ALWAYS HERE FOR OUR COMMUNITY
DURING TIMES OF CRISIS & BEYOND

2019-2020 IMPACT REPORT • YMCA OF SOUTH FLORIDA
THE Y IMPACT AT A GLANCE • 2019

365,000
Members and program participants of all ages improving their health and well-being through a variety of wellness programs

25,500
Children and adults taught drowning prevention and water safety techniques

22,000
Active Older Adults who found a place for socialization, friendship and a sense of belonging

24,000
Children who created memories from Y summer camp

15,000
Children empowered through youth sports

10,000
Youth enrolled in life-changing afterschool programs making the Y the largest non-profit afterschool provider

550
Children with special needs learning, growing and thriving in before and afterschool care and summer day camp

Impact numbers reflect January 2019 – March 2020, prior to the economic shutdown caused by the unprecedented Coronavirus pandemic. Many traditional YMCA programs and services were suspended while new ones were created to meet the needs of the community.
As we continue to recover from the effects of the Coronavirus, a widespread public health crisis, the YMCA of South Florida is proud of how we have supported our community and members through the work we do.

Although our traditional Y Family Centers were closed, we were still there for our community – providing health and wellness options to our members virtually, providing essential workers with child care, serving as a resource for food and financial assistance to the elderly and others in fragile communities, and raising funds through our Community Crisis Fund to support these efforts and individuals.

We also refocused our priorities as an organization, becoming more innovative and reinventing ourselves, which lead to support for our community outreach work and loyalty from our funders, community partners and members – social responsibility at its best.

Families depend on the trusted brand of the Y. In the coming months, the Y will continue to support our neighbors in need as we get through this difficult time together.

I invite you get to know the YMCA and the significant impact we have made during this global health crisis. I invite you to see how the Y is Always Here for Our Community.

Sincerely,
Sheryl A. Woods
President & CEO
YMCA of South Florida
THE Y. So much more than a gym

Membership from YMCA Family Centers make up one-third of the YMCA of South Florida’s business; however, the Y is more than a gym. The Y does a lot of work with youth, seniors, community outreach, and water safety and drowning prevention, which depends on grant funding and donations. Membership revenue from the family centers helps support other work done in the community. And, funds are raised to provide over $22 million annually in financial assistance to make Y programs available to all.

Since the COVID-19 pandemic began, the Y has been there and will continue to be there for our members and the community. In March 2020, when the entire state was mandated to shelter-in-place, the Y developed innovative ways to keep our members engaged and retain them during the time they were not able to come into our facilities or participate in programs in person.

A core leadership group created virtual Y and community outreach resources for our members and community.

COMMUNITY CRISIS FUND for those in need

The Coronavirus affected everyone. It’s not about you or me as individuals, it’s about us as a community. At the height of the pandemic, the Y has been a support system for many in South Florida. The programs and services we provide are important to the community and contribute to making the community a better place. Thanks to the generosity of our donors, the Y has been able to provide childcare to first responders and essential workers, ways for families to connect and stay healthy no matter the situation, and financial assistance to those challenged by the ability to pay. Donations help sustain the outreach work the YMCA does every day. Monies raised of over $1.6 million through the Community Crisis Fund and other efforts allowed us to help 12,000 number of children, families and seniors during this difficult time.
& LOOKING TO THE FUTURE

VIRTUAL Y RESOURCES keeps members & program participants active and healthy

The Y started our Virtual Y offerings to members (and the community) with a livestreaming platform that allowed members to continue to do workouts with their favorite instructors through the Y website and Facebook Live. In addition, workouts and fun activities for youth were offered on-demand through other national platforms.

The Y continued to build its offerings for Youth by providing both educational and fun activity resources to keep children engaged. It included youth fitness workouts to keep them active and moving, and access to enriched learning experiences during their summer break through our Youth Programs & Resources page. The page offered a wealth of educational and healthy resources tailored to preschoolers through high schoolers, as well as, a section dedicated to Special Needs. Topics included reading, arts and crafts, social/emotion learning, Y-Fit, Celebrity Readers, project-based learning, enrichment activities, and more. Best part is access was free to all kids.

Workouts and fitness challenges were also available on the Y’s Mobile App. Plus, good news, inspirational thoughts, healthy living tips, and wellness information were shared through all social media channels. We even held our first ever Virtual Healthy Community Day on Facebook which featured fitness and fun for the entire family.

Looking to the future... As a result of the innovative virtual resources developed, a large number of members chose to keep their membership so the Y could continue our community outreach work, putting the organization in a better position when we began to reopen and ramp up programs and services. We continue to build our virtual resources through our Mobile App, website and social media, helping to grow the number of returning members each month.
CHILD CARE for essential workers

As the largest provider of afterschool programs in Broward and Miami-Dade counties, the YMCA has 128 afterschool sites, and other youth programs and service, which uniquely positioned us to provide much-needed child care to first responder and healthcare workers who are on the frontlines doing essential work. Thanks to our funders The Children’s Trust, Children’s Services of Broward County and Jackson Memorial Regional Hospital, essential workers were able to do their jobs, knowing that their kids were in a safe place and well cared for. So, even though the Y’s workout facilities were closed during the shutdown, the Y provided more than 10 weeks of childcare for essential workers, which rolled into summer camp, then supplemental child care when it was time for kids to return to school. The Y’s supplemental child care program gave parents a place for their children to have safe, supervised in-person help with their virtual school curriculum.

It had a big impact on our lives because we knew our kids were in a safe environment. We knew they had interaction with kids their age – social interaction, they continued their learning, and had activities like sports. For us, the YMCA has brought us such a feeling of safety and cohesiveness. The YMCA made it possible for our children to be in a good place.

I love bringing her to the YMCA because they have so many activities that keep them entertained. Not only do they play outdoors and have fun, but they also do educational activities as well.
FUN for kids, PEACE OF MIND for parents

The Y knew that summer camp was an essential need for parents going back to work as businesses began to reopen. While YMCA camps looked different than in previous years, Y staff were still there to provide top quality child care in a safe, healthy environment. Our traditional summer camps impacted nearly 500 kids and their families weekly.

The kids were active, had fun and made memories with other kids as they participated in activities that included our Y-Fit youth wellness program both indoor and outdoor; arts & crafts, project-based learning to continue to stimulate children’s minds throughout the summer; built-in sports; water safety and water games for YMCA locations without pools; and water safety and daily swim lessons for YMCA locations with pools.

Looking to the future... Summer of 2021 is shaping up to be a fantastic summer. While we expect to continue following safety protocols, we also expect to see more kids in camp as more parents return to work.

SUMMER CAMP
FINANCIAL ASSISTANCE

COVID affected us very badly. I was out of work for 3 months. It was very hard for me with 3 children to find something affordable and trustworthy. I discovered the YMCA summer camp a year ago when I had nowhere to leave my kids. It was like someone threw a lifesaver off the boat as I was drowning. It has been a very positive thing for me to have the Y there for us.

FIRST TIME CAMPER

This is our first time doing summer camp at the YMCA and it has been a wonderful experience. He gets home exhausted, really happy. He enjoys being with his friends and has lots of activities – swimming, basketball and playing outside. I really appreciate that you guys are here for us.
The Y does some great work around Community Health Work and continues to do so during this COVID-19 pandemic. At the beginning of the shelter-in-place, our team set up a special Community Hotline, which allowed us to serve those in fragile communities, but especially our senior population. The hotline allowed the Y team to do meaningful work around calling seniors for well-being checks, providing food delivery, rent and utilities assistance, and connecting the community with resources to help them with their everyday needs. People have been facing unusual financial hardships and situations they have not faced before.

The Y is fortunate and grateful to have community partners who make it possible for us to continue to provide these services, like the Children's Services Council, the DeLuca Foundation, Spirit Airlines, Jim Moran Foundation, Health Foundation of South Florida, The Related Group, United Way Broward, Bank of America, Humana, Peacock Foundation.

Looking to the future... As more resources become available, the Y is on the forefront of sharing those resources, including providing more than 1,000 Coronavirus vaccination shots to homebound seniors and others with access challenges. The Y will continue to build partnerships and be a resource for a healthier community.

COMMUNITY HOTLINE

RESOURCE for everyone

FOOD DELIVERY TO SENIORS
The YMCA has been my savior. They change lives. I would be homeless. I would be hungry somewhere, but I’m not because the YMCA watches my back. To hear my community health worker ask, ‘Evelyn, how are you doing? How are you coping? Can I help you somehow?’ The YMCA is there for us. People without jobs, people with health issues, what would we do without you guys? That’s PRICELESS.

RENT ASSISTANCE FOR FAMILIES
I would like to say thank you to the YMCA for the help that you gave me, for the $1,000 to pay the rent. I appreciate it. Thank you!

ALWAYS PROVIDING ASSISTANCE WHERE POSSIBLE
The Y is a volunteer-led leading nonprofit organization. The YMCA of South Florida Board of Directors is comprised of men and women of all ages and from all walks of life joined together by a shared passion to make our community stronger.

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**FINANCIAL overview**

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2019

- $22.7 Million in Scholarship, Subsidy and Outreach to help
  - 72,300 people

2020

- $14 Million in Scholarship, Subsidy and Outreach to help
  - 41,500 people
BUILDING A PLACE for the community
During the pandemic, construction continued on the new L.A. Lee YMCA/Mizell Community Center, a new YMCA for the Sistrunk community designed to encourage healthy living, education and economic growth. The building will be 65,000 square feet with YMCA traditional programs running in about 25,000 square feet. The rest will be Broward College, retail space, community meeting space, and other features available to the community.

The new Y/Community Center will provide complete health and wellness programs for kids, families, adults and seniors; afterschool programs, Broward College, a preschool, Victory Black Box Theatre, a swimming pool, community events and meeting space, as well as retail and shared work spaces to encourage retail and business growth, and create jobs.

COMING
Fall 2021

YMCA LOCATIONS
- Downtown Miami YMCA
- Greater Hollywood YMCA
- Hallandale Beach YMCA
- L.A. Lee YMCA/Mizell Community Center
- Pembroke Pines YMCA
- South Dade YMCA
- Village of Allapattah YMCA
- Weston YMCA

YMCA PROGRAM CENTERS
- Pembroke Pines YMCA Aquatic Center
- Upper Keys YMCA Program Center

YMCA YOUTH DEVELOPMENT PROGRAMS
- 128 Afterschool locations in Broward County Public Schools and Miami-Dade County Public Schools

YMCA OFFICES
- YMCA of South Florida Association Office
  900 SE 3 Avenue, Suite 300
  Fort Lauderdale, FL 33316
  954 334 9622

- YMCA of South Florida Satellite Office
  790 NW 107 Avenue, Suite 208
  Miami, FL 33172
  305 357 4000

COMING SOON
- Holiday Park YMCA Family Center

www.ymcasouthflorida.org

As of 3/18/21
Thank you major partners & funders

At the Y, strengthening communities is our cause. Every step we make is to better serve the children, families, seniors, and adults in South Florida. So as a leading nonprofit for healthy living, youth development and social responsibility, the YMCA works hard every day to create a legacy of change and good that touches the lives of every man, woman and child.

Looking back at last year, it was a difficult year for us all as we pushed through an international pandemic, trying to keep our families safe and our businesses afloat. Thank you for helping the YMCA continue to serve our community and create a stronger and more connected community in South Florida. As the country continues to recover from the worst public health crisis in our lifetimes, we want you to know:

Thank you! We couldn’t do what we do without you.

Government
Broward College
Broward County Public Schools
Broward Sheriff’s Office
City of Aventura
City of Doral
City of Fort Lauderdale
City of Fort Lauderdale Community Redevelopment Agency
City of Hallandale Beach
City of Hollywood
City of Hollywood Police Department
City of Homestead
City of Pembroke Pines
City of Weston
Federal Department of Education – 21st Century
Historic Virginia Key Park Trust – City of Miami
Miami-Dade County Public Schools
Town of Miami Lakes
Village of Pinecrest

Grant Funders
Children’s Services Council of Broward County
Early Learning Coalition
The Children’s Trust
United Way of Broward
United Way of Collier and the Keys
United Way of Miami-Dade

Private Foundations
Amaturo Family Foundation, Inc.
Baptist Health Foundation
Carnival Foundation

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Community Foundation of Broward
Dula-Kobusch Charitable Trust
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Florida Blue Foundation, Inc.
Florida Panthers Foundation
Health Foundation of South Florida
Kiwanis Club of Miami
Lawrence A. Sanders Foundation, Inc.
Miami Heat Charitable Fund
Ocean Reef Community Foundation
Peacock Foundation, Inc.
Publix Super Markets Charities, Inc.
Related Affordable Foundation
Stephen A and Ethel L Keller Fund
SunTrust Foundation
The Batchelor Foundation, Inc.
The Dunsaleigh-Dalton Foundation, Inc.
The Frederick A. Deluca Foundation, Inc.
The Goldsmith Family Foundation
The Hudson Family Foundation
The Jerome & Mildred Paddock Foundation
The Jim Moran Foundation
The Keys Children’s Foundation
The Spirit Airlines Charitable Foundation
Trust Foundation
Zolnier Foundation

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