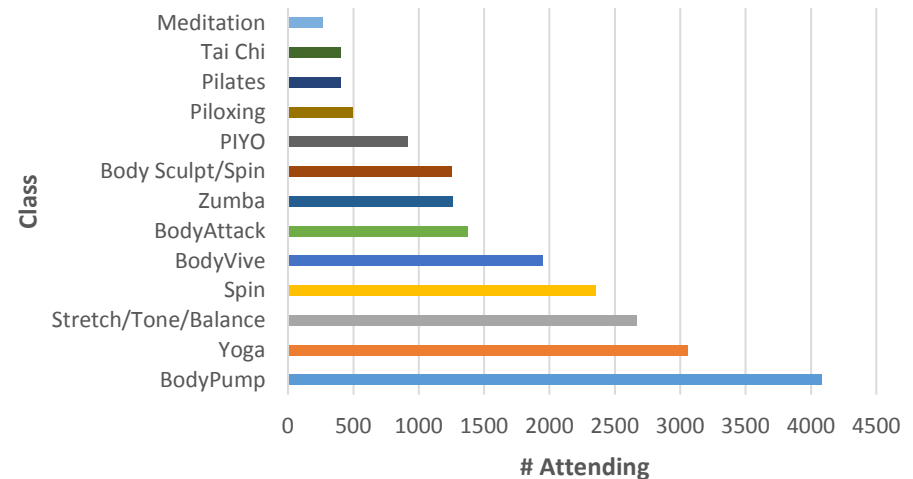
### For Healthy Living

*New Wellness Center fitness equipment was made possible by generous support of Appalachian Regional Healthcare and the Cousins Foundation.*

### GROUP FITNESS CLASSES

Duplicated Attendance in Group Fitness: 20,462  
 (11% increase over 2016)

#### Group Fitness Class Attendance



### PERSONAL TRAINING & WELLNESS ORIENTATIONS

#### Personal Training:

Delivered 344 one-hour sessions and 132 half-hour sessions

#### Orientations:

Wellness Center 36, Youth Fit Orientations 12  
 Coach Approach 19

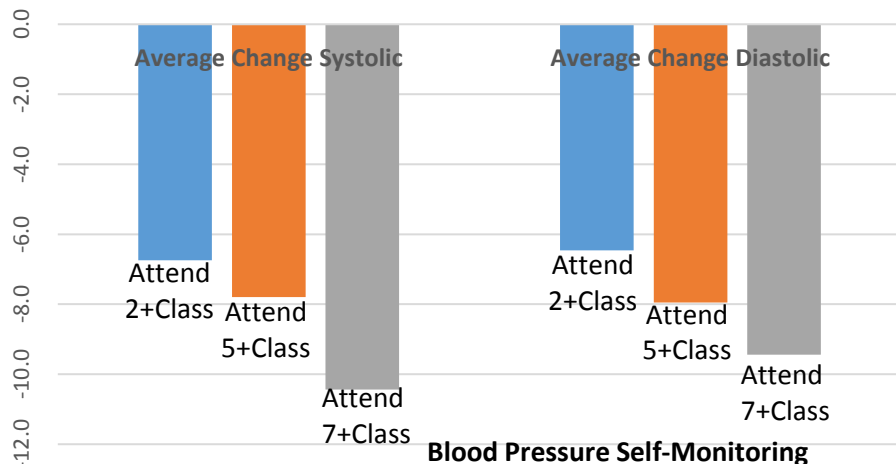
## CHRONIC DISEASE PREVENTION & MANAGEMENT

*Chronic Disease Prevention and Management programs are made possible through generous support from: The Arthur Family Foundation, George T. Baker Foundation, Baxter International Foundation, Richard & Lillian Becker Family Foundation, Mariam & Robert Hayes Charitable Trust, the Samuel L. Phillips Family Foundation, Provident Benevolent Foundation, , Robert H. & Jane Bassett Spilman Foundation, High Country United Way, and the Wells Fargo Foundation*

**Blood Pressure Self-Monitoring** and tracking of individual's blood pressure can play a significant role in reducing one's blood pressure and improving their quality of life.

Number Served: 265

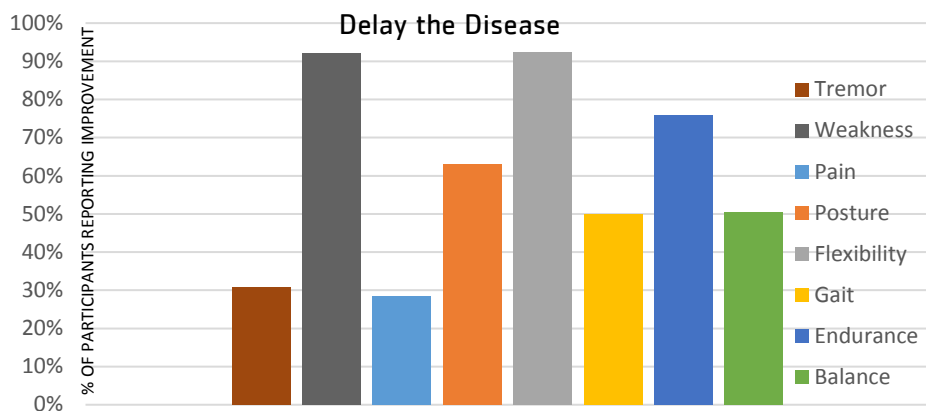
Results:



**Delay the Disease** assists persons living with Parkinson's delay or reduce the symptoms of the disease thereby improving quality of life.

Number Served: 19

Results:

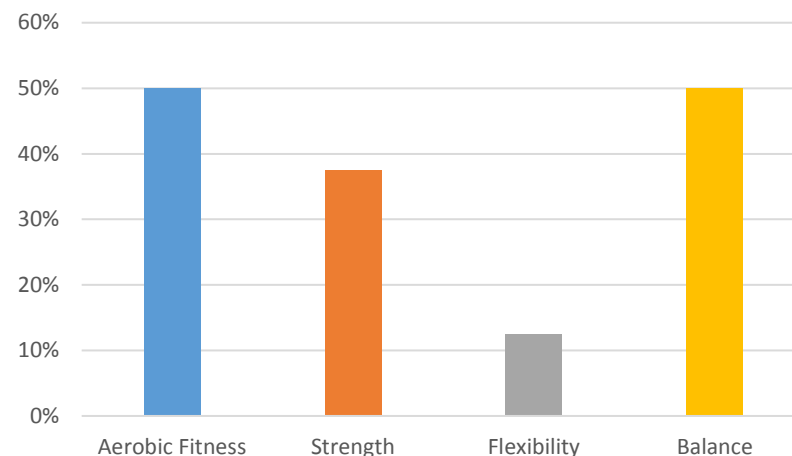


**LIVESTRONG at the YMCA** helps adult cancer survivors reclaim their health and well-being following a cancer diagnosis.

Number Served: 7

Results:

Average Improvement By Indicator

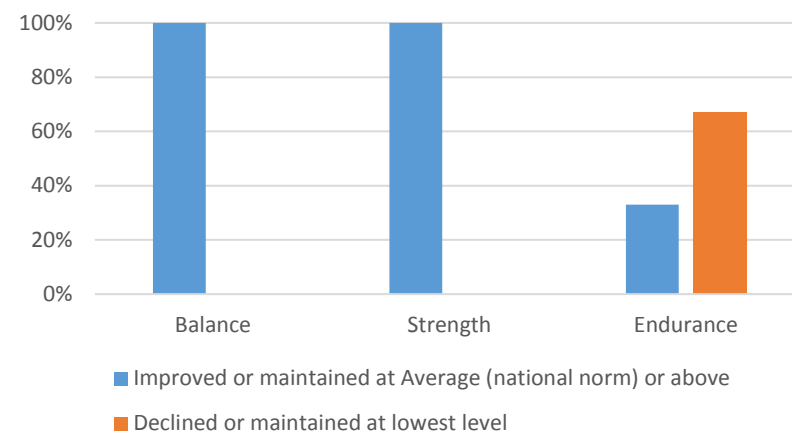


**EnhanceFitness** is a proven community-based senior fitness and arthritis management program.

Number Served: 7

Results:

% of Participants Improving or Maintaining



**LOOK FOR DIABETES PREVENTION TO BEGIN IN 2018**  
For more information contact Bonnie Clark 737-5500 x307

# For Youth Development

## PRE-K EARLY CHILDHOOD DEVELOPMENT

### Martha Guy Child Development Center (drop-in care)

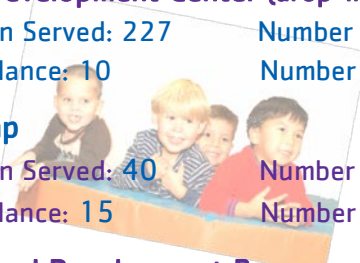
Unduplicated Children Served: 227      Number of Visits: 3,509  
 Average Daily Attendance: 10      Number of Days Open: 364

### Pre-K Summer Camp

Unduplicated Children Served: 40      Number of Visits: 472  
 Average Daily Attendance: 15      Number of Days Open: 31

### Pre-K Early Childhood Development Program

Unduplicated Children Served: 16      Number of Visits: 699  
 Average Daily Attendance: 4      Number of Days Open: 132



## YOUTH PROGRAMS

### X-Arcade Youth Center

Unduplicated Children Served: 195      Number of Visits: 1,687  
 Average Daily Attendance: 5      Number of Days Open: 364

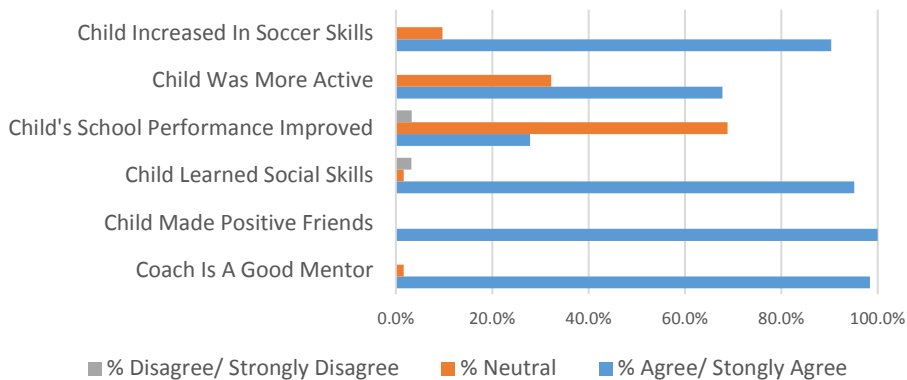
### Youth leadership Programs

Youth in Government Program: 11      Jr. Leaders' Club: 21

### Youth Athletics

Viking Classic Basketball Tournament: 352      Youth Dance: 55  
 Athletic Development: 100      Swim Club: 32  
 Summer Baseball: 9      Golf Assessments: 9  
 Youth Soccer: 280

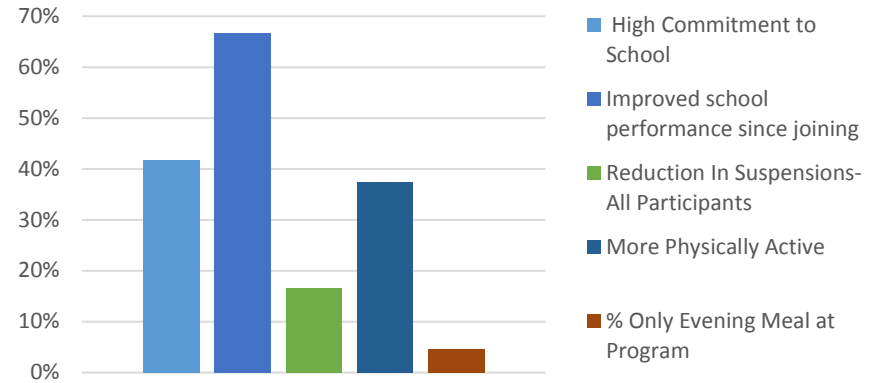
Fall 2017 Soccer Parent Survey



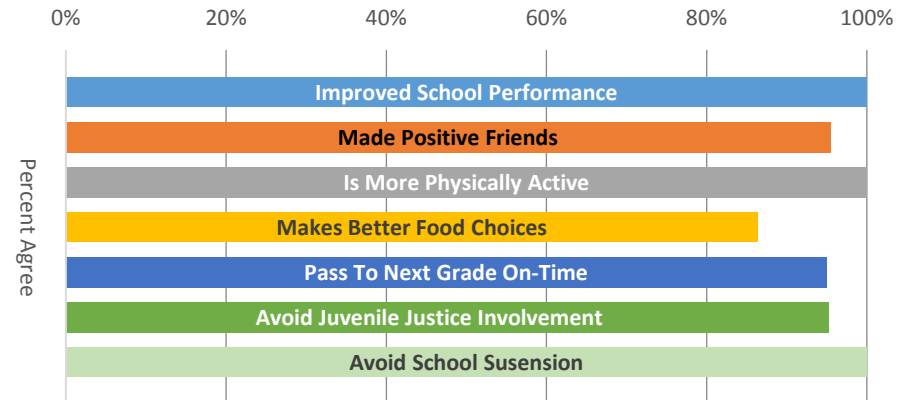
## PEAK After School & Summer Program (Began September 2017)

Unduplicated Children Served: 109      Number of Visits: 4,508  
 Average Child Attendance: 45 days      Suppers Served: 2,445

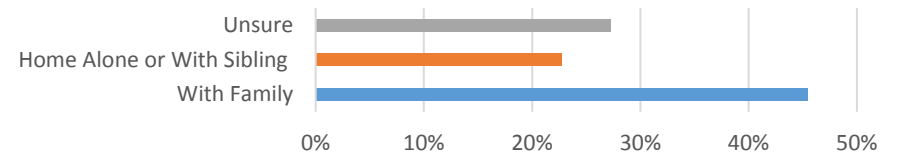
Child Survey Responses



Parent Survey Responses



Where Would Child Be If Not In Program



*Youth Development and Food Security Programs are made possible through grant support from Avery County Community Foundation, Beaver Family Foundation, High Country ABC Board, High Country Charitable Foundation, the NC Dept. of Public Instruction 21<sup>st</sup> Century Learning Center, Run for Holland, YMCA of the USA, and food sponsorship from Avery County Schools and Food Lion.*

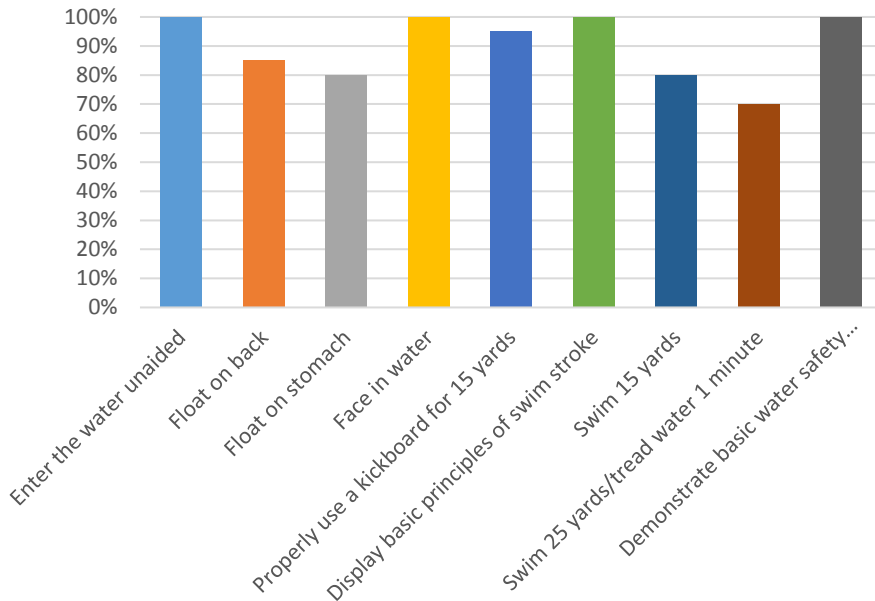
## For Social Responsibility

### SPLASH DROWNING PREVENTION PROGRAM

The SPLASH program teaches water safety and swimming to every Pre-K and 2<sup>nd</sup> grade child in Avery County.

Pre-K Children Served: 102                      2<sup>nd</sup> Grade Children Served: 210

2017 SPLASH Program 2nd Grade Results



### OUTREACH

**84** seniors were provided Moving for Better Balance fall prevention training at outreach sites throughout the county.

**21** homebound seniors were provided meals and socialization

**74** seniors were referred to needed services through home visits.

### Support

**Memberships and program fees only account for about 50% of our budget. For our work to continue, we depend on your support!**

Your support enables the Y to serve those who most need us – economically disadvantaged seniors and youth. We have accomplished much in 2017 but together, we can achieve so much more.

Donate Online: <http://ymcaavery.org>

By Mail: PO Box 707, Linville, NC 28646

By Phone: Contact Michelle Scott at 737-5500 x320

**FOR A BETTER US**

## Donors Who Have Made Our Work Possible

### THANK YOU!

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