



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Williams YMCA of Avery County

2019

Annual Report

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

Web: ymcaavery.org Instagram: [ymca_avery.county](https://www.instagram.com/ymca_avery.county)

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2019 Board of Directors

Officers:

Mrs. Carmen Lacey, Chair Mr. Jeff Davis, Vice Chair
Ms. Kathy Rimmer, Secretary Ms. Allyson Johnson, Treasurer

Directors:

Mr. Ellis Ayers Mr. David W. Brooks II Mr. Burke Jones
Mrs. Ann Baker Dr. Jason Crawford Mr. Paul O'Connell
Mr. Brian K. Barnes Mr. Edward Hinson Mr. Jesse Pope
Mr. John Blackburn Mrs. Kim Jochl Mrs. Pattie Tennille

Key Operations Team

Chief Executive Officer: Trey Oakley

Associate Executive Director: Bonnie Clark

Directors:

Holly Magid, Finance/HR Edie Young, Administration
Hannah Taber, Aquatics Sheila Bauer, Outreach
Lauren Wilson, Healthy Living Erin Spear, Healthy Living (Mitchell)
Jenn Roark, Youth Development Katie Willet, Mitchell Liaison
Michelle Scott, Development Dennis Betz, Development
Karen Fugate, Membership/Athletics

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,
youth can be safe and reach their potential, and the elderly have support
to live quality, independent lives.

Leadership Message

To our members, donors, volunteers, staff, board of directors, visitors and program participants, thank you. Without you, what our YMCA does in our community would not be possible. While it seemed that 2019 was gone in a blink, much was accomplished. From Parkinson's management to out of school supper feeding, the Y is here. Throughout our annual report, you will hear success stories and be provided data proving that what the Y is doing in our community matters. We believe that when we focus on community, we can effect positive change within it. Thank you for your support and for providing us with the ability to serve. – Trey Oakley, CEO

2019 In Review

2019 EVENTS

YMCA Annual Celebration, February 26th

Healthy Kids Day, April 27th -

Presented by Rotary Club of Avery County

3rd Annual Marjory Williams Memorial Tournament, May 3rd -

Presented by the Williams Family Foundation

NC Mountains Men's Invitational Charity Tournament, May 25th-27th

Senior Health & Fitness Day, May 29th

Presented by the YMCA Board of Directors

Floating Pumpkin Patch, October 19th

Reindeer Run, December 7th -

Presented by the Kiwanis Club of Banner Elk

2019 MEMBERSHIP

Total Members: 5,103 (30% increase over 2018)

Total Visits: 98,605

Members' Gender:

Male-45%, Female-53%, Unreported-2%

Members' Age:

7 & Under- 7%, 8-12: 7%, 13-18: 8%,

19-39: 23%, 40-59: 22%, 60+: 33%

Programs and Membership Y-Access Subsidies provided:

Membership Subsidies- **494** Program Subsidies- **220**

Subsidies made possible through generous donations of the A.M.Y.

Wellness Foundation, The Mary E. Dooner Foundation, Thoresen

Foundation, The Williams Family Foundation, The Hobbs Foundation,

and individual donations from people like you.

2019 FINANCIALS (AUDITED)

Revenues		Expenses	
Contributions/Grants	\$1,147,379	Management & General	\$ 46,967
Membership Dues	\$795,788	Fundraising Expense	\$ 15,270
Program Revenue	\$102,357	Program Expense	\$2,181,028
Special Events	\$10,821		
Other Revenue	\$24,718	Total Expense	\$2,243,265
Total Revenue	\$2,081,063		

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, Blue Ridge Regional Hospital, Cannon Memorial Hospital, Clark Family Medicine, High Country Community Health, Mitchell County Senior Center, Avery County DSS, Avery County Schools, Avery County Transportation, Avery County Sheriff's Office, Crossnore School & Children's Home, Feeding Avery Families, Avery Senior Center, Baker Center for Primary Care, Jonas Ridge Baptist Church, Life Care Center of Banner Elk, High Country Area Agency on Aging - Meals On Wheels, Newland Baptist Church, Plumptree Presbyterian Church, Toe River Health District, Avery County Mentoring, and Food Lion

We would like to recognize and thank the following businesses and families for in-kind support throughout 2019:

Mt. Glen Golf Club, Beech Mt. Golf Club, Carolina Mt. Living Magazine, Sugar Mt. Golf Club, Elk River Golf Club, Linville Golf Club, Grandfather Mt. Campground, Boonshine Brewing Co., Grandfather Mt. Stewardship Foundation, SkyLine Membership Corp., Linville Resort, Linville Falls Winery, Town of Seven Devils, Stonewalls of Banner Elk, Carolina Barbeque, Food Lion, Hillary & Trey Oakley, Kathy & John Rimmer, John Blackburn, Michelle & DeLee Scott,

For Healthy Living

GROUP FITNESS CLASS

Duplicated Attendance in Group Fitness: **18,153** (increase of 7% over 2018)

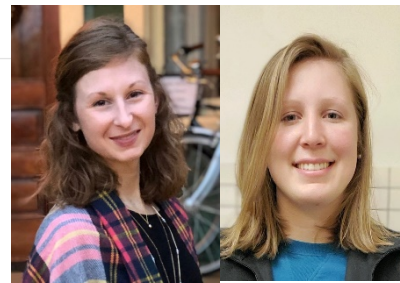
PERSONAL TRAINING & WELLNESS ORIENTATIONS

Delivered **121** Personal Training Sessions Wellness Orientations- **76**

Youth Fit Orientations- **21**

Coach Approach- **33**

Welcome Katie Willett (L), Mitchell Co. Liaison and Erin Spear (R), Mitchell Co. Healthy Living



Congratulations Bonnie Clark (L) for promotion to Assoc. Exec. Dir. and Lauren Wilson (R) to Dir. of Healthy



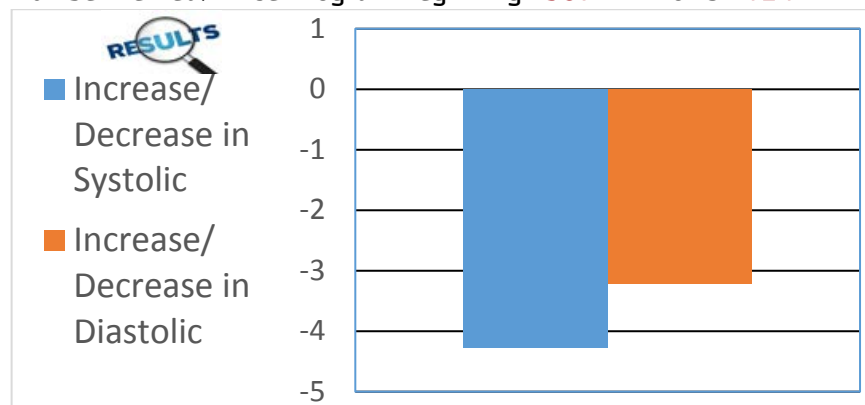
EVIDENCE-BASED HEALTH INTERVENTION PROGRAMS

Evidence-Based Health Intervention programs are made possible through generous support from: The A.M.Y Wellness Foundation, The Arthur Family Foundation, High Country Charitable Foundation, YMCA of the USA, The Dogwood Health Trust, High Country United Way, Avery County Community Foundation

Blood Pressure Self-Monitoring

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

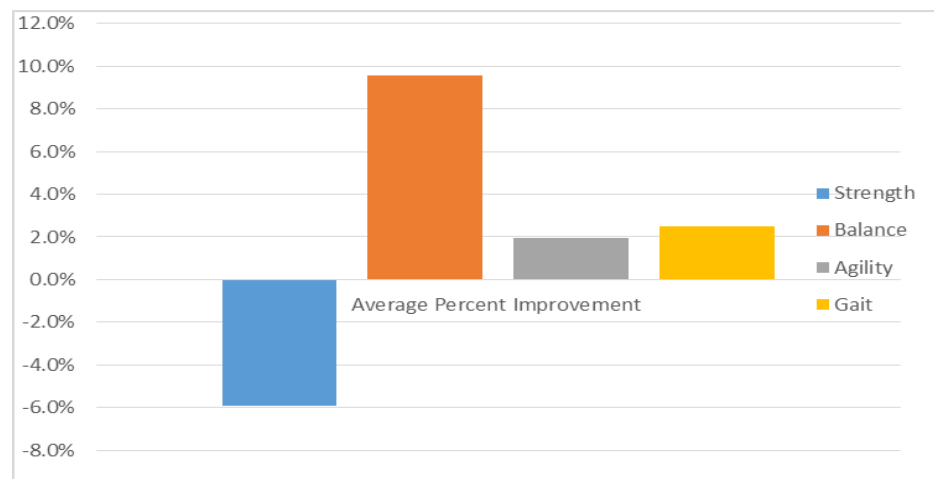
Number Served: Since Program Beginning- **507** In 2019- **124**



Delay the Disease

Assists persons to delay or reduce the symptoms of the Parkinson's disease thereby improving quality of life.

Number Served in 2019- **20**



LIVESTRONG at the YMCA

A program that helps adult cancer survivors reclaim their health and well-being following a cancer diagnosis.

**LIVESTRONG
AT THE YMCA**



Number Served in 2019: **17** Types of Cancer: Breast (8); Myeloma (2); Prostate (1); Melanoma (1); Head & Neck (1); Ovarian (1); Bladder (1); Colon (1); Renal Carcinoma (1)

Assessed Improvement in Functioning

Average Strength Improvement

30 lbs.

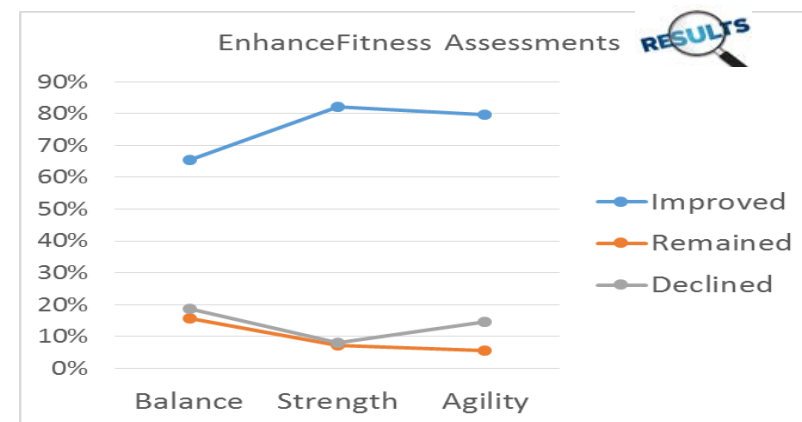
Average Balance Improvement
(standing on 1 leg)

29 seconds

EnhanceFitness

A proven community-based senior fitness and arthritis management program.

Number Served: **48**



Diabetes Prevention Program

Number Served: Cohort 1 (Complete) **11** Cohort 2- **7** (In Progress)

Average Percent Weight Loss:

11.1% lost

Average Number of Physical Activity Minutes:

386.6 minutes

For Youth Development

PRE-K EARLY CHILDHOOD DEVELOPMENT

Martha Guy Child Development Center

Unduplicated Children Served: 34

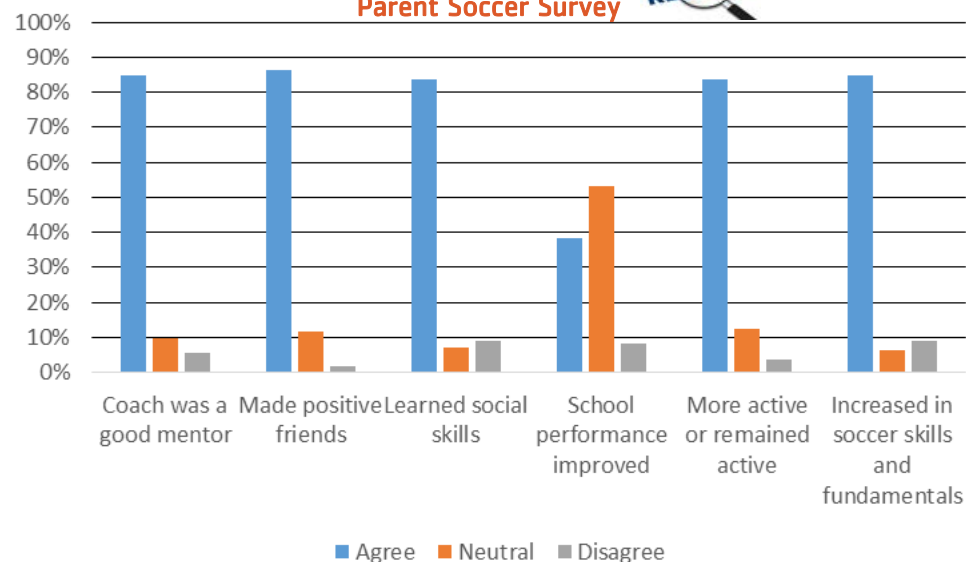
YOUTH PROGRAMS

Arthur Youth Center (drop-n care)- Unduplicated Children Served: 36

Youth Athletics

Youth Dance- 10, Swim Club- 32, Basketball- 86, Tennis- 7, Soccer- 244

Parent Soccer Survey



21ST CENTURY COMMUNITY LEARNING CENTER AFTERSCHOOL

Unduplicated Children Served: After School- 140

Summer Camp- 153



Parent Survey & Avery School Data

Outcome Indicator for Children After Entering Program	RESULTS
More Physically Active While in the Program	92%
Makes Better Food Choices	78%
Passed to the Next Grade on Time	98%
Improved School Performance	93%
EOG Reading Improved or Proficient	92%
No In-School Behavior Instances	92%
Improved School Attendance	35%

Youth Development Programs are made possible with the generous support from: HIGH Country ABC Board, Wells Fargo Foundation, Duke Energy Foundation, Dollar General Literacy Foundation, Lastinger Family Foundation, Food Lion Foundation, NCDPI 21st Century Learning Center, YMCA of the USA, NC Alliance of YMCAs, The Community Foundation of Western NC, Kiwanis Club of Banner Elk

For Social Responsibility

SPLASH DROWNING PREVENTION

The SPLASH program taught water safety and swimming to **102** Kindergarten and **95** 2nd grade student in Avery County.

2nd Grade Skills Post Assessment

Demonstrate basic water safety	100%
Front glide, 5 feet, exit	83%
Back float 10 sec., roll front glide, exit	83%
Swim, float, swim 10 feet	79%
Pass swim test (swim 25 yards and tread water 1 min.)	53%



Aquatics Center Improvements and swimming programs made possible through support of the Mariam & Robert Hayes Charitable Trust the Katherine & Thomas Belk Foundation, the Richard & Lillian Becker Family Foundation, & Celia Lipton Farris & Victor W. Farris Foundation.

OUTREACH

101 seniors were provided fall prevention training and (25% increase), **16** participated in the Young Again Fitness program at outreach sites in the county (50% increase), **28** homebound seniors were provided socialization and support two times each week and **76** seniors were referred to needed services (36% increase), **62** families per month were provided meals in collaboration with Feeding Avery Families (19% increase), **170** home visits were performed and **82** seniors were referred to needed services, **14** families in crisis were provided support through Avery County Collaboration (36% increase), **8** Hospice patients were provided comfort and support **27,103** meals were served to children in after school and summer programs in collaboration with Avery County Schools (increase of 4%)



Donors Who Have Made Our Work Possible!

Benefactors

A.M.Y. Wellness Foundation	Carol and Glenn Arthur
Arthur Family Foundation	R & L Becker Family Foundation
Mary E. Dooner Foundation	Frank E. and Mary Cain Driscoll
High Country Charitable Foundation	Linville Resorts, Inc.
Mountain Glen Golf Course	Joannie and Russell Newton, Jr.
The Dickson Foundation	Thoresen Foundation
Williams Family Foundation	YMCA of the USA

Advocates

All Saints Episcopal Mission	Ann and Charlie Baker
The Katherine & Thomas M. Belk Foundation	
Nancy Engle	Gillian and Mike Goodrich
High Country Municipal ABC Board	Lastinger Family Foundation
Edwin and Jeanette May Foundation	Meredith Michener
Stonewalls of Banner Elk	Sugar Mountain Resort
The Duke Energy Foundation	USA Swimming Foundation
Wells Fargo Foundation	

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Jean Larkin Dobson	Dollar General Literacy Foundation
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Grandfather Mt. Stewardship Fnd.	High Country United Way
High Country Wealth Management	Dawn and Richard Honeycutt
Kiwanis Club of Banner Elk	Bill Leonard
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Patricia Wellington	Lana and Michael Whigham	Terry and Joseph Williams
Lauren and Will Wilson	Joan Wivchar	Misty Woody
Marguerite & Baker Wyche		Edie and Will Young

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 – underserved seniors and youth. We have accomplished much in 2019 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



"The YMCA is the single greatest thing to have happened to our mountain community in terms of preventative health care and education since I've been in practice."

Dr. Charlie Baker



**IN LOVING MEMORY OF GLEN & CAROL ARTHUR
 WHO ARE MISSED BY ALL IN THE REGION.**