



ANSWERING THE CALL OF SOCIAL RESPONSIBILITY

2011 Annual Report



It's deeper here.®

“Our ability to answer the call of social responsibility in tangible, meaningful programs and services, on a large scale, is the beauty of the Y and is what makes engagement with us so exciting and rewarding.”



Dear Friends,

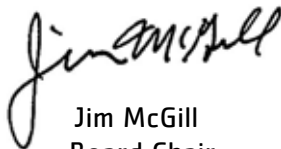
Roikensha Hinton, the Director of our Baltimore City Head Start program, recently wrote us a beautiful letter in which she referenced a *New York Times* article called "*Caring, the Ultimate Competitive Advantage.*" Roikensha was struck by this thought as an apt philosophy for the Y. As she pointed out, caring about the health and well-being of our community is where we start and end each day. It's what drives our mission and the decision-making which flows from it.

Of course, to be effective, caring must be enabled by the proper structures, scope and curriculum which turn caring into significant, sustained and measureable action. That is what the Y of Central Maryland does each day across our community in over 100 sites, carried out in a multitude of ways with over 150,000 children and adults of all ages, from all backgrounds, each coming to us to improve their lives in some way. Our ability to answer the call of social responsibility in tangible, meaningful programs and services, on a large scale, is the beauty of the Y and is what makes engagement with us so exciting and rewarding.

Caring may indeed be the "ultimate competitive advantage," but with the Y it's also our mission and our mandate, and one which does not shift from year to year. It's our secret sauce, our engine, staying power and stability for those we serve in an ever-changing world. In investor's terms, it's our "equity" and with the help and belief of our wonderful volunteers, partners, donors, members, participants and staff, the intentional stewardship of caring is the dividend we leave to each generation in our community to carry forward.



John K. Hoey
President & CEO



Jim McGill
Board Chair



COMMUNITY IMPACT

We reached our goal of 150 mentor/mentee matches in the first year of this program, but more are needed. In Baltimore City, we have a waiting list

of young boys who need male mentors. If you can spare an extra two hours a week to

“give a little piece of your heart” to a young person in need, please visit:

2 <http://ymaryland.org/building-communities/mentoring-and-volunteering>

The Essence of Life

“One small act, a hand outstretched to a child in need, can indeed, as the Mayans believed, mold a life.”

For thousands of years, people from many different cultures have considered corn to be “the essence of life.” Indeed, myths about corn. Ancient Mayan Indians, for example, held kernels of corn in their hands and told stories to their people of how they were molded from those kernels. According to the Cherokee, “Corn Mother” planted bits of her heart to yield the first grain.

Given the great cultural significance of corn, it’s particularly fitting that mentors and mentees from our Building Futures program planted a vegetable garden at the Dancel Family Center Y in 2011 which produced delicious ears of corn.

A single kernel of corn can produce a plant that generates over 600 kernels. What a perfect metaphor for Y Building Futures mentoring. One small act, a hand outstretched to a child in need, can indeed, as the Mayans believed, mold a life.

We are deeply appreciative of the army of volunteers who, as the Cherokee believed, are planting “bits of their hearts” to help children in their community. In this case, the “bits of their hearts” is in the form of extra attention given to children who need it to get through bumpy periods in their lives.



Combating a Deadly Disease

September is National Childhood Obesity Awareness Month. This is a good thing because obesity, and the related problems of diabetes and heart disease, are literally threatening the health and expected life span of today's youth, so anything that brings more awareness to a public health crisis of this magnitude is crucially important. The mere fact, however, that the problem has become so prevalent in our society that we now have a special month dedicated to it is nothing short of tragic.

What's more hopeful, however, is that unlike so many other diseases, this one is 100% within our control and 100% preventable.

This is why we're so proud to be partnering with CareFirst® BlueCross BlueShield to be providing Fit N Fun, a purposeful and effective program designed to combat the childhood obesity epidemic by working with children and families to establish lifelong patterns of health and good nutrition.



**“... approximately
35,000
kids in our
community have
participated in
Fit N Fun.”**





COMMUNITY IMPACT

In its fourth year of operation, Fit N Fun participants showed 19% average improvement in pre- and post-testing in areas such as strength, endurance and Body Mass Index. Through after school programming and the mobile van outreach, approximately 35,000 kids in our community have participated in Fit N Fun, one of 35 Y of Central Maryland programs that help keep kids active and fit.

CareFirst  
BlueCross BlueShield

Constancy of Purpose

In a fitting tribute to two outstanding Y volunteers, in 2011 we renamed and rededicated our newly renovated and expanded Y in Carroll County, the *Hill Family Center Y*, in honor of Martin K. P., Kelly W. Hill and their family. Twenty years ago, when the Y was first built in Carroll County, Marty Hill was one of the primary movers behind making that happen. Eight years ago, Marty and Kelly were key supporters in the initial expansion and improvement of the building. In 2011, they once again were the driving force behind improving what the Y can do for our community.

Marty and Kelly Hill are the living embodiment of what Benjamin Disraeli meant when he said that, “the secret of success is constancy of purpose.” They show up every day, they never stop caring, and they never forget what matters in the end.

We thank the Hills from the bottom of our hearts and are very proud to have their name forever attached to ours.

“They show up every day, they never stop caring, and they never forget what matters in the end.”



COMMUNITY IMPACT

Because of the Hills' continuous generosity, **thousands of children, adults, families and seniors in Carroll County are leading healthier, happier and more productive lives** and will continue to for a long time to come.



Left to Right: John Hoey and Martin Hill with Hill family members Jennifer Bubczyk, Michelle Hill and Marty's wife, Kelly Hill.



Y Journeys Early Childhood "Chipmunks" sing "Building a Better World" at the dedication event.

Cal Ripken, Jr. and Elmo Hit it Out of the Park for Financial Literacy

Baseball legend Cal Ripken Jr. learned the value of money early when his dad, Cal Ripken Sr., gave him a gas credit card for his early baseball road trips. As Cal tells it, his father insisted that every time Cal used the card, he take cash out of his wallet and put it away into an envelope in the glove compartment of his car. This way, his legendarily influential father reasoned, Cal Jr. would understand that “charge it” does not mean “free.”

This charming story was told at the kickoff event of a new financial education initiative for young children. The Y of Central Maryland and PNC have teamed up to help children learn basic financial concepts. These include making choices and learning wants versus needs, using the “For Me, for You, for Later: First Steps to Spending, Sharing and Saving™” kit. The kit was developed by Sesame Workshop, the nonprofit educational organization behind Sesame Street®, as part of a continuing partnership with PNC.

Cal Ripken, Jr. was joined by Elmo of Sesame Street®; Lou Cestello, PNC Bank Regional President for Greater Maryland; Baltimore City Mayor Stephanie Rawlings-Blake; Yvette Sanches-Fuentes, Director, Office of Head Start, U.S. Department of Health & Human Services; and John K. Hoey, President and CEO, Y of Central Maryland. About 300 invited guests took part along with a gaggle of Y Journeys Early Childhood Development children, who treated the audience to the theme song for PNC Grow Up Great. The financial education program increases the reach of Grow Up Great, a \$350 million, multi-year initiative that began in 2004 to help prepare children from birth to age 5 for success in school and life.

For more information about “For Me, for You, for Later™” or to receive the free kit, please visit a PNC Bank branch, pncgrowupgreat.com or sesamestreet.org/save.





Cal Ripken, Jr., Mayor Stephanie Rawlings-Blake, Elmo, Yvette Sanchez-Fuentes, Lou Cestello, John Hoey

COMMUNITY IMPACT

Through a grant from the PNC Grow Up Great Foundation, the Y of Central Maryland is introducing "For Me, for You, for Later" financial education materials into its

81 preschool and Head Start classrooms

in Baltimore City as well as Y Journeys Early Childhood Development classrooms in Howard, Harford, Carroll and Baltimore Counties. The program will reach more than **1,000 young children ages 3-5.**



Giving Thanks and Giving Help

Almost 5,000 people ran, jogged or walked in one of four Y Turkey Trots held this year, getting exercise on a crisp, sunny Thanksgiving morning with their families, friends and neighbors, while supporting the vital work of the Y.

The energy, goodwill, community spirit and commitment to doing something both active and positive speaks to the Y's nearly 160 year tradition of contributing mightily to the foundations of

the communities in which we operate. Of course, it's only fitting that we hold such an event on the morning of a great American holiday that celebrates the coming together of families and the giving of thanks for all of the good things in our lives and communities.



“This simple and enjoyable act generated over \$75,000 in vitally-needed funding for the Y’s Safe Place for Kids Campaign.”



COMMUNITY IMPACT

This simple and enjoyable act generated **over \$75,000** in vitally-needed funding for the Y's Safe Place for Kids Campaign. Who would have ever thought that enjoying exercise on a Thanksgiving morning could help close the achievement gap for a low income child a few blocks away or could prevent summer learning loss for a child who otherwise would not have been able to participate in a Y Journeys camp?



Thanks for reaching out. :-)

For every member who gains strength from a great workout, there are always others

whose strength is

aided by a good word. In 2011 we started sending emails to those members who hadn't been in our Family Center Ys in a few weeks.

The responses to this simple inquiry have been very telling. Dozens of members reply each time to thank us for just noticing they

were absent. They have written back to share very personal stories about illnesses and other challenges that have kept them isolated and out of circulation.

A few of these responses are shared here. They are representative of many, many heartwarming replies that remind us that no matter how technologically savvy we become as a society, there is simply no substitute for human contact.



Some 67,500 children, adults and seniors are members of the Y of Central Maryland

COMMUNITY IMPACT

Studies show, and common sense dictates, that **being active and engaged physically, socially, spiritually and mentally reduces stress and multiple risk factors for disease.** Some 67,500 children, adults and seniors are members of the Y of Central Maryland family of caring and socially responsible people who know that exercise, as important as it is, is also an opportunity to strengthen hearts, minds and community connections every day.

Dear Suzanne,

Thank you so much for the email. I just wanted to let you know that all is well with me and the family. I started a new job a little over a month ago and with two kids, sporting activities and my husband severely injuring his ankle in early April things have been off kilter. My husband and I were just discussing our "Love handles" and needing to get back into the gym, thank you for the gentle nudge.

FYI- because of your email I walk/ran my neighborhood last night (pulled my 4 year old in her wagon and let my 9 year old ride his bike). My energy level has been going down without my workouts (body pump and cardio blast) so your idea to take a brisk walk was right on time...not that I didn't know to walk, but your email was just the reminder/motivation I needed to do it. Thank you!!

Sincerely,
Luwanna

Send Save Now

To: beverlylandis@...

Add Cc | Add Bcc

Subject: Thanks for reaching out

Attach a file

B I U F T T

Plain Text

Check Spelling

Hi,

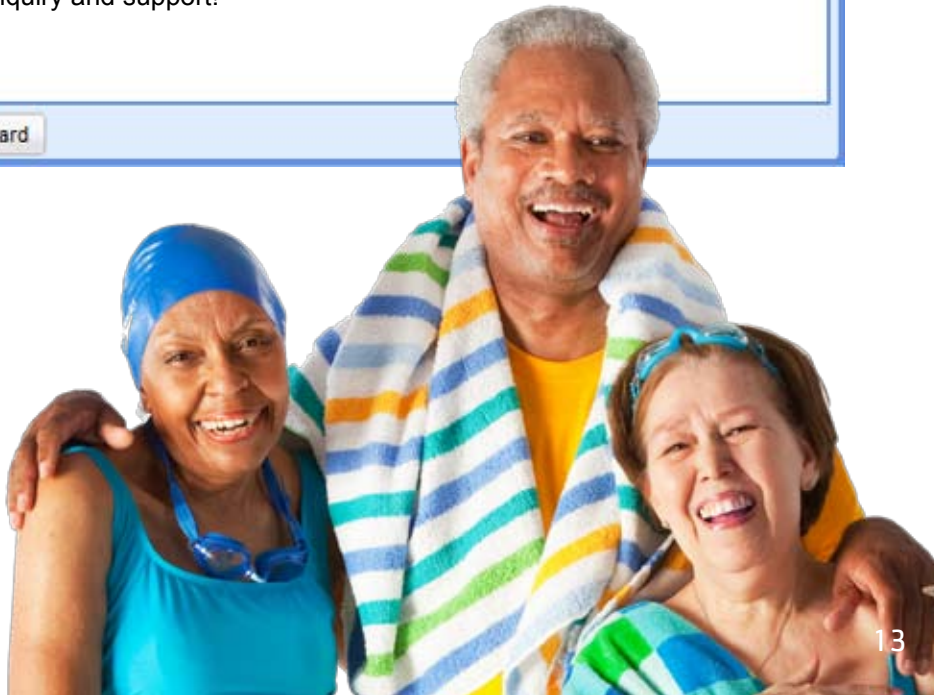
I just wanted to let you know I received your email. I definitely plan on starting up my exercise routine, hopefully this week but definitely by next. For the past few months I've been battling a pancreatic disorder, had my gallbladder out, and then spent five weeks in the hospital for depression. I just got discharged today and working out is top on my list. Hopefully my absence won't affect my request for financial aid coming up later this month. The "Y" has been so important in my life and recovery. With help from the "Y" I've lost 150lbs and hope to continue that trend once I get back into a routine.

Thanks so much for you inquiry and support!

Roberta

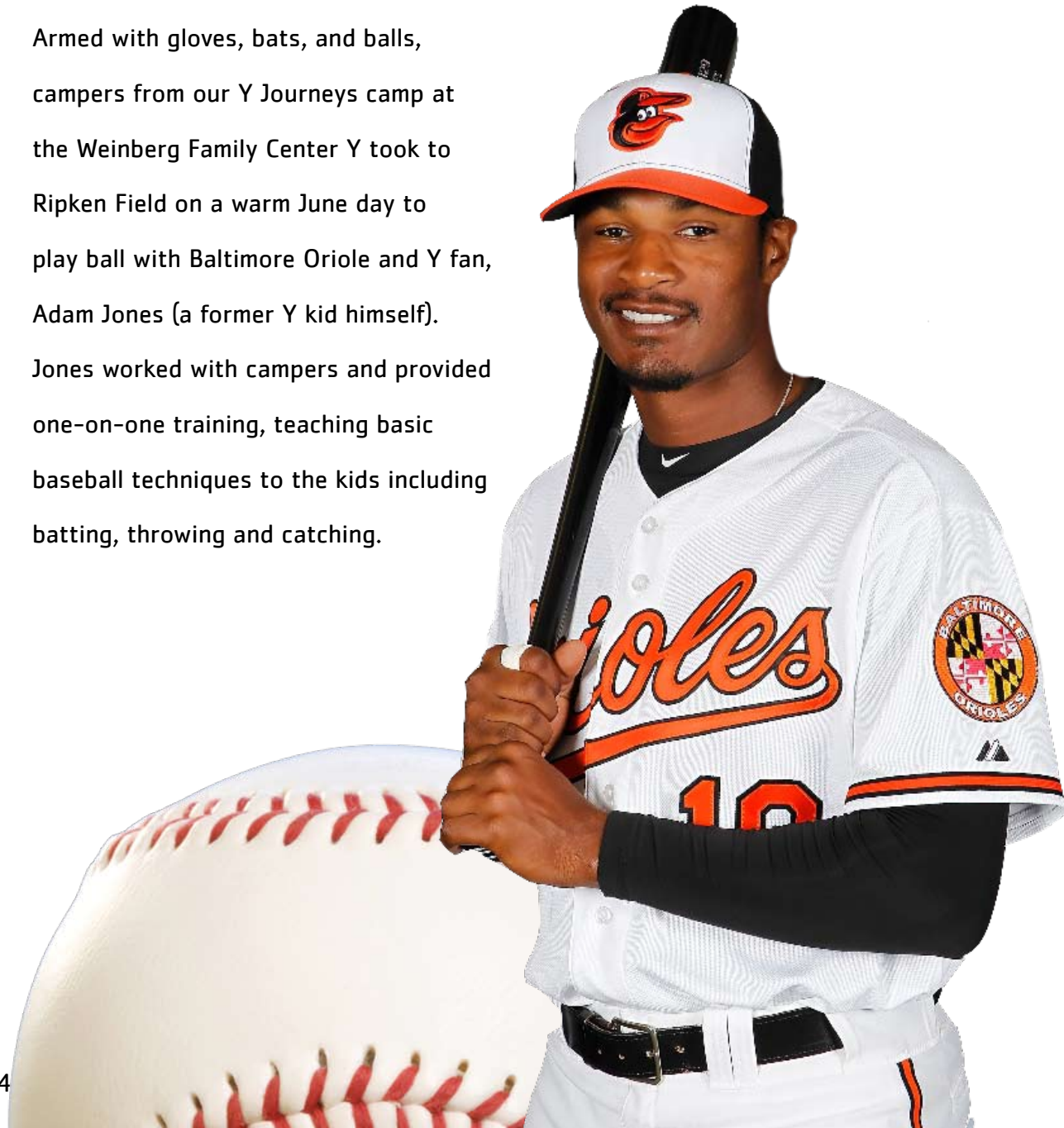
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"...exercise, as important as it is, is also an opportunity to strengthen hearts, minds and community connections every day."



Baltimore Orioles Center Fielder, Adam Jones, is Front and Center with Y kids

Armed with gloves, bats, and balls, campers from our Y Journeys camp at the Weinberg Family Center Y took to Ripken Field on a warm June day to play ball with Baltimore Oriole and Y fan, Adam Jones (a former Y kid himself). Jones worked with campers and provided one-on-one training, teaching basic baseball techniques to the kids including batting, throwing and catching.





COMMUNITY IMPACT

One in four children who attend Y Journeys camps are able to do so solely due to the generous support of our community of givers. In 2011, **\$38,943 was raised for our Send a Kid to Camp campaign**, enabling **379 kids** in Central Maryland whose families otherwise could not afford it, an opportunity to attend a Y Journeys camp.

“Pick those legs up! I want to see movement now.”

“I remember the moment I saw Kayilah. She was a four year old who weighed at least eighty pounds; the stress on her face was evident. It was essential for me to find a way to reach this student.

I asked the students to march in place. Kayilah marched for two seconds and said ‘I’m tired, I’m sweating, and I’m ready to sit down.’ I left the classroom feeling defeated and drained. I asked myself, ‘what I can do to reach this child?’ I devised a plan to make her my assistant, making her responsible to perform the exercises with the others, as a leader.

Choosy (our “I Am Moving, I Am Learning” mascot) and I were in her classroom every day, encouraging her to try healthier foods. During outdoor play we would challenge her to races.

The last week, I said ‘Kayilah, I want you to lead the lesson today.’ She smiled ear to ear and began her lesson saying, ‘Everyone let’s march in place thirty times, pick those legs up! I want to see movement now.’

My eyes began to water, thinking of this shy child who had difficulties interacting with her peers. Now she’s energetic, outspoken, and ten pounds lighter!”

*Alberta Stokes
Y Early Childhood Development Specialist*





COMMUNITY IMPACT

I Am Moving, I Am Learning, part of our partnership with the PNC Grow Up Great Foundation, is integrated into our Y Journeys Early Childhood Development curriculum and is designed to prevent and reverse childhood obesity.

In 2011, 94.4% of enrolled 3 year olds and 82% of enrolled 4 year olds were reported as proficient in all tested areas.



Grow Up Great

COMMUNITY IMPACT

FOR YOUTH DEVELOPMENT • In 2011, together we:

- Helped **49,432** children learn and grow through participation in quality early childhood development programs, camps, before and after school enrichment, sports and exercise
- Gave **743** kids the financial assistance their families needed to assure they could take part in many healthy, safe and fun Y programs all year long
- Taught **6,174** kids to enjoy the water safely
- Provided **5,318** children and youth from under-served neighborhoods the opportunity to enjoy a safe, emotionally nurturing and intellectually challenging learning environment
- Enabled 87% of the **635** young children participating in our Baltimore County Head Start program, to test as fully school ready. This represents a **4% gain** over last year, is ahead of the state's composite score of 83% for all young children tested (regardless of income) and is ahead of the Head Start average in the state of 76%

FOR HEALTHY LIVING • In 2011, together we:

- Empowered **109,813** people of all ages, backgrounds and faiths to exercise and stay fit in spirit, mind and body
- Coached **3,714** kids in the fundamentals of sports and fair play
- United **18,327** senior adults in their quest to stay physically and socially active and engaged
- Raised funds so that **1,299** people in our community could enjoy Y membership who otherwise would not be able to

FOR SOCIAL RESPONSIBILITY • In 2011, together we:

- Secured **\$904,151** to give financial help to others in our community who needed it
- Raised nearly **\$12 million** in grant funding to responsibly run a wide range of enriching programs for at-risk children, youth and families
- Helped **5,318** at-risk children and youth become less vulnerable and more ready to succeed in school and life
- Matched **300** mentors and mentees
- Benefited from the generosity and goodwill of **2,223** amazing volunteers



Y OF CENTRAL MARYLAND STATEMENT OF FINANCIAL PERFORMANCE

	Audited Full Year 2010	Audited Full Year 2011
PUBLIC SUPPORT		
Contributions	\$4,938,243	\$4,443,366
Grants	12,046,827	12,182,047
United Way	58,000	0
TOTAL SUPPORT FROM PUBLIC	<u>\$17,043,070</u>	<u>\$16,625,413</u>

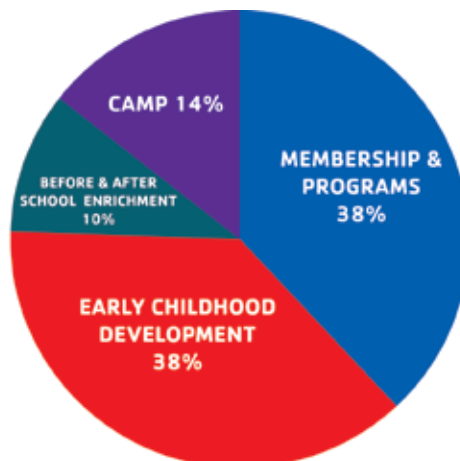
MEMBERSHIP AND ACTIVITIES

Membership Fees	\$18,005,634	\$19,650,787
Program Fees	10,935,645	10,859,507
Total Membership and Activities	\$28,941,279	\$30,510,294
Other Revenue	27,159	(476,431)
TOTAL REVENUE	<u>\$46,011,508</u>	<u>\$46,659,276</u>

EXPENSES

Program Expenses	\$36,100,709	\$36,920,681
Supporting Services	5,941,380	6,237,330
Interest and Financing Costs	1,241,335	878,365
TOTAL CASH EXPENSES	<u>\$43,283,424</u>	<u>\$44,036,376</u>
Depreciation / Amortization	2,210,126	2,594,718
Unrealized (Gain)/Loss on Bond Swap	(220,312)	0
TOTAL NON-CASH EXPENSES	<u>\$1,989,814</u>	<u>\$2,594,718</u>
TOTAL EXPENSES	<u>\$45,273,238</u>	<u>\$46,631,094</u>

**Where Does
Financial Assistance
Go By Program?**



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**Congratulations to John K. Hoey
for being named a 2011 Ernst & Young
Maryland Entrepreneur of the Year.**

With John's leadership, we've opened or expanded eight Family Center Ys, standardized, modernized and re-energized our offering, increased the numbers of children and adults reached by 84% and achieved major milestones in funds raised, grants awarded and financial aid given. John's vision and leadership is helping to make Central Maryland a healthier and more connected community.

Thank you.



Executive Operating Team

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Gail Reich
Executive Director
Baltimore County Head Start

Christine Ader-Soto
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Family & Youth Asset Development

Marianne Reynolds
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Y Journeys Camp

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Director
Y Journeys Early Childhood Development

Michelle Reedy
District Center Director

David Zeiders
Director
Membership & Program Development



It's deeper here.®
ymaryland.org

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

**303 W. Chesapeake Avenue
Baltimore, MD 21204
443-322-9622**

The Y of Central Maryland is a charitable organization dedicated to developing the full potential in every individual through programs that build healthy spirit, mind, and body for all.