



BETTER TOGETHER



WILLIAMS YMCA OF AVERY COUNTY 2020/2021 Annual Report

Williams YMCA of Avery County
436 Hospital Drive, Linville, NC
28646

828.737.5500 | www.ymcaavery.com

YMCA Healthy Living Center -
Mitchell County

275 Oak Ave. Spruce Pine, NC 28777

828.520.1379 | www.ymcaavery.com

Leadership Message

As I reflect on our work over the past two years, the most difficult in our YMCA's history, I am reminded of a quote from scientist Frances Arnold, "Give up the thought that you have control. You don't. The best you can do is adapt, anticipate, be flexible, sense the environment and respond." What we initially thought could be the end for much of what our Y provided the community instead revealed to us what we were truly capable of. We stand taller and stronger today than ever before, and we will continue to work hard to ensure that those in our community that need us most receive the services needed!



Trey Oakley, CEO

To our Staff Members,

Thank you. We have laughed, learned, prayed, and cried together, sometimes all in the same day. Your loyalty and spirit in serving your community is unmatched. I love and appreciate each one of you.

To our Members and Community,

Whether you were able to stay with us through the pandemic, took a break, or recently joined, you know that the Y is so much more than a gym and swim. Thank you for your commitment to our Y!

To our Board of Directors,

The advice, mentorship, leadership, and sometimes a shoulder to cry on are invaluable. We would be in a much tougher place without you all! Thank you for your service and devotion to our community!

To our Donors,

What can I say? In a time when we needed you most, man, did you step up! You not only provided the Y with the support for the current needs but also provided us with opportunities to close new ones. You want to be the pebble in the pond that creates the ripple for change, and we are incredibly thankful.

I hope that each of you is proud of the work that our YMCA has provided to our community and that our Annual Report reflects the high expectations that we are dedicated to meeting. Twenty-twenty-two is off to a promising start, and we are moving forward vigorously with new programming and community outreach. We look forward to growing our relationships with each of you and working TOGETHER to make Avery County a happier and healthier place to live!

Thank you all,

Trey Oakley
CEO, Williams YMCA of Avery County

For a better us.®

YMCA Mission

To put Christian principals into practice through programs that build a healthy spirit, mind, and body for all.

YMCA Vision

Strengthening the foundations of community for healthy living, youth development, and social responsibility.

HOW WE ENGAGE OUR COMMUNITY

WELCOMING – We are open to all. We are a place where you can be, belong and become.

GENUINE – We value who you are and encourage you to be true to yourself and others.

HOPEFUL – We believe in you and your ability to be a catalyst for good in the world.

NURTURING – We're with you in your journey to develop your full potential.

DETERMINED – Above all else, we are on a relentless quest to make our community stronger beginning with you.

2020 Board of Directors

CHAIR

Mr. Jeff Davis
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Mrs. Kathy Rimmer
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President, Cannon Memorial Hospital

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Dr. Jason Crawford
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2021 Board of Directors

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Broker, High Country Wealth
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Vice Chair

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Marketing, Mountain Glen Golf Club

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President, Cannon Memorial Hospital

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Foundation

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Retired Nurse

Mr. Ellis Ayers 2018
Curriculum Director, Avery
County Schools

Dr. Kyle Wilson
AppFamily Medicine

Mr. Van Phillips
Trustee, Samuel L. Phillips
Foundation

Ms. Talia Freeman
Marketing, Beech Mountain
Resort

2021 Key Operations Team

Chief Executive Officer

Trey Oakley

Chief Financial Officer/ Human

Resources:

Holly Magid

Associate Executive Director:

Bonnie Clark

Directors:

Sheila Bauer

Dennis Betz

Sonia Polechio

Susy Crouch

Erin Spear

Erica Shingleton

Katie Willet

Lauren Wilson

Edie Young

Departments:

Community Outreach

Development

Membership

Youth Development

Healthy Living

Recreation

Mitchell County Liaison

Development

Back Office Manager



"I work at the Y to make an impact in the community. The Y changed my life as a child and I hope through my involvement, that I can do the same for someone else." – Trey Oakley, CEO

"Working at the Y is more than a job– For over 15 years, I've been able to see some amazing things happen here and the positive impact our Y has made in changing lives and strengthening our community. We are a dedicated team that is truly making a difference and I am so glad to be a part of it." – Holly Magid, CFO



"I work at the Y to build community! The Y is my community and family, I have met some of my best friends here at the Y. My daughters have grown up at the Y and now one of them works for the Y herself! It's impossible to walk through the doors and not see a smiling face and find a friend, new or old!"
– Bonnie Clark, Associate Executive Director

YMCA Donors

Thank you to every individual, business, and organization who donated in 2020 to keep the YMCA active in Avery County. Those who donated in both 2020 and 2021 are denoted with a **. A special thank you to our founding donors for the Mitchell County YMCA. These donors are denoted in white lettering.

Benefactors

Anna M. McWane Trust**	Mary E. Donner Foundation**
The Dickson Foundation	Dogwood Health Trust**
Albert Myers	Blue Cross Blue Shield of NC
C. Phillip McWane	Willow Branch Foundation**
Carolyn Smith	The Community Foundation of
Leonard Williams	Western North Carolina**
Duke Energy Foundation**	YMCA of the USA**
All Saints Mission**	YMCA of the Triangle
Joann Becker	The Glass Foundation
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Martha Guy	Thoresen Foundaiton
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Russell B. Newton, Jr.	The Dowd Foundation
Linville Resorts**	Women's Sports Foundation
High Country Muncipal ABC Board	High Country Charitable Foundation
NC Department of Commerce	MAHEC
North Carolina Community	Mariam and Robert Hayes Charitable
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The L. Jack Ella ASpiers Foundation	Samuel L. Phillips Family Foundation
Wayne M. Densch Charitable Trust	The Courtney and Bo Mauzy Fund
The Newton CLT III-1997	The Hatherine & Thomas M. Belk
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YMCA Donors

Advocates

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Grandfather Mountain Stewardship
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YMCA Donors

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Sonia Polechio
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Supporters

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Nancy and Wendell Owens
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Melinda Eggers and Michelle E.
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David Calhoun
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YMCA Donors

Supporters Continued

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Charles Rubin**	Kathleen Huelsemann	Kathryn Ward
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Newland High School Class of 1964	Sharon Peters	Ann Lomas
Norma and Ken Walter	Sheila Divvens	Tilia Freeman
Bryan Miller	Sue and Bob Lyons**	Teresa Graham
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YMCA Donors

Supporters Continued

Carmen and Mike Lacey	Frederick Bamman	Walter Morgan
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Anne Jessup	Edward Jones of Linville	Richard Dove
Patricia Kincaid	Lacey Realty	David Leiter
Linville Reorts, Inc.	John McCartney	Lloyd Ollis
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The Beech Mountain Club	The Dudley and Walter Morgan	The United Way of Southwestern
Town of Seven Devils	Foundation	Pennsylvania
Merle Unks	Villa Sorrento, Inc.	Watauga Building Supply, Inc.

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 YMCA to serve those who most need us - underserved seniors and youth. We have accomplished much in 2020 and 2021 but together we can achieve so much more!

Donate Today

Digital Donations
[YMCA Website](#)

Mail Donations
PO Box 707, Linville, NC 28646

Phone Donations
828.737.5500

The Y. FOREVER with our COMMUNITY.

The YMCA continued to serve and support the community throughout the pandemic, striving to meet essential needs. By the end of 2020, the YMCA of Avery County had:

Worked across 3 Counties to Support Marginalized Communities



Cared for 90 kids daily in our Emergency & Out of School Programs



Called OVER 500 Seniors for Wellness Checks



Visited Senior's Homes 125 times bringing medications and foods to more than 75.



Distributed OVER 10,000 meals to kids in Avery County



Provided OVER 80 Virtual and Distancing Healthy Living Activities/ Programs



The YMCA also raised \$2,140 for 4 other local Non-Profit organizations through virtual and remote events:

Avery Moves, July 2020: \$10,700 (\$2,140 per 4 organizations and the YMCA)
Revenge Challenge, December 2020: \$580

2020 Audited Financials

Revenues		Expenses	
.....		
Contributions/ Grants	\$1,677,479	Management & General	\$53,374
Membership Dues	\$483,990	Fundraising Expense	\$24,215
Program Revenue	\$34,593	Program Expense	\$1,830,501
Special Events	\$16,746		
Other Revenue	\$17,685		
Total Revenue	\$2,230,493	Total Expense	\$1,908,090

2021 End of Year Financials

Revenues		Expenses	
.....		
Contributions/ Grants	\$1,351,391	Management & General	\$83,578
Membership Dues	\$560,582	Fundraising Expense	\$21,619
Program Revenue	\$116,160	Program Expense	\$1,868,247
Special Events	\$1,203		
Other Revenue	\$12,514		
Total Revenue	\$2,041,851	Total Expense	\$1,973,442

2020/2021 Membership

2020 Numbers:

Total Members: 2,973

Total Visits: 37,396

Programs and Membership Y-Access Subsidies provided:

Membership Subsidies- 178 Program Subsidies- 30



2021 Numbers:

Total Members: 3,005

Total Visits: 57,316 (65% more than 2020)

Members' Gender:

Male-44%, Female-51%, Unreported-5%

Members' Age:

5 & Under- 3%, 6-11: 7%, 12-17: 8%,

18-29: 14%, 30-54: 25%, 55-64: 12%, 65+: 31%

Programs and Membership Y-Access Subsidies provided:

Membership Subsidies- 474 Program Subsidies- 151



Subsidies made possible through generous donations of the A.M.Y. Wellness Foundation, High County Charitable Foundation, The Mary E. Dooner Foundation, Thoresen Foundation, The Williams Family Foundation, The Hobbs Foundation, and individual donations from people like you.

Our Program Contributors

In a small community, no organization can meet the many needs of it's community alone. The following organizations assist the YMCA so that together we can strengthen the foundations of our community and achieve our mission!

Contributors

Youth Development:

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 thee USA
NC Alliance of YMCA's
The Community Foundation
of Western NC
Kiwanis Club of Banner Elk
Women's Sports Foundation
High Country Charitable
Foundation
JC Penny Foundation
Avery County Schools
Crossnore School &
Children's Home
Avery County Mentoring
Food Lion

Healthy Living:

The A.M.Y Wellness
Foundation
YMCA of the USA
Dogwood Health Trust
Appalachian Regional
Behavioral Healthcare
Blue Ridge Regional
Hospital
NC State University
Cannon Memorial Hospital
Clark Family Medicine
High Country Community
Health
Toe River Health District
PATH
SEARCH
Run for Holland
High Country Area on Aging
Baker Center for Primary
Care
MAHEC

Social Responsibility:

Avery County Community
Foundation
Mariam & Robert Hayes
Charitable Trust
Katherine & Thomas Belk
Foundation
Richard & Lillian Becker
Family Foundation
Celia Lipton Farris & Victor W.
Farris Foundation
Avery County DSS
Avery County Senior Center
Mitchell County Senior Center
Avery County Transportation
Avery County Sheriff's Office
Feeding Avery Families
Neighbors Feeding
Neighbors
Jonas Ridge Baptist Church
Life Care Center of Banner Elk
Meals on Wheels
Newland Baptist Church
Plumtree Presbyterian
Church

FOR YOUTH DEVELOPMENT

Martha Guy Child Development Center

The Martha Guy Child Development Center serves as a drop-in child care for children 6 weeks – 6 years old.

Unduplicated Children Served:

2020: Closed Due to COVID-19 Pandemic

2021: 41



Youth Programs

Arthur Youth center (Drop-in care) serves youth 6 years – 12 years

2020: 38 after reopening in September 2020.

2021: 41



21st Century Community Learning Center After School

After School K-5

2020: 151

2021: 152

After School Middle School

2020: N/A

2021: 10

Summer Camp

2020: 89

2021: 121



What Parents Think About After School:

Parent Engagement Survey Response:

"Liam loves to be able to go somewhere after-school to hangout with his friends, do an activity, finish his homework so he does not have to at home, and play outside or in the gym. Again, we are so thankful for this program." – Program Parents

We really enjoyed getting together and seeing our kids have fun outside of school. We are so thankful for what you do for our kids.



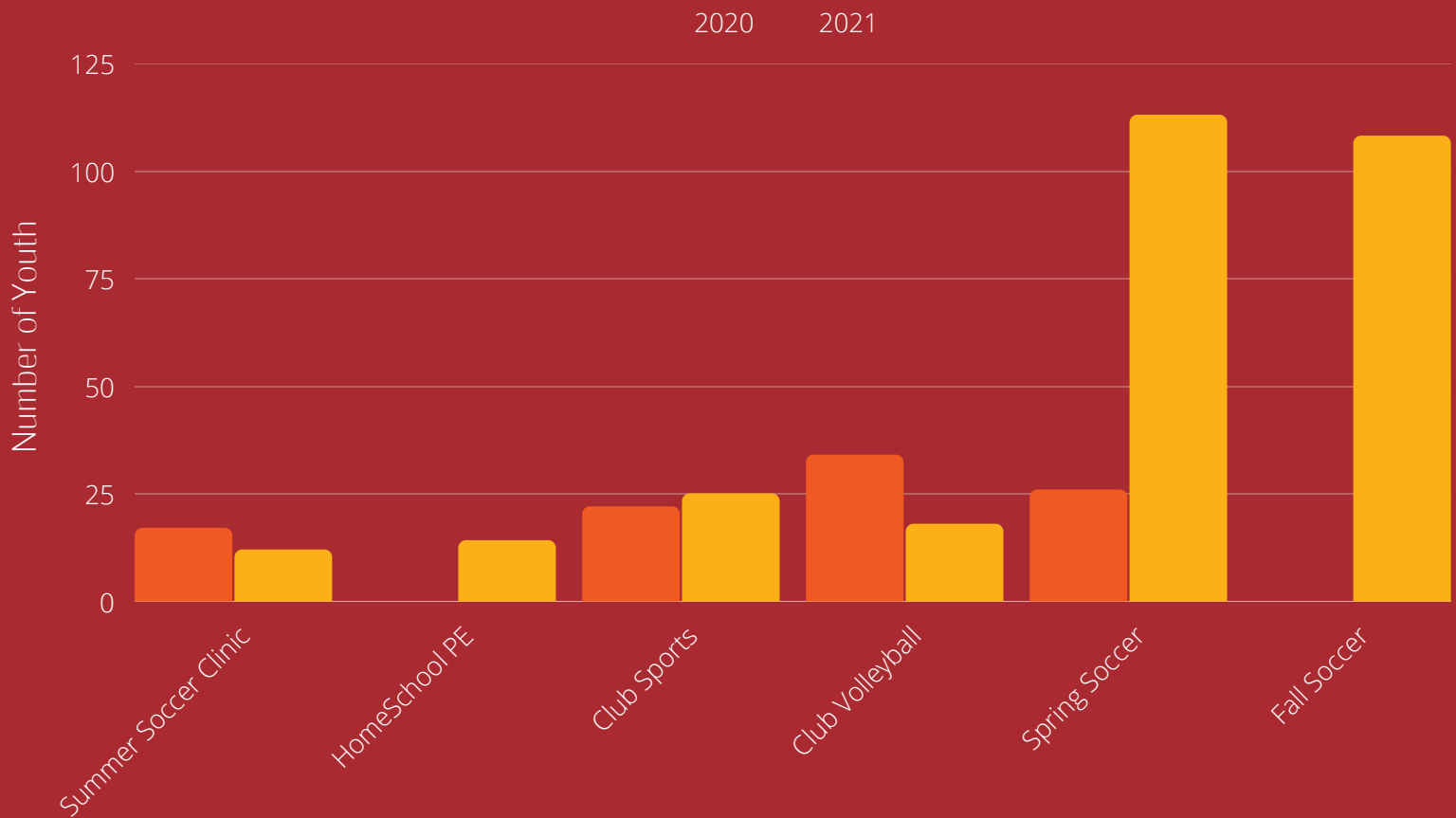
During Group Swim Lessons a child started crying right in the middle of the lesson. The instructor, Faith Boyette, asked him: "What's wrong, why are you crying." The boy looked up at Faith and said "I'm just so happy I can swim now!" – Swim Lesson Participant

FOR YOUTH DEVELOPMENT

Youth Athletic Programs

Total Served in 2020: 100

Total Served in 2021: 299



FOR HEALTHY LIVING

2020 Group Fitness Classes

Duplicated Attendance in Outdoor Group Fitness: **8,996**

Decrease of **50%** from 2019 due to a 5 month closure and movement of classes to outdoor spaces. The Y partnered with Les Mills On Demand to offer any active YMCA member a free 2 month Les Mills On Demand subscription while gyms were required to be closed.

2021 Group Fitness Classes

Duplicated Attendance in Outdoor Group Fitness: **9,359**

Increase of **4%** from 2020 due to the requirement of masks and fluctuating COVID-19 cases in the area.

2020 Personal Training and Wellness Center Program

After Re-opening Staff Delivered:

- **107** Personal Training Sessions
- **23** Wellness Coaching Sessions
- **3** Youth-Fit Sessions



2021 Personal Training and Wellness Center Program

Staff Delivered:

- **474** Personal Training Sessions (23% increase since 2020)
- **6** Wellness Coaching Sessions
- **6** Youth-Fit Sessions

"To say that personal training improved every aspect of my life sounds like a hyperbole, but it isn't. One day a couple of years ago, I was overweight, depressed and short of breath with exertion. I called the YMCA and started personal training. As I gained physical strength, my emotional strength and focus also strengthened. I needed to be responsible to someone else until I was strong enough to be responsible to myself. Did it change my life? Indeed it did!" - Pat Whitaker

FOR HEALTHY LIVING

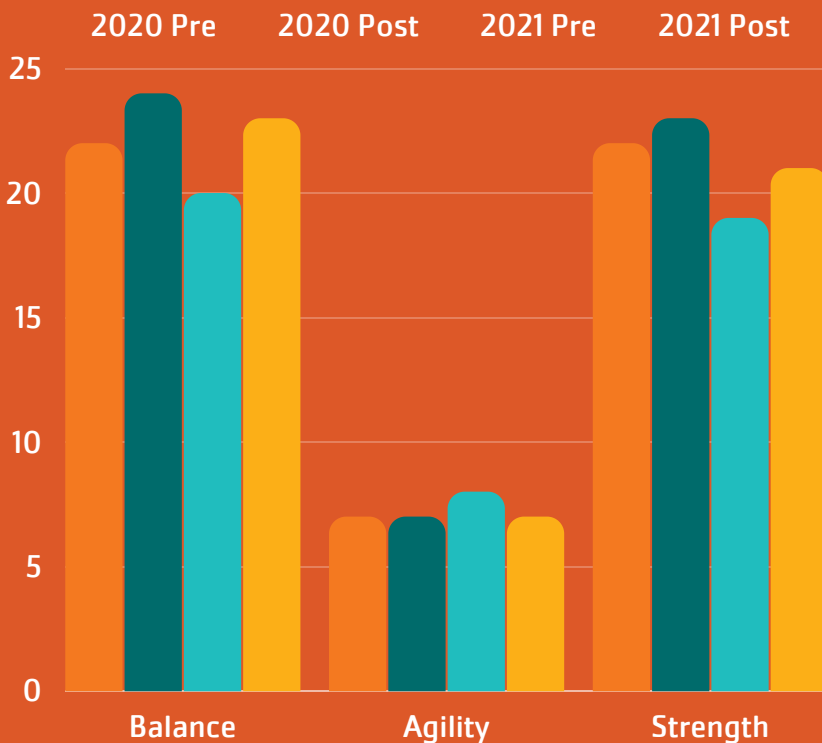
Healthy Living Programs are evidence-based and focus on preventing, improving, or maintaining chronic conditions.

YMCA Blood Pressure Self-Monitoring

	2020	2021
Attendance	31	22
Systolic	-2 mmHg	-7 mmHg
Diastolic	-4.5 mmHg	-6 mmHg



EnhanceFitness



	2020	2021
Attendance	16	23



FOR HEALTHY LIVING

YMCA Diabetes Prevention Program

	2020	2021
Attendance	28	8
% Decrease Weight	8%	4.2%
% Decrease BMI	9%	4%
Activity Minutes per Week	833 minutes	287 minutes



YMCA's Diabetes Prevention Program:

"When I realized that losing weight is not just numbers on a scale but instead it's better blood values, more energy, losing inches off your waist, having a balanced diet, I realized I was healthy and happy. This was a turning point for me and my success because I was able to appreciate the small wins, the hidden gems of success. I have learned that standing on a scale doesn't define your health but your determination to keep pushing when it isn't a number you can read, is what will help you be healthy. Instead it's a variety of things that add up to define your health and all of those things need to be addressed, not just your weight on a scale."

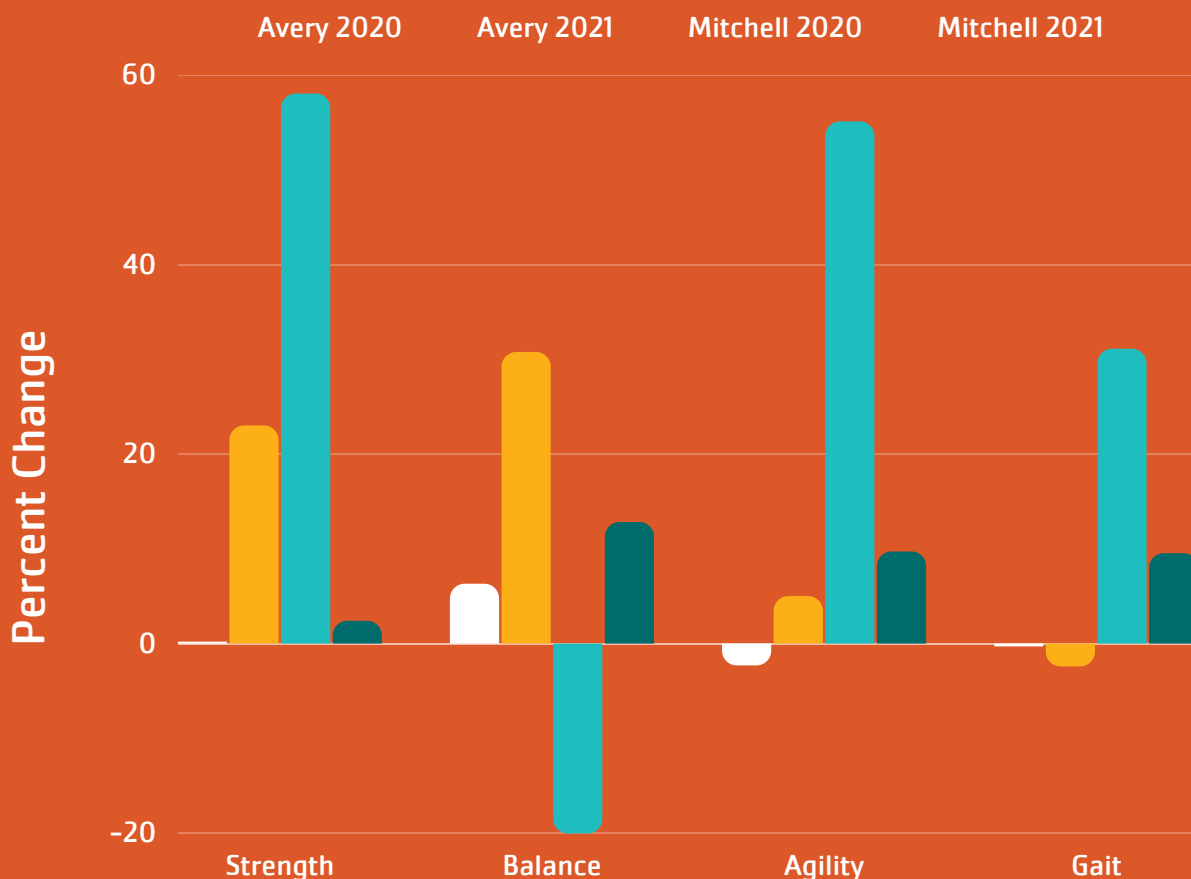
– Former Participant

Weight Loss

	2020	2021
Attendance	29	4
% Decrease Weight Loss	3.4%	3.5%

FOR HEALTHY LIVING

Delay The Disease – Parkinson's Program



"Joining the YMCA and the Delay the Disease program has been a life-changer for me! After joining the program I was asked about my goals. I told the instructors that I wanted to ride a bike again and in the spring of 2021, they made that happen! The staff continues to help me learn how I can live and thrive with Parkinson's Disease, it's really a treasure for me to have the YMCA." – Randy Braswell

FOR SOCIAL RESPONSIBILITY

Community Outreach Efforts

Our Community Outreach services are designed to support those in need within our community. Through 2020 these efforts tripled in the areas of food delivery, Home Visits/Wellness Calls and Transportation to Medical Appointments. In 2021 the YMCA assisted in raising awareness around the safety of receiving COVID-19 vaccinations. The YMCA continues to aid those in need within Avery, Mitchell and Yancey counties with essential services.

Meal Delivery

Avery – 2020: 915 | 2021: 1,766

Mitchell – 2021: 417

Yancey – 2021: 397



Home Visits & Wellness Calls

Avery – 2020: 655 | 2021: 541

Mitchell – 2021: 68

Yancey – 2021: 38



Transportation to Medical Appointments

Avery – 2020: 22 | 2021: 54

Mitchell – 2021: 20

Yancey – 2021: 13

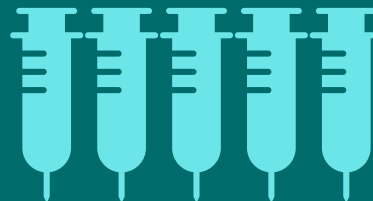


COVID-19 Vaccination Events

Avery – 88

Mitchell – 6

Yancey – 5



FOR SOCIAL RESPONSIBILITY

Drowning Prevention Efforts

2nd Grade SPLASH 2021

100 % Passed
Level 1



82% Passed
Level 2



75% Passed
Level 3



84% Passed
Level 4



69% Passed
Level 5



After School SPLASH 2020

100% Passed
Level 1



93% Passed
Level 2



87% Passed
Level 3



95% Passed
Level 4



90% Passed
Level 5



SPLASH is a safety around water and swim skills program offered to children in Kindergarten and 2nd grade at no cost to parents or schools. Due to COVID-19 restrictions on field trips for students Kindergarten and 2nd graders were not allowed to attend this program. The YMCA shifted in 2020 to offer this program to the youth enrolled in After School. In 2022, the YMCA will offer SPLASH to those who missed the program due to COVID-19.

Swim Club

2020: 41 unduplicated youth
registered for Swim Club

2021: 56 unduplicated youth
registered for Swim Club



Swim Lessons

2020: 83 unduplicated youth
registered for Swim Lessons

2021: 100 unduplicated youth
registered for Swim Lessons

BETTER TOGETHER

WILLIAMS YMCA OF AVERY COUNTY

436 Hospital Drive, Linville NC 28646

828-737-5500

www.ymcaavery.com

Mitchell County Healthy Living Center

275 Oak Ave. Spruce Pine, NC 28777

828-520-1379

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**FOR YOUTH DEVELOPMENT®
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