



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

ANNUAL REPORT

YMCA OF SOUTHEASTERN NORTH CAROLINA

20
22



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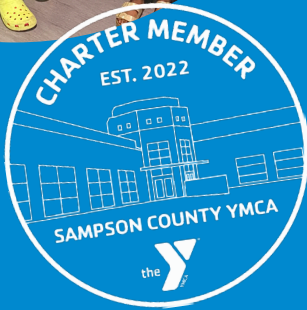
LEADERSHIP

A YEAR OF EXPANSION

SAMPSON COUNTY YMCA GRAND OPENING

The Sampson County YMCA celebrated its grand opening on June 9, 2022 in Clinton, NC. Prior to its grand opening, 551 charter members joined the Sampson County YMCA, and by year-end, more than 1,900 members enrolled.

Thanks to a partnership between Sampson Regional Medical Center, Anonymous Trust and the YMCA, the hospital's health and wellness facility transitioned into a well-functioning YMCA facility. During the first six months, we offered a variety of health and wellness services, including group exercise classes, personal training, swim lessons, adult sports and recreation, and child care. Looking ahead to 2023, we anticipate launching youth sports and expanding child care services.



1,900+
ACTIVE MEMBERS



GROWTH IN STAFF

The YMCA of Southeastern NC saw tremendous growth in 2022, especially in our Youth Services branch. We hired and retained 299 new staff, 143 (47%) of whom are serving youth.

WAGE ADJUSTMENT STUDY

Thanks to the support of our board leadership, our YMCA invested \$300,000 in wage adjustments, raising the minimum wage for our association from \$7.25/hour to \$11.50/hour. Our Y is dedicated to ensuring every position in our organization is being compensated appropriately.

299
NEW EMPLOYEES HIRED

YOUTH DEVELOPMENT

AFTERSCHOOL CARE

During 2022, we served a total of 1,181 students in our Afterschool program at 19 sites, including 14 New Hanover County elementary schools, 3 YMCA branch locations, GLOW Academy and First Baptist Church of Leland. We also bussed students from an additional 27 elementary and middle schools.

1,181
STUDENTS SERVED

FAMILY & TEEN PROGRAMS

In response to the growing number of family memberships at our Ys, each of our branches expanded their family programming in 2022.

Free Summer Memberships for Teens

Forty-nine teens enrolled in our free summer membership, enjoying group exercise classes, pool time, educational workshops, and games.

eSports

This program allows children to enjoy playing video games in a safe, fun environment.



SUMMER CAMP

YMCA Day Camps

Our YMCA day camps served 2,037 day campers at 5 different locations, including our new Hampstead United Methodist Church location. A highlight of the summer was our first ever Donuts with Grownups event!

YMCA Camp Kirkwood

YMCA Camp Kirkwood served 578 overnight and 570 day campers in summer 2022 for a total of 1,148 program participants.



3,185
SUMMER
CAMPERS



“My oldest daughter, Mariam, was shy, and I was nervous to send her to school as a first-time mom, but Ms. Sherl always had great communication to let me know how Mariam was fitting in.”

– Y Preschool Parent

PRESCHOOL

Our preschool program at the Nir Family YMCA is designed to develop children’s self-esteem and self-image through learning and sharing in a fun, structured environment.

Activities include group playtime, music and movement, swim lessons, fine and gross motor skill development, and more!

In 2022, our preschool program expanded from one classroom to two classrooms and served a total of 33 students.

YOUTH SPORTS

Our youth sports programs were offered at 7 locations in Wilmington and Leland and served more than 9,000 participants in 2022.

Fun Fact: 80% of our Youth Athletics staff are or were participants in Y programs, most completing our Young Referee Program, which leads to employment at the Y.

Participants

Halo Hoops Basketball Leagues	3,272
Youth Soccer Leagues	3,148
Sports Summer Camps	859
Itty Bitty Soccer Program	803
Girls on the Run/STRIDE Programs	588
Youth NFL Flag Football League	326
3v3 Soccer Tournament	217
Sports Training Programs	190
Futsal (Indoor Soccer) Programs	80
Sports Afterschool Program	60
T-Ball Program	54
Volleyball Program	49
Adult Pick-Up Soccer	45
Young Referee/Official Program	18





ACTIVE OLDER ADULTS

In February 2022, we launched Active Older Adults (AOA) programming to better engage the growing number of senior members at our YMCAs. Collectively, our Ys serve over 1,000 senior households through programs like pickleball, seated and lite group exercise classes, water aerobics classes, racquetball and handball.

With a goal of creating more opportunities for seniors to socialize, we created a Card Club and Garden Club as part of our AOA offerings. Our Card Club meets regularly at the Nir Family YMCA and the Garden Club allows for outdoor gatherings, local garden visits and bird watching.

COMMUNITY HEALTH PROGRAMS

The YMCA's Community Health programs are geared to combat the rise of obesity, type 2 diabetes, strokes, heart disease, cancer and other life-altering conditions. In 2022, 109 people participated in Livestrong at the YMCA, Diabetes Prevention, Parkinson's Exercise, and Blood Pressure Self-Monitoring programs. These programs are funded through grants and generous donations made to the Annual Giving Campaign. In 2022, we received more than \$100,000 in grant funding, including a donation from the Catherine Kennedy Home Foundation to our Livestrong at the YMCA program.

"My experience with the Diabetes Prevention Program has been a life-changing journey. I am proud to say I have kept the weight off these past 2 years and my A1C is now down to 5.4 from 5.9. I honestly believe that without the program I would not be as healthy as I am today."

— Toni



MEDICAL MEMBERSHIPS

We introduced Medical Memberships in 2022, allowing those seeking support through evidence-based Community Health programs to enroll and become Y members. These members can receive individualized coaching from our Certified Lifestyle Coaches in support of better health and participate in any Community Health offerings.



GROUP EXERCISE

Collectively, our YMCAs offered more than 150 group exercise classes each week including:

- Vinyasa Flow Yoga
- Boot Camp
- BODYPUMP®
- Cycle
- Les Mills®
- Healthy Back & Bones
- Dance2Fit
- Kickboxing
- Seated Cardio
- Water Aerobics
- Zumba
- Barre Fit
- Therapeutic Yoga



POP-UP CLASSES

Another excellent addition in 2022, was our pop-up classes. We had a total of 56 pop-up classes at the Nir Family YMCA and Midtown YMCA to see which classes members were most interested in. Our most popular pop-up classes were Hula Hoop, Mindfulness classes, Line Dancing, and Boomer Boot Camp.

53

NEW GROUP EXERCISE CLASSES



HEALTHY COOKING CLASSES

Each month, we held Healthy Cooking Classes in our Nir Family YMCA kitchen. Participants learned how to make healthy recipes and received grocery shopping tips. The best part was testing the food at the end of class!

ADULT SPORTS IN SAMPSON COUNTY

In 2022, the Sampson County YMCA launched new basketball, volleyball and pickleball programs serving more than 100 participants.



SOCIAL RESPONSIBILITY

TRANSITION PROGRAM FOR YOUNG ADULTS PARTNERSHIP

New Hanover County Schools' Transition Program for Young Adults (TPYA) serves special education students ages 18-22 years who are transitioning into the workforce after graduation. This program uses action-oriented teaming as well as coordination and collaboration with families and adult service providers to develop quality training that will lead students through a seamless transition from school to adult life.

The TPYA program, led by Christine Koch, originally partnered with the YMCA to offer its students land and water exercise classes at the Nir Family YMCA. The partnership has since expanded into a new coffee service, Connect with Coffee, at our Nir Family YMCA each Monday, Tuesday, Thursday and Friday from 9:30am to 12:00pm. Each day, a different student comes with a teacher to manage the coffee stand, which is complete with regular and decaf coffee, hot tea and plenty of smiles. 100% of the donations made at Connect with Coffee support the TPYA program.

"Since October, the TPYA program has partnered with the YMCA and has been given the opportunity for our students to receive swimming lessons and work out in the gym once a week. The students absolutely LOVE it. When we ask students, 'What is the best thing about TPYA,' most respond that they love going to the YMCA."

- Christine Koch
TPYA Director



SCHOLARSHIPS AND IMPACT

In 2022, our Y raised over \$400,000 through our Annual Giving Campaign, which in turn helped us provide more than \$520,844 in subsidized services to support thousands of individuals in our community.

\$333,927

IN MEMBERSHIP & PROGRAM SCHOLARSHIPS

\$200,000 for Membership

\$118,000 for Camp & Afterschool Care

\$15,000 for Youth Sports

Additionally, we provided \$186,917 in Community Benefit programs, like Livestrong at the YMCA and Safety Around Water.



Thanks to the support of our generous donors, we were able to remove barriers for those who would otherwise not have access to the Y.





4,013

ATHLETES PARTICIPATED

RACES & EVENTS

The YMCA of Southeastern North Carolina hosts several races across Wilmington and Wrightsville Beach including three 5Ks, two 10Ks, two triathlons, and an open water swim. These philanthropic events raise funds for YMCA scholarships and programs including Girls on the Run, STRIDE, Livestrong at the YMCA, and Safety Around Water.

4,013 Athletes

EmergeOrtho 5K: 1059
 Tri-Span 5K & 10K: 731
 Wrightsville Beach Sprint Triathlon: 983
 William H. Craig 5K & 10K: 924
 Kids Splash and Dash: 100
 Pier-2-Pier: 216

339 Volunteers

EmergeOrtho 5K: 54
 Tri-Span 5K & 10K: 104
 Wrightsville Beach Sprint Triathlon: 70
 William H. Craig 5K & 10K: 56
 Kids Splash and Dash: 20
 Pier-2-Pier: 35



WORLD'S LARGEST SWIMMING LESSON

The World's Largest Swimming Lesson™ is a global drowning prevention event supported by leading aquatics and safety organizations.

On June 23, 2022, six locations in our community came together to participate in this event: Nir Family YMCA, Robert Strange Pool, Legion Stadium Pool, Earl Jackson Pool, YWCA, and Brigade Club. On this single day alone, we provided 242 free swim lessons for kids and adults.

242

FREE SWIM LESSONS



ANNUAL CAMPAIGN RECOGNITION

\$10,000+ Chairman's Roundtable Platinum Donors

Robert and Jennifer Barker
Lakeside Foundation
Louise Oriole Burevitch Endowment
The Cynthia and George Mitchell Foundation
Oaz Nir
Fraser and Rogene Perry, Jr.
Robert P. Holding Foundation

\$5,000+ Chairman's Roundtable Gold Donors

Obby Allsbrook in memory of Red Allsbrook
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The Prevatte Family
South State Bank
Cecil Worsley, III

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Shannon and Jason Berg
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Spence Broadhurst
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Rich and Ellen Carpenter
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Fiber Composites, LLC
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Carlton and Julie Fisher
Vinton Fountain

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in honor of Ken and Betty Barnes
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Mackey and Brandy Hughes
Jim Hundley, Jr.
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Toni Radcliffe
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David Sprunt
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Truist
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Sam Wheatley
Betsy Young

\$500+ Y Benefactor

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Mickey Southerland
Sandy and Don Spiers
Pete Sprenger
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Rick and Debby
Stoked To Go Out
The Tribe
George Thomas
Ted and Janice Thomas
Brent Wright

\$250+ Y Patron

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Justin Harris
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A. Hohl
Laurie Kent
Mariellen Klick
Susanna Kosik
Sandra M. Robinson
Meredith McElmurry
Seth Moyer
John Reid Murchison in honor of Tom Dodson
Anne Murray
Naseem Nasrallah
Lori and Louis North
Darlene Powell in honor of Lee Weddle

ANNUAL CAMPAIGN RECOGNITION

Michelle Walker Powell
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in honor of Rosemary & William Pruneau
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Record Bar LLC
Audrey Robbins-Bledsoe
Bill Rose
Service Roofing & Sheet Metal Co.
Henry and Cathy Singletary
Sky's Custom Welding
Livingston Smith
Pate Southerland
Tricia Spencer
Swim Safe America
Miriam Thompson
David Tucker
Lenyer Vestal
Kacey Wilcoxson inspired by Pate Southerland
Chris Woolard
Sarah Wrynn
Douglas Young
Robin Zalob

\$100+ Y Century Club

Aberle Construction
Emily Aberle
Kathleen Adams
Ronald Allen
Odette Arnold
Susannah Aylesworth
Nancy Susie Barefoot
Amy Barnes
Phoebe Barr
William Batuyios
Thomas and Karen Behm
Jo Ann Bender
Keith Betts
Eddie Biedenbach
Nancy Booth
Peggy Bradt
W. Lentz Brewer
Amy Broadstone
Jerry and Linda Bron
Jennifer Burdette in memory of Dr. Bill Craig
Raymond Burt
Susan Campbell
Morgan Canady
Daniel and Teresa Chapoton
Carol Chappell
Chakema Clinton-Quintana
Stephen Coggins in honor of Tom Dodson
Jeffrey Cole
Janet Conser
Ronald Daniell
Fredrick Davis
Maria de Varona
Toni Dewey
Kate Eaton
Melissa Ebrahimnejad
Mark Edwards
in memory of Gene & Shirley Edwards
Anne Fettes
Leatrice Fisher
Susan Flynn

W. Francis
Margaret Frye
Nancy Geimer
Joanne Gibbs
Jane Gibson
Suzanne Grant Lewis
Renee Hall in memory of Mr. Ken
Susan Hanson in memory of George E. Moore III
Kelvin Hargrove
Patricia Hartz
Mason and Jennifer Hawfield
Mason Hawfield III
Pete Hexter
Meredith Hilk
Chris Hill
Robert and Nina Hill
Kinzy Hobbs Tippet
Marcia Horton
Janet Hugh
Phillip Hughes
Jeff and Ellison Hunter
Maureen Karwin
Jeffrey Keeter
Beverly Kemmer
Sara Kesler
Tammy King
Jane Klippel inspired by Bob Godley
John Kosik
Jay Lasater
Beatrice Lawson
Elana Le Pabic
Cynthia Linton
Janice Loftus
Catherine Logan
Jeanne Login in memory of Larry Login
Long Leaf Organics Inc.
Allen Mabry
Perry Maxwell
Steve McCrossan
Joel Melito
Elsie Melsopp
Tracy Meyerson
Steven Meza
Sarah Milholland
Barbara Miller
David Miller
Maddie Miracle in memory of Ken
Carol Morris
Douglas Neilson
Jonathan Newsome
Caroline Norelius
Oriental Medical Therapies
Priscilla Page
Clifford Pate
Bridget Phillips
Kelsey Phillips
Bob Plazzo
Elizabeth Poisson
Susan Prentice
James Quinn
Cathy Revelle
Lisa Richardson
Cameron Rivenbark
Sana Rockwell
Noe Rodriguez
Jason Roy
Robin Seitz in honor of Mark Seitz

Kristin Selby
Kathy Senna
Michael and Mary Short
Joseph and Lisa Steyer
Pat Strickland
Karen Thomas
Frank Tokes
Melvin Tootoo
in memory of Easter To'oto'o Limback
Stan Tootoo
James Tschupp inspired by Jason and Jimmy
Victoria Vannello
Laura Vaughan
Taylor Verdi
Robert Warwick
Liz Washington
in memory of Tameeka Washington
Barbara Waters
Katie Wayman
Jay Webb
Spencer Weig
Maribeth White
Tyler and Nicole Whiteside
Kathryn Williams
Nina Williams
Elise Wilson
Yvette Wright
Clint Young
Renee Zukerman



"From the first day I arrived at the Y I was warmly welcomed by everyone I encountered. Not only have I enjoyed my water aerobics and group exercise classes, but the feeling of community among staff and members is wonderful.

I look forward to going to the Y each day, and I feel a need to give back what I can to an organization that does so much for me and the community we live in."

Betsy Young
Advisory Board Member
Nir Family YMCA

VOLUNTEER RECOGNITION

Chris Behm
Advisory Board Chair
YMCA Youth Services

"I have been a member of the YMCA in Wilmington (now YMCA of Southeastern North Carolina) since moving to town 23 years ago. Through that period, the YMCA has grown exponentially and seen many changes. Through it all, the caring and devoted staff and wonderful programs offered by the YMCA have been unfailing. In addition to use of the exercise facilities, my family has been active in the Y Guides, soccer, and triathlon programs over the years, creating lasting memories for our whole family.

I have recently been honored to serve as the Chair of the Youth Services Advisory Board of the YMCA of Southeastern North Carolina. This Board is charged with leading/guiding the YMCA to ensure it honors and supports the YMCA of SENC's mission, vision, values and strategic plan related to youth services. Most recently, the Youth Services branch has committed itself to expanding its offerings for teenagers and is in the process of developing new and existing opportunities for youths in this age range.

Volunteering for the YMCA is one of the most rewarding experiences I've had the good fortune to experience. The YMCA is such an integral part of our community that assisting it in its efforts helps us all!"



Sally Meserole
Volunteer
YMCA of Southeastern North Carolina

"From being the first female out of the water in 1979, and eventually turning towards the finish line at Wrightsville Beach Park as the third female finisher in the first Sprint Triathlon, to serving as a course volunteer this past fall and all that came between. I am honored and grateful to have such a long and rewarding association with the YMCA and its Wrightsville Beach Sprint Triathlon event.

Participating and volunteering makes me happy."



CAPITAL CAMPAIGN RECOGNITION

1887 Society Founder

\$100,000+

Bruce B. Cameron Foundation
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\$50,000-\$99,999

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\$25,000-\$49,999

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The Prevatte Family
William N. and Jean Smith
Percy R. Smith
South State Bank
Truist

1887 Society Leader

\$10,000-\$24,999

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Robert and Jennifer Barker
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Lori and Curtis Campbell
Rich and Ellen Carpenter
Brownie and Donna Cordell
Lee and Karen Crouch
Environments Unlimited
Carlton and Julie Fisher
Vinton Fountain
Barry and Anna Frazelle
Skip and Kit Fry
Hughes Brothers, Inc.
Dick and Janet Jones
Keith and Sylvia Kochler
David Massey
Ronald McNeill
The Cynthia and George Mitchell Foundation
Sally and Brooke Meserole
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Fraser and Rogene Perry, Jr.
George and Cathy Poulos
Bill and Kay Rose
Sayre Insurance Agency, LLC
Henry Singletary Family

Smith Advisors Group
Estate of Laurence Gray Sprunt
Brand, Cindy and Sophie Southerland
Waldkirch and Sanders Company
Jim, Wendy and Battle Wigglesworth

1887 Society Member

\$1,000-\$4,999

A to Z Equipment Rentals
Angie's of Chris' Restaurant
Association Management Of Wilmington
Ken and Betty Barnes
Ed, Anne and Julia Barrett
William J. Batuyios
Christopher Behm
Keith Betts
Claude and Cissie Bridger
Tom E. Bullington
Katherine Taylor Cammack
Diane D. Cashman
Margaret and Eddie Collins
Terry Costello
The Cote Family
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Pathfinder Wealth Consulting
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George Rountree, III
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Walker Rudd
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Pate Southerland
Southern Bank and Trust
The Spooner Family
The Sprenger Family
John and Sara Vaivao
Joel and Meade Van Pelt
Jill A. Vargas
Jonathan W. Washburn
Lee Weddle
Spencer Weig
Betsy Weinberg
Tim and Heidi Winslow
Without Limits
Dave Young
Rose and Alan Zimmer



"Almost everyone who knows me knows how much I love the YMCA and everything it stands for and all the wonderful people it brings together from all walks of life."

I knew 50 some years ago when I walked into the YMCA and saw kids of all backgrounds and abilities walking down the hall together with big smiles on their faces, that this was something that I always wanted to support and be a part of."

**James E. Moore, Jr.
Donor**

FINANCIALS

EARNED REVENUE

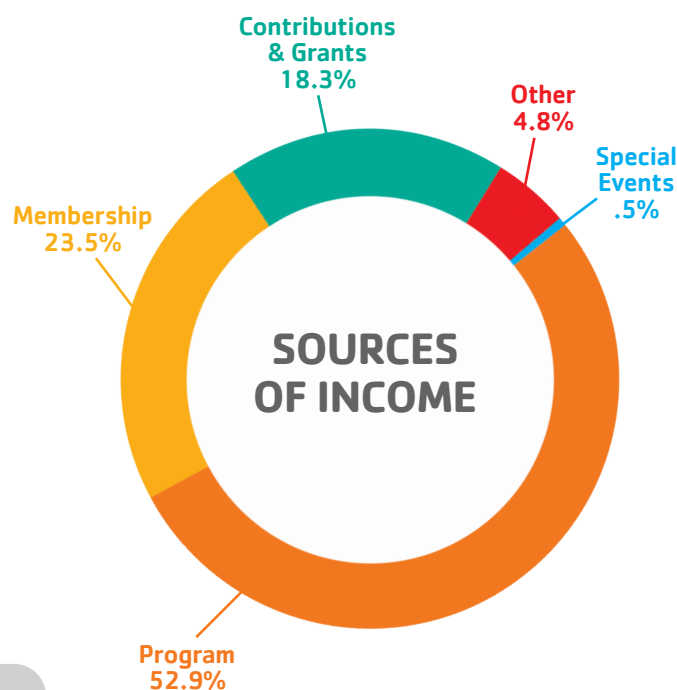
	2022	2021
● Membership	\$2,796,124	\$1,743,856
● Program	\$5,968,150	\$4,075,967
● Other	\$721,148	\$662,693
Subsidized Services	(\$520,885)	(\$395,547)

PUBLIC SUPPORT

● Contributions & Grants	\$2,014,471	\$1,793,256
Gov't COVID Relief Grant	\$0	\$1,455,333
● Special Events (net)	\$53,279	\$53,958

TOTAL REVENUE & PUBLIC SUPPORT

\$11,032,287	\$9,389,516
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EXPENSES

	2022	2021
Staffing Costs	\$5,094,985	\$3,650,838
Contract Services	\$792,247	\$619,132
Supplies	\$1,363,767	\$1,177,547
Occupancy	\$1,563,448	\$955,340
Equipment	\$39,280	\$38,919
Printing/Promotion	\$66,225	\$27,831
Travel/Conferences	\$179,968	\$147,639
Dues	\$111,278	\$106,594
Other	\$484,544	\$386,424
Depreciation Expense	\$708,104	\$747,016

TOTAL EXPENSES

\$10,403,846	\$7,857,280
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CHANGE IN NET ASSETS

\$628,441	\$1,532,236
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SUBSIDIZED SERVICES BY PROGRAM

Membership	\$199,593	38%
Afterschool/Camp	\$97,252	19%
Community Benefit	\$113,464	22%
Other Youth Programs	\$37,123	7%
Population Health	\$73,453	14%
	\$520,885	100%

SUBSIDIZED SERVICES BY AREA OF IMPACT

YOUTH DEVELOPMENT
\$134,375 25.8%

SOCIAL RESPONSIBILITY
\$113,464 21.8%

HEALTHY LIVING
\$273,046 52.4%

\$520,885 100%

NON-RECURRING ITEMS

	2022	2021
Gain (Loss) on sale of property	\$218,513	(\$8,354)

TOTAL

\$218,513	(\$8,354)
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TOTAL CHANGE IN NET ASSETS

\$846,954	\$1,523,882
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LEADERSHIP

EXECUTIVE LEADERSHIP

Dick Jones, President & CEO
Meghan Merritt, COO
Cedrick Barrett, Finance Director
Sarah Gibbs, Financial Development & Marketing Director
Jared Barrier, Sampson County YMCA Executive Director
Shannon Berg, Nir Family YMCA Executive Director
Corey Maarschalk, YMCA Youth Services Executive Director
Savanah Standifer, YMCA Camp Kirkwood Executive Director

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Jim Hundley, Past Chair	Melissa O’Buch
Chris Behm	Annemarie Petroff
Anne Coffee	David Sprunt
Bill Darrough	Ted Thomas
Jennifer Devers	Ford Williams
Christa Faison	

BRANCH ADVISORY BOARDS

Midtown YMCA

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Michael Brown
Philip Hughes
Corby Johnson
Caroline Norelius
Mel To’oto’o
Nicole Whiteside

Nir Family YMCA

Jennifer Devers, Chair
Jim Cooper
Mackey Hughes
Israel Nir
Chris Pruneau
Sandra Robinson
Jim Sayre
Maria Tuttle
Chris Woolard
Betsy Young

Sampson County YMCA

Ted Thomas, Chair
Mary Crumpler
Alison Carr
Samantha DiPinto
Wesley Johnson
Tammy King
Sammy Sanchez
Matt Stone
Lee Weddle
Ken Yang

YMCA Camp Kirkwood

Greg Miller, Chair
Bill Darrough
Sara Lanier
Jim Moore
Don Gatton
Nancy Gladden
Cathy Guidrey
Jan Searles
Pate Southerland

YMCA Youth Services

Chris Behm, Chair
Stefani Adams
Janee Folston
Kelvin Hargrove
Sam Highsmith
Kristin Jackson
Laurie Kent
Steve McCrossan
Emelie Myers
Philip Sutton

OUR BRANCHES

Midtown YMCA

709 George Anderson Dr
Wilmington, NC 28412

Nir Family YMCA

2710 Market St
Wilmington, NC 28403

Sampson County YMCA

417 E Johnson St
Clinton, NC 28328

YMCA Camp Kirkwood

2015 Camp Kirkwood Rd
Watha, NC 28478

YMCA Youth Services

PO Box 3467
Wilmington, NC 28406

Association Office

3408 Wilshire Blvd
Wilmington, NC 28403



Board members Russell Herring and Corby Johnson at our YMCA Camp Kirkwood field trip.



OUR MISSION

The YMCA of Southeastern NC is a non-profit association committed to a mission of putting Christian principles into practice through programs that build a healthy spirit, mind and body for all.