



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# Y IT MATTERS...

2022 ANNUAL REPORT | YMCA OF GREATER BIRMINGHAM

# LETTER FROM THE BOARD CHAIR & CEO

Dear Friends,

Y it Matters ... It matters because today's children, teens, families, and older adults need Y programs and support to achieve their goals.

It matters because communities are stronger with the Y as a place to connect and contribute.

It matters because future generations will benefit from the Y with decisions being made and actions being taken today.

The Y means something different to each of us.

As you'll see in the pages to follow, for Henry and Thomas it's a supportive environment with caring staff when school is out. For families like the Watts, it's a summer camp experience and lifelong connection like no other. Marta finds ways to give back to the city she loves. And for community partners like Birmingham City Schools, the Y is a place for programs and activities that reinforce and supplement academic learning.

We invite you to read their brief snapshots which demonstrate Y it matters.

The YMCA of Greater Birmingham continues to thrive because of our:

- Steadfast commitment to our mission and values
- Engaged and inspired volunteer leaders
- Flexibility and responsiveness to changing community needs
- Strong focus on operations and fiscal stewardship

In Birmingham, the Y is being transformed by communities, just like communities are being transformed by the Y. With thoughtful leadership, innovative collaborations and engaged stakeholders, we are reenergized as we meet new challenges and improve the lives of neighbors.

We believe everyone has the desire to belong, help others and contribute in some way. We remain dedicated to responding to the needs of diverse communities in our service area by providing access and opportunities for all.

The Y is the place to come together to find common ground. To Y members, donors, partners, and supporters, thank you for lifting up local communities and all who live in them. Your support is needed and greatly appreciated. You are Y it matters.



**Teresa Shufflebarger**  
Board Chair



**Dan Pile**  
President & CEO



**Teresa Shufflebarger**

**Dan Pile**

**“Since starting the Y afterschool program, Henry and Thomas have made huge improvements in their social-emotional skills. They communicate better, make eye contact more often, and get less frustrated if a project they worked on is accidentally damaged or knocked over. Attending YMCA Afterschool has helped them learn to manage their emotions in a healthy way.”**

**Matilda Easterbrook**  
YMCA Afterschool Director

## **“The Y has been a saving grace for our family.”**

“Our twin sons Henry and Thomas have social and emotional challenges. The Ys afterschool program is a positive environment for them. The different activities and interaction with other children really help their social-emotional growth and development.

There are many times when the boys do not want to leave the Y. If I check them out of school for a doctor’s appointment, they want to return and check back in for afterschool care!

Ms. Matilda and the staff help the boys navigate and learn from different situations, and they do it in a fun atmosphere. Every day, there is an engaging art or creative activity which provides an outlet for them to do what they love.”

Jessica H.  
Mom



## CHAMPIONING YOUTH DEVELOPMENT

At the Y, leadership development programs like Y Achievers and Youth and Government® focus on cultivating the values, skills and relationships that lead to positive behaviors, improved outcomes, and a clearer path forward. Teens can take action to reduce potentially risky behaviors and learn how to prepare for successful futures. By partnering with Birmingham City Schools and other school districts, the Y provides hands-on opportunities for civic engagement and preparing for college and careers.



**“Today’s students are tomorrow’s business and civic leaders.”**

**“They need leadership development activities that reinforce their academic learning. Programs like Y Achievers and Youth and Government® help our teens to prepare for their futures, consider different careers, and advance their leadership and life skills. Together, we are focused on creating positive outcomes for students and helping them to reach their fullest potential.”**

**Mr. Micah G. Kemp**  
Ramsay High School  
Assistant Principal

## INSPIRING COMMUNITY LEADERS

**YMCAs are volunteer-founded and volunteer-led. Our Y continues to serve local families and our communities through civic engagement and volunteerism for the common good. Volunteers serve on the board of directors, assist with community service projects and fill vital roles within YMCA branches and programs. Through engaged volunteers, the Y can stand in the gaps to address pressing community needs.**

### **“I want to give back to the community.”**

“My first experience with the Y was when I was looking for a summer camp with diverse campers for our children, who were 6 and 8 years old. We discovered YMCA Camp Cosby. Now, they are 14 and 16 and have returned to camp every summer. They are building lifelong friendships with kids from Birmingham to Spain. And they are much more independent and confident because of what they’ve learned at camp—not to mention their love for horses and water sports, activities they would not have experienced without Cosby.

In 2020, I was invited to join the YMCA Board of Directors and am honored and humbled to serve in this role. Seeing how the Y pursued its mission during the pandemic by offering emergency childcare to first responders and essential workers really impressed me. I knew I made the right choice to join the Y.

One of my passions is helping to improve housing for families, building community connections and a sense of pride. That’s why I support the Roebuck Collaborative, the Y’s effort to revitalize a neighborhood where the YMCA was involved since 1965. Back then, Roebuck was a thriving suburb. Today, Roebuck residents experience the effects of economic depression and crime. The Y is remodeling the Northeast YMCA and surrounding space, bringing in housing, wellness and health partners. The Y is the catalyst for a better Roebuck, creating opportunities for success for its families, and inspiring more pride to the community.

Because I have been blessed with so many gifts from God and Birmingham has been so welcoming to me, I want to give back to the community through the Y.”

**Marta Self**

Head of Corporate Philanthropy, Regions Bank  
Executive Director of the Regions Foundation



## **“We are building foundations for the kids of each generation.”**

“The Y has been part of our Watts family for five generations and more than a century of service. Since our great-grandfather’s involvement, every one of us has a shared experience of growing up in the Y.

W.A. Watts became involved in the 1920s and raised his son in the Y. Bill Jr. served as Board President and Board of Trustees Chairman. Bill III was a camper at YMCA Camp Cosby when it was on Lake Cosby in Trussville. As a volunteer, he was integral in helping the Y sell the property and purchase the old Bear Bryant Football Camp in Alpine, converting it into today’s Camp Cosby.

Bill III’s children, Chip, Cristi, Michael, and David, were campers and counselors and some serve as board members. Their children began their Y involvement at camp. The Watts provide an annual scholarship for Camp Cosby Outdoor Education and donate individually. Watts Realty and its clients donate to Camp Cosby and have raised more than \$1M to send kids to camp. For many decades, employees of the firm, family members and partner contractors have pitched in at volunteer work days.

Our family remains committed to building foundations for strong spirit, mind, and body for the most important people of every generation ... the kids. At the Y, kids have an opportunity to build and maintain this trinity, providing them with guidance and the ability to overcome any of life’s obstacles as they grow into responsible adults.”

**The Watts Family**



**SHAPING LIVES AND BUILDING  
A CAMP COMMUNITY**

# BOARD OF DIRECTORS

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Live HealthSmart Alabama UAB

**Kemberly Blackledge**, Secretary  
Guidehouse

**Ann Haas**, Treasurer  
1919 Investment Counsel

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Watts Realty

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**Joe Mays Jr.**  
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# BRANCH BOARD CHAIRS

## DOWNTOWN YMCA

Jarry Taylor  
Maynard, Cooper and Gale PC, Retired

## GREYSTONE YMCA

Meredith Smith  
Mauldin & Jenkins

## HOOVER YMCA

Laura Lombard  
YMCA Retirement Fund, Retired

## MOUNTAIN BROOK YMCA

Georgia Haggerty  
U.S. District Court

Woodard Peay  
The Welch Group

## NORTHEAST YMCA/YMCA YOUTH CENTER

Alicia Lumpkin-Whitfield  
City of Birmingham

## SHADES VALLEY YMCA

Jon Harbuck  
Harbuck, Keith, Hunt & Palmer LLC

## TRUSSVILLE YMCA

Josh Wooten  
Cory Watson Attorneys

## YMCA CAMP COSBY

James Coco  
Self-Employed

# LEADERSHIP

## EXECUTIVE STAFF

Dan Pile  
President and CEO

Jude Dooley  
Chief Operations Officer

Terri Harvill  
Chief Social Impact Officer

Clark Virden  
Chief Development Officer

Kristine Williams  
Chief Financial Officer

Sloan Blackman  
VP, Real Estate

Rhonda Elmore  
VP, Youth Development

Molly Frederick  
VP, Business Operations

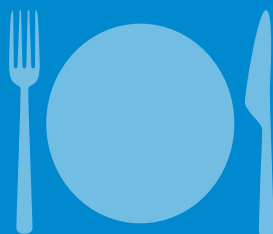
Susan Becker  
Group Vice President

Patrick Kelly  
Group Vice President

# 2022 COMMUNITY IMPACT

**100,000**

meals were distributed to fight food insecurities



**700**

students developed character and leadership skills through the Y Achievers & Youth and Government™ programs



**90**

children got a head start on their early learning through First Class Pre-K and Kindergarten Readiness



**7,250**

individuals received financial assistance for membership programs, childcare, and Camp Cosby



**21**

foster children attended Camp Cosby



**185**

children learned lifesaving skills in the Safety Around Water program



**200**

individuals found safety and warmth at the Downtown YMCA when it transformed into a warming station during freezing winter weather



**1,680**

children developed in academics and social-emotional learning during YMCA afterschool childcare



**1,484**

day campers experienced fun, summer recreational and educational activities



# FINANCIALS

## 2022 SUPPORT AND REVENUE

Year ended December 31, 2022

### Public Support

|                      |                    |
|----------------------|--------------------|
| Contributions        | 3,124,506          |
| Grants               | 2,625,649          |
| United Way           | 728,872            |
| <b>Total Support</b> | <b>\$6,479,027</b> |

### Revenue

|                      |                     |
|----------------------|---------------------|
| Membership dues      | 11,144,134          |
| Program service fees | 7,593,095           |
| <b>Total Revenue</b> | <b>\$18,737,229</b> |

|                                  |                     |
|----------------------------------|---------------------|
| <b>Total Support and Revenue</b> | <b>\$25,216,256</b> |
|----------------------------------|---------------------|

### Expenses

|                                 |                   |
|---------------------------------|-------------------|
| Program services                | 21,004,627        |
| Support services                | 2,898,159         |
| <b>Total operating expenses</b> | <b>23,902,786</b> |

|   |           |
|---|-----------|
| Changes in net assets from operating activities | (518,365) |
|---|-----------|

|   |         |
|---|---------|
| Changes in net assets from non-operating activities | 644,020 |
|---|---------|

|                             |                  |
|-----------------------------|------------------|
| <b>Change in net assets</b> | <b>\$125,655</b> |
|-----------------------------|------------------|

A copy of the complete audited financial statements, including the independent auditor's report from Dent Moses, LLP, is available upon request.



# YMCA OF GREATER BIRMINGHAM

[ymcabham.org](http://ymcabham.org)

ALABASTER YMCA

205.663.7240

GREYSTONE YMCA

205.981.0144

HOOVER YMCA

205.682.1399

MOUNTAIN BROOK YMCA

205.870.0144

NORTHEAST YOUTH CENTER

205.833.7616

PELHAM YMCA

205.664.9622

SHADES VALLEY YMCA

205.870.9622

TRUSSVILLE YMCA

205.655.2224

YMCA CAMP COSBY

256.268.2007

YMCA DOWNTOWN

YOUTH CENTER

205.324.1643

Our mission at the YMCA of Greater Birmingham is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind, and body for all.

Connect with us.

