

# STAYING STRONG IN A WORLD OF CHANGE



**YMCA of Northwest Florida**  
Always here for our community.

**2020**





## In a roller coaster year, The Y remains steady

The past few months have been like a roller coaster ride – with unknown twists, turns, and occasional drops that can leave your stomach feeling funny. The COVID-19 pandemic has upended “normal” life for most of us, making us re-think everything from traditional school to festivals to group exercise to family reunions.

And yet, amid it all, our Y has remained steady and strong.

When we closed to members as part of the statewide shutdown, we simply pivoted to meet critical community needs: providing emergency childcare for health care professionals and first responders, delivering meals to homebound seniors in partnership with the Council on Aging, offering virtual fitness classes, hosting blood drives, and contacting hundreds of vulnerable Y members.

Outside of COVID-19, we enjoyed success across the association. We elevated our youth programs at the Vickrey Center, including a focus on STEAM in our curriculum. We offered adaptive swim lessons to those with disabilities, thanks to a grant from the Studer Foundation. We finally retired our old buses and replaced them with new vans after receiving an IMPACT 100 grant. We continued to lead the community in adult health and wellness, welcoming thousands of people into our branches.

And now we’re learning a new normal, one where in-person services and virtual ones operate side-by-side. Because that’s what we do. We adapt, we grow, we change, and we serve.

Because of you – our members, volunteers, donors and friends – we have remained steady and strong. We know that we will emerge from these challenging times even stronger.



Kramer Litvak,  
Board Chair



Michael Bodenhause,  
CEO

## The Year in Numbers

**12,754  
members**

**355,540  
visits**

**553  
donors**

**294  
volunteers**

**More than  
2 dozen  
partners**

**13  
sites**

**20,000  
people reached**



## MISSION STATEMENT

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

# YOUTH DEVELOPMENT

## We are FOR YOUTH DEVELOPMENT.

Our programs are designed to nurture the potential of children and teens. We are dedicated to building healthy, confident, and secure children because we believe that all youth deserve the opportunity to discover who they are and what they can achieve.

## All kids safe in water

Thanks to a grant received from the Studer Foundation, we are offering private aquatics instruction to children with special needs who may not be successful learning in our typical group setting.



For 3-year-old Dillon Wilbert, the water is now becoming a place to learn and play, thanks to the one-on-one time he has with seasoned swim instructor Bonnie Steffensmeier. After his first lesson, his mother said she was pleased with

how he was able to stay in the water for the entire 30 minute lesson and not get distracted. The techniques that Bonnie used were effective at keeping him engaged and focused. Dillon is one of a dozen children who have been served in this new grant-funded program.

Through this grant, we are offering Safety Around Water (SAW) to children with disabilities with two goals: 1) teaching a life skill that can prevent a family from facing the tragedy of drowning; and 2) increasing a sense of achievement by overcoming a fear of the water and mastering skills in the pool.

Many thanks to our friends at the Studer Foundation for recognizing the need for this program and making it possible.



Our afterschool and summer day camps welcomed 1,045 youth who stayed physically active and mentally engaged during out-of-school times.



One in four youth in our afterschool programs receives Y Assistance that makes it possible for them to have a safe, enriching place to enjoy.



We delivered 1,212 swim lessons to youth of all ages, reducing the likelihood of drowning in an area surrounded by water.



We modeled healthy habits, teamwork and good sportsmanship to 709 children in our youth sports programs.



We welcomed 24,565 visits to our KidZone areas inside the Y, giving kids an engaging and safe place to play and giving their parents the opportunity to invest time in their own wellness.





# HEALTHY LIVING

More than **15,000 members** enjoyed the opportunity to stay healthy and strong while building friendships and community.

We gave away **\$281,922 in membership**—serving 1,940 people—as part of our commitment to serving all.

About **20% of our members** are age **60 or older**. For many, the Y provides a chance to stay physically active and socially connected.

To ensure that every member had the support needed to be successful, we **coached more than 400 members in our Smart Start Program**, which helps members define goals and create strategies to reach them.



## We are for HEALTHY LIVING.

We are a leading voice on health and well-being, providing wellness opportunities for all. We make it simple to make the healthy choice, and we bring families together through fitness, sports, fun and shared interests that nurture spirit, mind and body.

## He warriors on

Michael Broughman has been a member at the Pullum YMCA for seven years. His wife, Mary, and two daughters joined him at the Y as he trained for the Wounded Warrior games.

Michael grew up in New Jersey and attended high school in Virginia. After high school, he served 23 years in the U.S. Air Force. He was injured in a joint task force mission. He and his family moved to Florida in 2012. He enjoys a variety of activities that allow him to build strength and enhance his recovery from reconstructive surgeries, including Spinning, water aerobics and the rowing machine.

He has competed in the Invictus Games, earning a gold medal. He competed in shot put, discus, one-minute and four-minute rows and sitting volleyball. He was training at the Y for competition in the 2020 Wounded Warrior Games, which were unfortunately canceled due to the COVID-19 pandemic.

Michael is a fighter. As he works to regain his strength, mobility and physical fitness, he mentors others with similar physical injuries, ADHD and PTSD. His other hobbies include collecting superhero merchandise and painting miniature figurines to help him concentrate and build focus. He loves education and learning. We thank Michael for his service and for his continued support of our Y community.



# SOCIAL RESPONSIBILITY

## We are for SOCIAL RESPONSIBILITY.

We motivate people to support their neighbors and the larger community and give our members opportunities to give back and help others. In collaboration with our donors, volunteers, and partners, we empower people to make a difference in their neighborhood and world.

## Vans make an IMPACT

When the ladies of IMPACT 100 selected the YMCA to receive a grant to buy four new vans for our child care program, little could we imagine that those very vans would enable the Y to serve another vulnerable population during the COVID-19 health crisis.



On April 6, YMCA staff began using the vans to deliver meals to homebound seniors, in partnership with the Council on Aging. For

nearly two months, staff drivers were behind the wheel of those vans, making local deliveries.

"Delivering meals for the Council on Aging has meant that the YMCA is still very much involved with the community," staff member Melanie Paul said. "People forget that we have opportunities to reach out at times like these. It gives us an opportunity to be visible, to be helpful and to carry on the mission of the Y."

"I realize I take lot of things for granted," staff member Giorgio Trane said. "Helping these people by bringing a meal each day and seeing them smile is a big deal. It lets them know that somebody cares."

We witness firsthand the impact of IMPACT, as the new vans enable our staff to partner with the Council on Aging to provide a meal, a smile and a personal touch.



More than 553 donors gave \$176,221 to our Annual Campaign, led by nearly 100 banner donors who gave \$1,000 or more to support the Y's mission.



We provided an avenue for members and friends to give back, as 294 people gave volunteer time valued at \$148,485 to make our programs possible.



We welcomed 300 children with special needs to Halloween at the Y, where they enjoyed a safe and unique trick-or-treat experience.



We opened our doors to faith groups, other nonprofits, youth development organizations, health care partners, schools, and civic organizations, giving away \$121,420 in facility use so that others could accomplish their goals.



MAKE IT  
POSSIBLE

DONORS

We could not achieve our mission without the committed support of our donors, whose gifts make our work possible. We are especially honored to recognize members of our Banner Circle whose gifts of \$1,000 or more to our Annual Campaign make a vital difference in the lives of those we serve.

**Platinum Banner Donors—\$5,000 and up**

Baptist Health Care/Andrews Institute  
Bear Family Foundation  
Gulf Power  
Publix Super Markets Charities

**Gold Banner Donors—\$2,500-\$4,999**

Anonymous Y Member  
Haferkamp Family  
Nickelsen Family  
Deana & James Marchand  
Patterson Family Foundation  
Switzer Brothers Foundation

**Banner Donors—\$1,000-\$2,499**

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# ANNUAL SUPPORT DONORS

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Erin & Cole Yuknis



# ANNUAL SUPPORT DONORS

## Up to \$100

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Cyrus Wilson  
Faye Wilson  
Jacqueline Young



100% of our Board of Directors contribute. We have made every effort to produce an accurate list. If we have made an error, please notify us so that we may update .

# STRONGER TOGETHER

## PARTNERSHIPS

We value our relationship with the following organizations. We have worked together to magnify our impact in delivering community programs.

- The Andrews Institute
- ARC Gateway PALS Program
- Church of the Nazarene
- City of Pensacola
- Escambia County School District
- Family Dinners Church
- Innisfree Hotels
- Navarre High School
- Navarre Press
- Navarre United Methodist Church
- Pensacola Grand Hotel
- Sacred Heart Partners in Play
- Santa Rosa County School District
- Special Olympics Escambia County
- Waterfront Rescue Mission

**"If you want to lift yourself up,  
lift up someone else."**

**– Booker T. Washington**

## GRANTS & OTHER SUPPORT

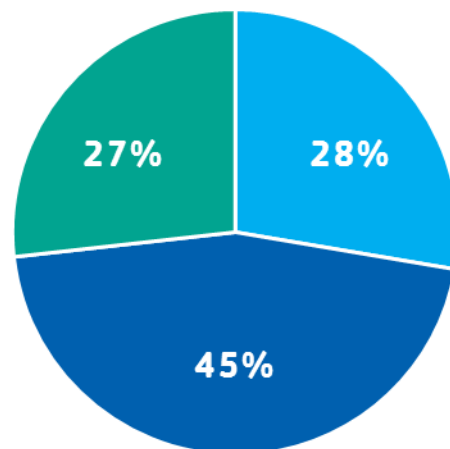
Thank you to the following organizations for their generous support in the form of grants and major gifts to help us deliver programs in keeping with our mission.

- Community Foundation of South Alabama
- Eglin Spouses' Club
- Florida Blue
- Florida State Alliance of YMCAs Foundation
- Florida State Parks Foundation
- The Last Mile, Inc.
- D.W. McMillan Trust
- Pensacola Bay Area IMPACT 100
- Regions Bank Foundation
- Rotary Club of Pensacola
- Studer Foundation
- Truist Foundation
- United Way of West Florida



## MISSION IMPACT

Thanks to the generous support of donors, we can make the Y experience open to those who need opportunities for health, education, connection, spirituality and belonging, regardless of their financial situation. In 2019, our local community impact including Y Assistance, subsidies, facility use and community outreach totaled \$618,658. Here we show the breakdown of this impact by area of focus. We value our donors who trust us to steward their gifts wisely to benefit those most in need.



**Youth Development**  
includes child care,  
camp, sports, aquatics  
& teen development.



**Healthy Living**  
includes health and  
wellness membership.



**Social Responsibility**  
includes facility use and  
community outreach  
and education.



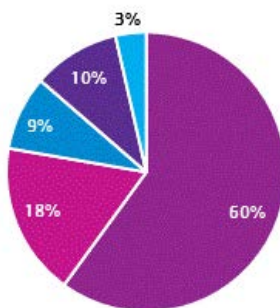
# STEWARDSHIP RESOURCES

## FINANCIAL REPORT

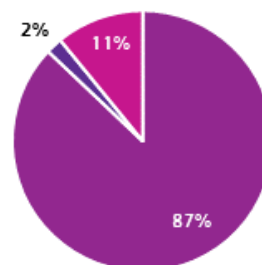
Fiscal year ending June 30, 2020  
(unaudited)

<b>PUBLIC SUPPORT</b>	<b>2020</b>	<b>2019</b>	<b>Variance</b>	
Contributions	300,180	184,344	115,836	39%
United Way	36,321	42,250	(5,929)	-16%
Special Events	18,500	29,737	(11,237)	-61%
Grants	141,832	135,515	6,317	5%
PPP Grant Revenue	581,800	0	581,800	100%
<b>Total Public Support</b>	<b>1,078,633</b>	<b>391,846</b>	<b>686,787</b>	<b>64%</b>
<b>EARNED REVENUE</b>				
Membership Fees	3,457,497	3,823,065	(365,568)	-10%
Program Fees	1,018,617	1,436,595	(417,978)	-29%
Other Revenue	204,638	207,049	(2,412)	-1%
<b>Total Earned Revenue</b>	<b>4,680,752</b>	<b>5,466,709</b>	<b>(785,957)</b>	<b>-14%</b>
<b>TOTAL REVENUE</b>	<b>5,759,385</b>	<b>5,860,286</b>	<b>(788,369)</b>	<b>-13%</b>
<b>EXPENSES</b>				
Program Services	4,515,237	4,798,587	(283,350)	-6%
Fundraising	104,331	143,836	(39,505)	-27%
Administrative Services	565,856	490,040	75,816	15%
<b>TOTAL EXPENSES</b>	<b>5,185,424</b>	<b>5,432,463</b>	<b>(247,039)</b>	<b>-5%</b>
<b>CHANGE IN NET ASSETS</b>	<b>573,962</b>	<b>427,823</b>	<b>146,139</b>	<b>34%</b>
BEGINNING NET ASSETS	18,349,724	17,921,901	427,823	6%
<b>ENDING NET ASSETS</b>	<b>18,923,685</b>	<b>18,349,724</b>	<b>573,962</b>	<b>3.13%</b>

Operating Revenue



Operating Expenses



■ Membership ■ Program ■ Contributed ■ PPP Grant Revenue ■ Miscellaneous

■ Program Services ■ Fundraising ■ Administrative

# FLASHBACK



1



2



6



3



5



4

- 1) Vickrey afterschool kids say thanks to donors for supporting STEAM.
- 2) Andrea Rosenbaum is all smiles when the Y receives an IMPACT100 grant to buy new vans.
- 3) A young trick-or-treater at our Halloween at the Y event for children with special needs sits very still while a volunteer paints his face.
- 4) Pullum members celebrate the completion of their Haunted Ride, which also raised money for the Annual Campaign.
- 5) We host our first-ever "Pumpkin Dunk" event, where kids get to swim with the pumpkins.
- 6) Pullum instructor Heike Salazar poses with Gloria & Barry Domin at the senior Oktoberfest event.



# IN PHOTO

- 7) Volunteer Conor Seedes hands out glow sticks to a family participating in The Last Mile 5K, celebrating the memory of Brien Purcell and benefitting the Y.
- 8) Everyone wants to see the Big Guy when the Bear Levin Studer Branch hosted Santa at the Y.
- 9) Youth attending summer camp at the Pullum Y enjoy a new Gaga Pit—courtesy of a grant from the Eglin Spouses' Club.
- 10) Edye Brewis—one of our most “experienced” members—doesn’t let the COVID-19 closure stop her from her daily walks. She just takes them outside, downtown.
- 11) Welcome Center staff Brittany Rollins hits Executive Director Bill Seedes in the face with a pie—earned because of her support for the Y’s Annual Campaign.
- 12) Our friends at OnBikes make the holidays special for a bunch of Y youth by donating new bicycles.





# LEADING THE WAY

## BOARD OF DIRECTORS

**Rusty Branch**  
Escambia County Destination  
Marketing Organization

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**Jonathan Griffith**  
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**Shannon Nickinson**  
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**Kristie Tobias**  
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**Stephanie S. White**  
Attorney—Adoptions

**Bill Phillips, Special Advisor**  
YMCA CEO, retired

## LOCATIONS & STAFF

### **Bear Levin Studer Family YMCA**

165 E. Intendencia St.  
Pensacola, FL 32502  
850 438 4406

Bill Seedes, Executive Director  
Ayonna Andrews, Wellness Director  
Fleuryne McGahee, Membership Director  
Vanessa Roop, Maintenance Director  
Kristin Strickland, Aquatics Director

### **Betty J. Pullum Family YMCA**

2379 Pawnee Dr.  
Navarre, FL 32566  
850 936 0049

Bill Seedes, Executive Director  
Deon McNair, Senior Program Director  
Emily Slyter, Maintenance Director  
Stacey Hieb, Engagement Coordinator  
Autumn Navarro, Wellness Coordinator

### **Northeast YMCA/Vickrey Center**

2130 Summit Blvd.  
Pensacola, FL 32503  
850 478 1222

Angela Stephens, Youth & Family Services Director

### **Administration**

165 E. Intendencia St.  
Pensacola, FL 32502  
850 432 8327

Michael Bodenhause, Chief Executive Officer  
Amista Golden, Staff Accountant  
Andrea Rosenbaum, Director of Advancement  
Michelle Shelby, Chief Financial Officer

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