



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING COMMUNITY TOGETHER

2010 Annual Report
YMCA OF GREATER SEATTLE



CHANGED LIVES CHANGE COMMUNITIES

When someone says, “the Y changed my life,” that’s a moment to celebrate. Even better is when that person is inspired to enhance the lives of others. This viral effect is the Y at its best—strengthening community together through youth development, healthy living and social responsibility.

In 2010, more lives than ever were changed in greater Seattle through the Y. Approximately 190,000 kids, teens and adults were welcomed, encouraged and challenged to be their best. More than a third of them requested and received financial assistance.

Even with signs of an improving economy, high unemployment and budget cuts to health and education make for difficult conditions for many families and individuals. Every day, we see the faces, hear the stories and work to create a caring environment to inclusively support all our neighbors.

The Y met growing needs this year because of increased philanthropic contributions, which totaled more than \$7 million. Our Partners With

Youth Annual Campaign raised \$4.6 million, thanks to 12,000 donors and 1,700 volunteers, adding to the impact of our generous capital and endowment contributors.

This year, our members gave us one of the highest satisfaction scores in the nation. We also began the process of revitalizing the Y brand, along with more than 2,600 Ys nationwide, to clarify our cause, increase support and extend our reach.

As the YMCA of Greater Seattle enters its 135th year of service, we are more committed to our mission than ever: building a community where all people, especially the young, are encouraged to develop their fullest potential in spirit, mind and body.

We thank all who share the Y’s mission as we work together to help others learn, grow, thrive and give back to our community.



Robert B. Gilbertson, Jr.
President & CEO



Carolyn S. Kelly
Board Chair



WHO WE ARE

The Y is a powerful association of men, women and children joined together by a shared commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility.

OUR CAUSE

Strengthening community is our cause. Every day, we work side-by-side with our neighbors throughout King and south Snohomish counties to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive. Our cause connects us to more than 2,600 Ys nationally and to the Y movement in 125 countries.

OVERCOMING OBSTACLES CREATING DIRECTION

Growing up in Seattle and Texas, Rey, now 19, struggled to stay focused and was in and out of trouble in school. Drawing was an escape and the only thing that captured his full attention. In February 2010, his eyes were opened to new possibilities through the Metrocenter YMCA's youth technology program, YTECH. Rey acquired the skills to take his artistic talent from paper to computer screen. He graduated from West Seattle High School, took courses at the Art Institute and plans to attend North Seattle Community College.



Rey Martinez

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See Rey explain what motivates him at seattlemca.org



YOUTH DEVELOPMENT

Through the Y, kids, teens and young adults of all socio-economic backgrounds develop the character traits and skills essential to success. The Y is a leading provider of before and after school day care, overnight and summer day camp

adventures, youth sports and leadership training. Young adults find academic support, employment training and caring role models to help them pursue their goals.

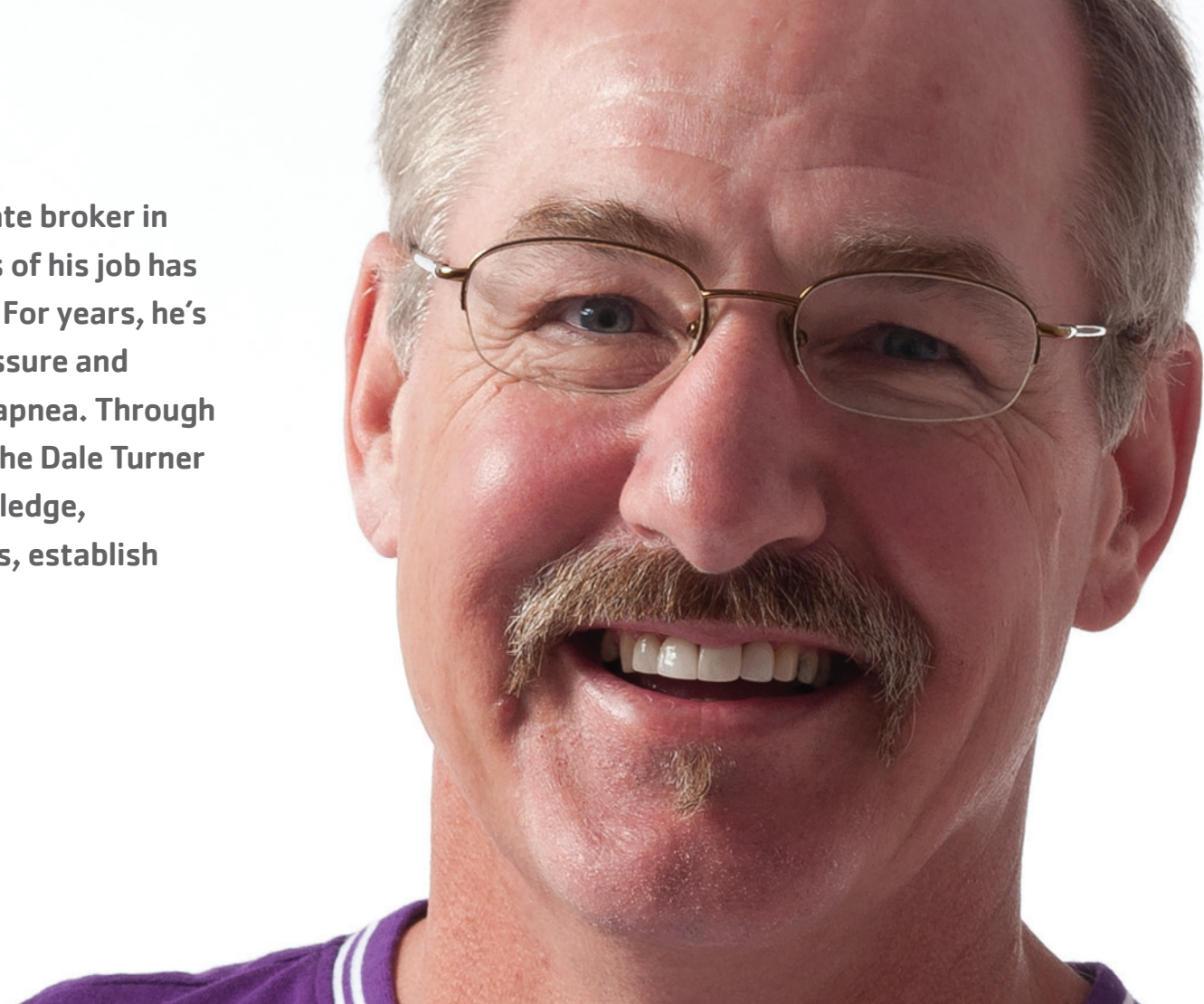
DODGING DIABETES FINDING COMMUNITY

Wade, 51, has been a successful real estate broker in north Seattle for 26 years, but the stress of his job has often gotten in the way of healthy living. For years, he's taken medications for his high blood pressure and cholesterol and has suffered from sleep apnea. Through the Y's Diabetes Prevention Program at the Dale Turner Family YMCA, Wade discovered the knowledge, mentoring and support to lose 60 pounds, establish healthier behaviors and avoid diabetes.



Wade Heyer

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Watch Wade share his story at
seattlemca.org



HEALTHY LIVING

People of all ages and abilities pursue their potential in spirit, mind and body at the Y. Trained lifestyle coaches help individuals set personal health and well-being goals, and families grow closer as they create healthy habits together and

learn how to prevent chronic disease. Ys are community hubs, offering state-of-the-art fitness equipment, swimming pools, gyms and kitchens. Y day and overnight camps offer healthy outdoor adventures and education.

SEEING NEEDS MOBILIZING OTHERS

Serving others, team-building and enjoying the outdoors are the great passions of Interlake High School student Ally Friedman. A longtime Y camper, she established the Bellevue Family YMCA's Leave No Trace after school program. As director, she organizes hikes, nature reserve visits and outdoor education activities. She feels a strong responsibility to help enable youth of all backgrounds to enjoy Y programs, so she served as a Teen Team Captain in the 2011 Partners With Youth Annual Campaign.



Ally Friedman

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See Ally in action at
seattleymca.org

SOCIAL RESPONSIBILITY

Giving back to our community and supporting our neighbors in need is central to the mission of the Y. By providing financial assistance, connecting diverse demographic populations through community service and responding to local needs together, the Y fosters care and respect for all. Annually, the YMCA of

Greater Seattle provides \$19 million in free or subsidized services so that everyone can benefit from confidence-building, health-enhancing programs like summer camp, child care and facility membership.

BE PART OF THE Y CAUSE

As a cause-driven organization, the Y is able to strengthen community because of the dedicated youth, families and individuals who share our passion. They give their time, resources and talents—every day and in thousands of ways—because they know they can improve the lives of others while enhancing their own lives through the Y.

The Y welcomes everyone and embraces diversity, reflecting the people and needs of the communities we engage. Join our movement today!



The Y is dedicated to the effective stewardship of resources entrusted to us by our donors. Our goal is to maximize benefits to our members and participants as we meet expenses and use remaining funds to invest in our facilities, technology and other capital improvements.

Strengthening Community	2008	2009	2010
Facility Members & Community Participants	140,731	171,553	190,755
Financial Assistance (% of Facility Members)	33%*	35%*	37%
Volunteer Involvement	8,831	9,534	9,863

2010 PERFORMANCE

Total All Funds	2008	2009	2010
Total Earned Revenue			
Contributions and United Way	\$ 14,573,563**	\$ 14,018,884**	\$ 7,084,400
Membership and Program	34,027,976	36,011,479	42,074,971
Government	10,680,007	13,871,375	11,067,731
Other	598,961	883,207	1,936,769
Total Association Earned Revenue	\$ 59,880,507	\$64,784,945	\$62,163,871

Total Expenses	2008	2009	2010
Health & Fitness	\$ 17,681,753	\$ 22,520,729	\$ 24,888,914
Child Care & Day Camp	11,826,743	10,842,925	10,994,467
Community & Youth Development	14,452,887	13,656,320	14,637,956
Overnight Camp	4,705,443	4,297,324	4,523,268
Management	4,422,896	5,038,659	5,785,365
Fundraising	1,756,673	1,655,871	1,010,244
Total Association Expenses	\$54,846,395	\$58,011,828	\$61,840,214

Investments	\$(10,437,359)	\$ 5,683,923	\$ 2,761,944
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Total Change to Reserves and Endowment	\$(5,403,247)	\$12,457,040	\$ 3,085,601
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Balance Sheet	2008	2009	2010
Total Assets	\$132,785,703	\$147,947,398	\$152,520,200
Total Liabilities	36,494,128	39,198,783	40,685,984
Net Assets	\$ 96,291,575	\$108,748,615	\$111,834,216

*Estimated **Includes gifts to the It's All About Community! Capital Campaign
2010 Financial Performance has not been audited.

Please see the Audited Financial Statements for full details. Contact Glenn Tsugawa, SVP, Chief Financial Officer, at 206 382 5003 or gtsugawa@seattlemca.org.

Audit Committee

Jim Eldredge, Chair; Buster Brown; Scott Luttinen; Matt Stover. Audit Firm: Clark Nuber P.S.

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Dimitri Stankevich, Camp Director,

Camp Orkila

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