



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

STRENGTHENING THE FOUNDATIONS OF COMMUNITY

**YMCA OF NORTHWEST NORTH CAROLINA
2010 ANNUAL REPORT**

OUR PROMISE, OUR CAUSE, OUR MISSION

We believe that lasting personal and social change can only come about when we all work together to invest in our children, our health and our neighbors. That's why strengthening the community is our cause. By embracing the rebranding initiative, we are reintroducing our Association and the impactful work we do. The Y's work falls under three areas of focus: Youth Development, Healthy Living and Social Responsibility. Our mission of "Helping people reach their God-given potential in spirit, mind and body" remains unchanged.



A MESSAGE FROM OUR CHIEF VOLUNTEER OFFICER AND PRESIDENT/CEO



The past year has been one of tremendous advances in the delivery of programs, new partnerships forged, the variety of people served and how we relay our mission of "Helping people reach their God-given potential in spirit, mind and body."

A key part of our mission is making the Y's programs and membership benefits available to everyone in our community, and we are able to do this through our Open Doors financial assistance program. We are proud to say that this year we provided over \$1.5 million to 18,257 individuals of every age and race.



We began the year by opening the first YMCA branch in our Association in eight years: The Robinhood Road Family YMCA. The branch has grown steadily since it opened its doors on January 18th and now assists more than 4,900 individuals in achieving healthier lifestyles.

The Robinhood Road Family YMCA was a component of our Everywhere, Everyone Capital Campaign. We also completed work on other capital projects at the William G. White, Jr. Family YMCA. Accessibility was improved through the branch's main entrance renovation with the addition of an elevator. The Youth Wellness Center, complete with the Plyler Family Climbing Wall, interactive gaming and exercise equipment, was dedicated as well. These projects are important in that they help us achieve our mission and broaden our reach in the community. More individuals are able to benefit from the Y because of this work.

Equally exciting is the new branding for the YMCA that our Association has quickly embraced. Although there is great enthusiasm about our new look, the real excitement is the great work that occurs every day within and outside of our branches. The Y is an organization of men, women and children from diverse backgrounds but with shared goals of developing children's potential, promoting healthy living and fostering a sense of social responsibility.

We hope you will join us in celebrating our accomplishments and our heightened energy. We invite you to visit our branches. Volunteer. Make a donation. Become a member. Join us in our work of changing lives.

Thank you for your continued support.

IN SPIRIT, MIND & BODY,

A handwritten signature in black ink, appearing to read "Michael Lischke".

Michael Lischke, Chief Volunteer Officer

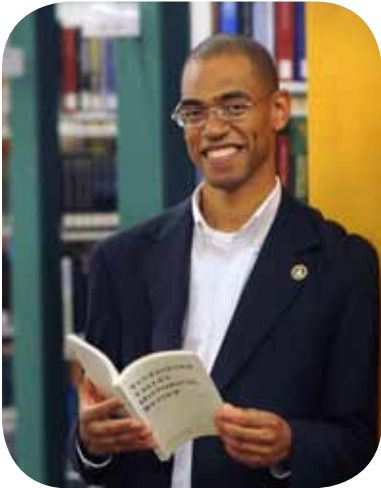
A handwritten signature in black ink, appearing to read "Curt Hazelbaker".

Curt Hazelbaker, President and CEO

FOR YOUTH DEVELOPMENT

NURTURING THE POTENTIAL OF EVERY CHILD AND TEEN

We believe that all children deserve the opportunity to discover who they are and what they can achieve. That's why, through the Y, millions of youth today are cultivating the values, skills and relationships that lead to positive behaviors, better health and educational achievement.



Brandon Robinson

Y YOUTH PROGRAMS INFLUENCE A YOUNG LEADER'S CAREER

Brandon Robinson joined the Davie Family YMCA on the day it opened. "I was in elementary school and I remember going to the YMCA on its first day to play basketball," he recalls. Brandon quickly became involved in everything the YMCA offered. "I was in the youth basketball program, I learned how to swim and even did gymnastics," he says. Brandon and his brother, children of a single parent, also benefited from the Y's afterschool program.

Brandon remained closely involved with the Y as he grew older. "The most important program I was involved in was Youth and Government. I joined when I was 14 because I decided I wanted to be a lawyer when I grew up," he says.

Brandon attended the North Carolina YMCA Youth Legislature (1996-2000), and the Conference on National Affairs (1998-2001) where he was the first Presiding Officer from North Carolina. At the state conference he co-authored legislation, served as Chair of the Judiciary and Transportation Committee, was elected Speaker of the House, and served as Lieutenant Governor during his junior year. He was then elected North Carolina's first African-American Youth Governor and the first from a rural county.

Brandon is currently a first-year law student at North Carolina Central University School of Law. His interests are constitutional law, public policy, torts, national security and international law. This summer he will clerk for former NC Supreme Court Justice Robert Orr, and plans to clerk at the NC Court of Appeals before entering private practice. He is interested in one day running for the state legislature or an office on the NC Council of State. "In Youth and Government, I interacted with real judges and policymakers. Former Justice Franklin Freeman even swore me in as Youth Governor in 2000. Now, in my career, I continue to interact with such figures. **It was an excellent experience with a great influence on my life's direction. The Y started as a place to play basketball, but it became part of my life.**"

- The YMCA of Northwest North Carolina has the largest delegation of Youth and Government attendees for the Youth Legislature in Raleigh, enabling nearly 500 high school students the opportunity to experience the democratic process firsthand.

FOR HEALTHY LIVING

IMPROVING THE NATION'S HEALTH AND WELL-BEING

In communities across the nation, the Y is a leading voice on health and well-being. With a mission centered on balance, the Y brings families closer together, encourages good health and fosters connections through fitness, sports, fun and shared interests. As a result, millions of youth, adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

OPPORTUNITIES FOR WELLNESS AND FRIENDSHIP AT THE Y

Rembert Gunter was 80 when he became a YMCA member in 2009. "Daddy had quadruple heart bypass surgery, a stroke and was diagnosed as diabetic," explains his son, Bill. "He and my mom, Jimmie, hardly left the house, but I was concerned that if he wasn't active, his diabetes would escalate." Bill told his parents about the YMCA's programs for older adults. They qualified for a Silver Sneakers membership, provided free through their Blue Cross Blue Shield insurance, and joined the Stokes Family YMCA.



Jimmie and Rembert Gunter

"My parents went from basically being shut-ins to going to the YMCA five days a week," Bill says. "Mom has rheumatoid arthritis but could swim and do water aerobics. Daddy went on the recumbent bike and lifted weights. They attended Bible studies and Active Older Adults programs together and made lots of friends. Daddy hated to miss a day. He really fell in love with the staff there."

In the summer of 2010, Rembert was hospitalized for pneumonia. Doctors discovered he had stage four lung cancer. "The oncologist told us that because Daddy had been working out, his health was strong enough so he could undergo cancer treatment," Bill recalls. "It gave Daddy a chance. And I can't tell you how many phone calls, cards and visits we got from his Y friends. The members even collected money and gave my mom gas cards for her trips to the hospital."

After battling cancer, Rembert passed away in October. "I miss him, but I don't feel badly," remarks Bill. "In those last 18 months, he had such a strong desire for life. **He had somewhere to go every day and friends to see every day. I'm glad he experienced that at the Y.**"

- This year, 6,517 seniors enjoyed greater potential for wellness and for developing new friendships through Silver Sneakers and Active Older Adults programs.

FOR SOCIAL RESPONSIBILITY

GIVING BACK AND PROVIDING SUPPORT TO OUR NEIGHBORS

The Y has been listening and responding to our communities' most critical social needs for more than 160 years. Whether developing skills or emotional well-being through education and training, welcoming and connecting diverse demographic populations through global services, or preventing chronic disease and building healthier communities through collaborations with policymakers, the Y fosters the care and respect all people need and deserve. Through the Y, 500,000 volunteers and thousands of donors, leaders and partners across the country are empowering millions of people in the U.S. and around the world to be healthy, confident, connected and secure.

Y-LED COALITION RAISES YOUTH ACTIVITY LEVELS

Unhealthy lifestyles lead to chronic health problems like heart disease, stroke, diabetes and cancer. We can combat that by increasing physical activity and encouraging and fostering healthy eating habits. Our YMCA has begun to promote healthier lifestyles on a larger scale.

In 2009, our Association was chosen for the YMCA of the USA's Pioneering Healthier Communities (PHC) initiative. The purpose of PHC is to bring together community leaders to create environments that help sustain healthy behaviors through community-level environmental and policy change. The Centers for Disease Control and Prevention and YMCA of the USA provide funding to help these initiatives become reality.



Rence Callahan, Chair of PHC coalition

Our PHC coalition consists of 42 Winston-Salem / Forsyth County community leaders. After identifying local needs of the built environment (community infrastructure), youth and schools and workplace wellness, the coalition formed sub-committees to develop action plans addressing these issues.

The coalition's research found that the percentage of young people who are overweight has tripled over the last 25 years in the United States. Localizing the focus, the Youth and Schools Committee identified middle-school student health as an area of focus. They found that 44.5% of Winston-Salem / Forsyth County seventh graders are overweight or obese. As a result, the committee has developed our coalition's first funded initiative. It is implementing Instant Recess, a 10-minute physical activity break, for all middle schools in Winston-Salem/Forsyth County. PHC is funding new Instant Recess videos for the school system. **As a result, more than 12,000 students will become more active thanks to the Y-led collaboration.**

RED TRIANGLE SOCIETY INDUCTEE JOHN WILLARDSON

The Red Triangle Society was established in 2002 and induction into the Society is the highest honor a volunteer can receive. Recipients demonstrate long-term and significant commitment, enthusiasm and dedication to the Y's mission. The YMCA of Northwest North Carolina is pleased to induct John Willardson into the Red Triangle Society.



John began his relationship with the Y as a child living in Santa Monica. "I was on the swim team and attended Big Bear summer camp," John recalls. "It was my favorite place to go. If I couldn't get a ride, I would walk or ride my bike the three miles to get there."

After receiving his law degree from the University of North Carolina - Chapel Hill and with no prior ties to Wilkes County, John accepted a position with a local practice and moved to Wilkesboro in 1973. "I joined the YMCA to play basketball at lunch. I joined the board in the mid-1980's and they haven't been able to get rid of me since," he jokes.

John has served multiple times as the Chair of the Wilkes Family YMCA Board of Managers, chaired the Annual Giving Campaign and served as a member on the Bandits Triathlon Committee, Board Development Committee, Finance Committee and Membership Committee. He has also chaired the Merlefest Committee and worked as an event volunteer running the concession stand. "I was also on the Begging Committee, when the [formerly independent] Wilkes Family YMCA asked the YMCA of Northwest North Carolina to take us under its wing when we were struggling in the 90's," he says.

John has dedicated so much time to the Wilkes Family YMCA because he believes in its mission. "I wanted to give back, in large part because of the example my mother set when I was young. She was very involved with the PTA, Little League and different causes, and I learned from her. I believe the Y is vital to any community, particularly a community such as ours," he explains. "The Y is a magnet for improving every aspect of the quality of life. The programs, opportunities and personnel are outstanding and that's why I give so much of my time to this organization."

The YMCA of Northwest North Carolina thanks John for his commitment to our mission of "Helping people reach their God-given potential in spirit, mind and body."



VOLUNTEERS OF THE YEAR

THE STRONG AWARDS – ADULT VOLUNTEERS OF THE YEAR

The YMCA of Northwest North Carolina honors individuals who demonstrate exceptional volunteerism and consideration towards others with the Strong Award. These men and women embody the spirit of the Y and help impact the lives of children and adults throughout our community. From volunteering with youth programs to working during special events to supporting the Annual Giving Campaign, these volunteers truly assist the Y in our mission of “Helping people reach their God-given potential in spirit, mind and body.”



TINA BACON
Davie Family YMCA



JAMES PERKINS
Fulton Family YMCA



CHARLES MILLER
Jerry Long Family
YMCA



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Kernersville Family
YMCA



RENATE VAN STADEN
Robinhood Road
Family YMCA



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William G. White, Jr.
Family YMCA



VERNON MCHAM
Winston Lake Family
YMCA



JIMMY LANCASTER
Yadkin Family YMCA



ROBERT VAN CAMP
YMCA Camp Hanes

YOUTH LEADERSHIP AWARDS – YOUTH VOLUNTEERS OF THE YEAR

As the Y works to develop the potential of our youth, we recognize and honor those who embrace our mission and give back to our community.

- TYLER MYERS** – Davie Family YMCA
- KYNDLE HELD** – Jerry Long Family YMCA
- NIKKI CARMAC** – Kernersville Family YMCA
- MAULI SAINI** – Stokes Family YMCA
- VICTORIA WASHINGTON** – William G. White, Jr. Family YMCA
- ASHLEY CRAWFORD** – Winston Lake Family YMCA
- MACKENZIE PHILLIPS** – YMCA Camp Hanes



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- Thanks to generous volunteers and donors, total gifts amounted to \$1,442,305 in 2010.
- Out of 6,302 donors, 559 donated at the Chairman's Roundtable level, providing gifts of \$1,000 or more.
- 800 individuals volunteered to help the Y's Annual Giving Campaign, allowing us to not turn anyone away due to inability to pay.

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*Contributions in this report were received prior to 12/31/10. Great care was taken to ensure the accuracy of this list. If you discover any errors or omissions, please call 336-777-6225.

THE HERITAGE CLUB

The Heritage Club recognizes and appreciates those who have shown their long-term interest, commitment and support of the YMCA of Northwest North Carolina by either a direct contribution to the endowment fund or by including the Y in their estate planning. We are honored to list their names:

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 Donald and Sarah Wood
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 Joseph Zammit*

*Deceased



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First Community Bank Golf Team



2010 FINANCIAL DATA

YMCA OF NORTHWEST NORTH CAROLINA FOR THE YEAR ENDED DECEMBER 31, 2010
2010 (Unaudited, 000's)

PUBLIC SUPPORT AND REVENUE

United Way	\$ 1,462
Contributions and Grants	2,465
Membership*	14,202
Program Fees**	5,680
Other	375

TOTAL PUBLIC SUPPORT AND REVENUE	\$ 24,184
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OPERATING EXPENSES

Personnel	\$ 14,190
Occupancy	4,262
Supplies and Equipment	2,678
Marketing	551
Vehicles and Transportation	259
National/World Service Support	325
Capital Debt Retirement	960
Capital, Maintenance and Operating Reserves	907
Other	52

TOTAL OPERATING EXPENSES	\$ 24,184
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NET INCREASE	\$ ----
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*Net of Financial Assistance of \$888K

** Net of Financial Assistance of \$625K



FOR YOUTH DEVELOPMENT

- Parkland High School students have embraced the power of their own potential through the Y-led Graduating Our Future initiative to improve graduation rates at the school. The number of students passing End of Course tests improved from 42.3% (2007) to 67.8% (2010), a 60% increase.
- 436 teens learned about higher education and career options through the Black and International Achievers programs.
- 1,810 residential campers created new experiences, friendships and lifelong memories at Camp Hanes.
- 2,893 children were served in after-school care and 21st Century Community Learning Centers, allowing parents to work or attend school knowing their children were in safe environments promoting active learning and active lifestyles.



FOR HEALTHY LIVING

- The PACES program helped 725 children improve their lifestyle habits in areas of physical activity and nutrition.
- 2,700 youth and adults pursued their personal or competitive wellness goals during the 27th annual Mistletoe Run.
- 136 children and teens benefited from Y on Wheels, a program providing transportation from school for children at risk for obesity, to the Wilkes Family YMCA so they can participate in fun, physical activities at no charge. The program is a collaboration between the Y, Wilkes County Health Department and Smart Start.
- Get on Your Weigh, formerly Y-Weigh, helped 288 men and women create healthy lifestyle changes through its 12-week weight management program.
- Last year, the Y impacted 101,343 lives across our service area. 66,749 individuals benefited from YMCA membership, while 34,594 people were served through Y programs such as childcare and outreach.

FOR SOCIAL RESPONSIBILITY

- Camp Hanes introduced 5,400 students to hands-on learning about eco-systems in its Environmental Education program.
- 165 families were served by the YMCA Military Outreach Initiative, allowing family members of active duty and deployed soldiers to benefit from the YMCA in spirit, mind and body.
- Our Association provided funding to enable our international partner, YMCA of the Ukraine, to deliver programs and services across the country through its 19 locations.
- 3,274 individuals volunteered to help the Y fulfill our mission through programs and community outreach services.



ASSOCIATION BRANCHES

Serving Forsyth, Davie, Stokes, Wilkes and Yadkin Counties

Davie Family YMCA
Fulton Family YMCA
Jerry Long Family YMCA
Kernersville Family YMCA
Robinhood Road Family YMCA
Stokes Family YMCA
Wachovia Express YMCA
Wilkes Express YMCA
Wilkes Family YMCA
William G. White, Jr. Family YMCA
Winston Lake Family YMCA
Yadkin Family YMCA
YMCA Camp Hanes
YMCA Childcare Services

YMCA Administrative Office
301 North Main Street, Suite 1900, Winston-Salem NC 27101
336 777 8055 www.ymcanwnc.org
A United Way Agency

Our mission: "Helping people reach their God-given potential in spirit, mind and body."