

BUILDING PARTNERSHIPS FOR A THRIVING COMMUNITY

YMCA OF SOUTHEASTERN NC IMPACT REPORT



20
STRONGER TOGETHER
24

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A LETTER FROM OUR CEO

Dear Friends,

This year marked a bold step forward for our YMCA. Guided by a commitment to strengthen community, we invested in people, places, and programs that will impact lives for years to come. We expanded leadership at key branches and invested in our future through the purchase of the Midtown YMCA, new property off Sidbury Road, and the relocation of our Association Office and food warehouse to better serve our growing region. Through new and deepened partnerships, we broadened critical programs — teaching more children to swim, supporting teen mental health, expanding afterschool and summer offerings, and increasing access to evidence-based health initiatives. Our Food Services program also grew, delivering over 244,000 healthy meals and snacks to children across our communities. Each accomplishment reflects a larger vision: building communities where every person can grow, belong, and thrive. Thank you for your trust, your support and your partnership in this important work.

With Gratitude,

Dick Jones, President & CEO
YMCA of Southeastern NC



APRIL

The Y purchases the Midtown YMCA property from Temple Baptist Church with plans to expand the facility and program offerings.

MAY

Y-USA President and CEO Suzanne McCormick visits her hometown YMCA to speak with members of the community about the work of the Y nationally.



JUNE

The YMCA begins distributing rural non-congregate meals to feed children in Brunswick, Pender and Sampson counties.



JULY

The Y purchases property off Sidbury Rd. demonstrating its long-term commitment to the community.

AUGUST

The YMCA partners with Novant Health to advance community health programs and initiatives.



SEPTEMBER

The YMCA's association office relocates to Princess Street to accommodate its growing team and better support expanding operations.



NOVEMBER

The Endowment awards the YMCA, YWCA, and NSEA Swim a grant to expand Schools in Pools 2nd Grade Swim Program in New Hanover County.



Teen Mental Health

In May 2024, the Y partnered with Coastal Horizons to host teen mental wellness workshops on developing resilience. Participants gained practical tools to recognize stress and reconnect with inner strengths. All attendees received free summer teen memberships, highlighting our shared commitment to youth wellness.



Leaders Club

Leaders Club expanded from being offered solely at our Nir Family YMCA to reaching four local high schools, resulting in an incredible enrollment growth of more than 400% in 2024. This expansion has created greater opportunities for teens to develop leadership skills, build confidence, and engage in meaningful community service.

**400%
GROWTH**
IN LEADERS CLUB
PARTICIPANTS



Afterschool Care

In 2024, we expanded our afterschool programming by adding three new sites at Jessie Mae Monroe, Southport, and Sunset Avenue elementary schools. These additions strengthen our collaboration with school system partners, which include Brunswick, New Hanover, Pender, and Sampson County Schools, along with Clinton City Schools.



29 SITES + **53** SCHOOLS = **1,471** STUDENTS SERVED

Partners in Learning and Wellness



NC Aquarium
Murray Middle School Beta Club
Turning the Wheel Productions
Coastal Horizons
American Red Cross
MarineQuest UNCW

YMCA Youth Staff Trainings

Easterseals UCP Empower Program
Carousel Child Advocacy Center
NC YMCA Alliance's Youth
Mental Health First Aid Training
TEACCH® Autism Program

**2,858
CAMPERs**
SERVED BY YMCA
YOUTH SERVICES

Youth Services Summer Camp

The Y operated 10 day camp locations in 2024, adding two new locations: Camp United Methodist Church in Brunswick County and Wesleyan Chapel United Methodist Church in Pender County.



YMCA Camp Kirkwood

Camp Kirkwood thrives through several dynamic partnerships that enrich both the camp and its collaborators:



Cape Fear Community College's School of Nursing

integrates camp into its clinical rotations, giving nursing students valuable pediatric experience with campers.



University of North Carolina Wilmington

brings five of its campus leadership groups to camp, serving as a hub for connection and growth.



Four County EMC

has fostered a longstanding relationship, hosting annual events, volunteering, and participating in staff retreats at camp.



Duke Energy

supports access and inclusion by providing scholarships to ensure every child has the opportunity to experience camp.

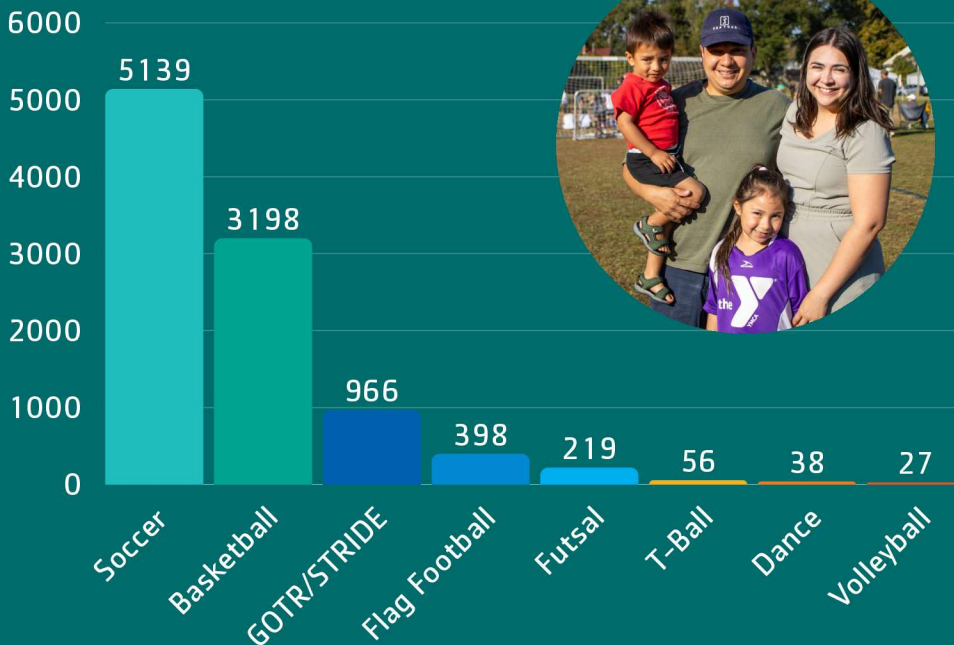


Pender County Schools

hosts several field trips throughout the school year to provide outdoor education and STEM learning opportunities to its students.



Participants By Sport



Youth Athletics

The Y works with New Hanover County and City of Wilmington to offer soccer and flag football at locations throughout the Wilmington area. Our leagues have access to fields at several locations in Leland, Ogden, and Wilmington, including the new nCino Sports Park.



Food For All

The YMCA distributes free shelf-stable meals and snacks to youth through our childcare programs and community outreach initiatives.

Federally Funded

Funded by the U.S. Department of Agriculture, the Child & Adult Care Food Program and Summer Food Service Program reimburse providers for serving nutritious meals to youth under 18. As a proud sponsor of both programs, our YMCA is able to offer healthy meals year-round—supporting kids in our programs and community while remaining financially sustainable.



Partners In Minimizing Food Waste

Last year our YMCA donated 17,251 lbs of unused food to local nonprofits including NourishNC, First Fruit Ministries, Venture Church, Camp UMC Food Pantry, New Hanover County Schools, Brunswick County Schools, Sampson County Schools, and Pender County Churches.



Sponsorship Recognition: EmergeOrtho

A dedicated supporter of the Y for over a decade, EmergeOrtho has played a vital role in shaping the runner's community. As the title sponsor of the EmergeOrtho 5K, their commitment goes beyond financial contributions — they actively participate by walking, running, volunteering, and cheering on athletes. In 2024, their support helped over 1,400 runners, including 630 youth athletes, cross the finish line, fostering confidence, healthy habits, and community spirit.



Partnering with Novant Health

After many thoughtful discussions centered on community health, the YMCA and Novant Health proudly formalized a partnership to broaden access to chronic disease prevention programs, health screenings, and wellness initiatives.



Corporate Partnerships in Sampson County

Sampson County YMCA is setting the standard for corporate memberships, building strong partnerships that bring our mission into local workplaces. Y staff provide tailored support and wellness resources to help employees improve their physical and mental health.

4
CORPORATE
PARTNERS

The Y is proud to offer two group exercise classes per week on-site at Clinton City Schools for their staff.

150
INDIVIDUALS

Healthy Kids Day

For over a decade, the YMCA and City of Wilmington have teamed up to host Healthy Kids Day at Empie Park—a free event promoting active, healthy living for kids and families. In 2024, attendees enjoyed a Fun Run, sports, games, community booths, and giveaways.

Sampson County YMCA partnered with the City of Clinton to host its own Healthy Kids Day at Royal Lane Park to reach families across the region and strengthen local partnerships.



Full Send Racing donates their time and equipment to help with the Fun Run!



41+
COMMUNITY
BOOTHS

2,500+
EVENT
ATTENDEES

Schools in Pools Second Grade Swim Initiative

The YMCA is committed to promoting water safety by expanding access to swim lessons in New Hanover and Sampson counties. We are reinforcing the message that learning to swim and water safety is not only critical, but fun! The goal? To ensure every second grader in New Hanover and Sampson County knows how to swim, with plans of expanding to more schools and communities in the upcoming years.



900+

2nd grade students
learned swim and
water safety skills

Skills Learned During Schools in Pools

Jump, Push, Turn, Grab: In the event that a child falls into water, they will know how to get to safety.

Swim, Float, Swim: Swimmers learn how to roll over on their backs to float, allowing them time to rest and reach safety



COMMUNITY PARTNERS

NSEA Swim
The Endowment
YWCA Lower Cape Fear

SCHOOL PARTNERS

New Hanover County Schools
Clinton City Schools
Sampson County Schools



Partnership Recognition: YWCA Lower Cape Fear

A vital partner in community programming, YWCA Lower Cape Fear played a key role in developing the Schools in Pools initiative, helping secure a \$1.9 million grant to provide free swim lessons for all 2nd graders in New Hanover County. Their collaboration and commitment to water safety education continues to make a lasting impact on local youth.

Pictured: Velva Jenkins, CEO of YWCA Lower Cape Fear

Purchase of Midtown YMCA from Temple Baptist Church

In April 2024, the YMCA purchased the 10-acre Midtown YMCA property from Temple Baptist Church. This site currently serves over 1,200 individuals through health, wellness, and recreational programs. This purchase affirms our long-term commitment to meet the growing demand for aquatics, child care, and health and wellness in southern New Hanover County.



Planting a Stake in Northern New Hanover County

In July 2024, the YMCA took a bold step toward future growth by purchasing a 25-acre property on Sidbury Road in northern New Hanover County, laying the groundwork for expanding our reach and meeting the evolving needs of this rapidly growing area.



Expanding Philanthropic Impact In Sampson County

A key moment during Sampson County YMCA's 2024 Annual Campaign came with a \$25,000 matching grant from Anonymous Trust. With the dedication of our board, volunteers, and staff and the generosity of our neighbors, we successfully met the match and raised over \$75,000 for our community.

Partnering to Save Lives

The YMCA launched its Schools in Pools program at the Nir Family YMCA with \$45,000 in start-up funding from New Hanover County. In its first year, the program — run with the YWCA Lower Cape Fear — taught water safety to 450 second graders. In 2024, a nearly \$2 million grant from The Endowment enabled the YMCA, YWCA, and NSEA Swim to expand the program to reach every second grader with life-saving water safety skills.

“

"At the endowment, our goal is to be more than just a funder — we aim to be a catalyst for change."

– Dan Winslow, President & CEO of The Endowment

”



DONORS & VOLUNTEERS

ANNUAL CAMPAIGN RECOGNITION

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

Robert and Jennifer Barker
Louise Oriole Burevitch Endowment
Brownie and Donna Cordell
Christine Dolan
The Endowment
Robert P. Holding Foundation
The Cynthia and George Mitchell Foundation
NC Alliance of YMCAs
New Hanover County
Oaz Nir
No Kid Hungry
Novant Health
Fraser and Rogene Perry, Jr.
Myrtle and R.T. Sinclair Jr. Foundation
True North Foundation
In memory of Laura B. Braswell
United Way of Cape Fear Area
YMCA of the USA

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

Blue Cross Blue Shield
Dan Cameron Family Foundation
Duke Energy
Ira A. Roschelle MD Family Foundation
Live Oak Bank
James E. Moore, Jr.
The Prevatte Family
Smithfield Foods
South State Bank
Ford and Anne Williams

Chairman's Roundtable Silver Level Donors \$2,500+

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Sandy Fein
Friends of Camp Kirkwood
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In honor of Sally Meserole
Josh and Megan Gravette
Russell and Betsy Herring
Andy and Emeline Jones
Alex King
Kin Liversidge, Jr.

Nina and Dickson McLean
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Lou Nieper
North Carolina Amateur Sports Association
Bill Oakley
Chris and Mary Anne Savage
Southern Style BBQ & Chicken, Inc.
Dr. Shane Sundlie
Thomas Construction Group, LLC
Jeff and Jan Turpin

Chairman's Roundtable Donors \$1,000+

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Dr. Susan Banta and David Butts
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Ed Barron
Block, Crouch, Keeter, Behm & Sayed, LLP
Spence and Jennifer Broadhurst
Michael and Jane Brown
Brunswick County Community Foundation
Catherine Kennedy Home Foundation
Lori and Curtis Campbell
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Clinton-Sampson Rotary
CloudWyze
CoBank, ACB
John and Ginny Cockrum
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Crumpler Plastic Pipe, Inc.
CSI Promotions
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and Annie Marie Starling
Ted and Janice Thomas
Temple Baptist Church
Maria Tuttle
Richard and Carol Waldkirch
Calvin and Shannon Wells
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Williamson Greenhouses
Amber Wooten
Betsy and Douglas Young
Jeff Young

Benefactor Donors \$500+

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In memory of Marlene Hinson
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Rosamilia
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Barbara Sturtevant
Mark Tyler
David and Claudia Unsicker
Adam and Mary Jo VanDamme
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Wilson's Store & Sales, Inc.
Chris Woolard

Patron Donors \$250+

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Ryan Skuce
Keith Smith
Pete Sprenger
The Stone Family
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Tamarind Corporation
Shelley Thomas
Thomas and Leyna Varum
Wards Chapel Church
Warrick and Bradshaw, P.A.
Pam Watkins
Katie Wayman
Nicole Whiteside
Ren and Tina Williamson
Elise Wilson
Shannon Winslow
Racha Zeidan

VOLUNTEER SPOTLIGHTS

Amy Gavin

Amy, an elementary school teacher and devoted youth advocate, leads the Girls on the Run/STRIDE program with passion — rallying volunteers, removing barriers, and creating an empowering, inclusive experience that reflects the YMCA's core values.



Alison Carr

Alison is a dedicated member of Sampson County YMCA's Advisory Board and a vital contributor to the Y's Resource Development Committee. Since the Sampson County YMCA's opening, she has been one of its greatest champions, playing a key role in driving program enrollment and community engagement. Alison also helps lead Annual Campaign initiatives, lending her passion and leadership to ensure the Y's mission continues to grow and thrive across Sampson County.



Century Club Donors \$100+

Aberle Construction
Kathy Adams
Aliyah Allen
Frank Alonzo
Alan Andersen
Patricia Anderson
Zedrick Applin
Amy Barnes
Stephen Barone and Barbara Ann
Tupkelewicz
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H. Brooks Barwick, III
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Susan Hanson
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Mason and Jennifer Hawfield
Naomi Hazlett
Chad and Kristy Helmick
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Daniel Hill
In memory of Matthew Crafford
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Meredith Hilk-Genes
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Bruce Mock
In honor of Emily Aberle
Carol Morris
Prentice Murphy
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Emelie Myers
NC Azalea Festival
New Beginnings Christian Church
Robert Normandin
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CAPITAL CAMPAIGN RECOGNITION

Founders \$100,000+

Bruce B. Cameron Foundation
Dan Cameron Family Foundation
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Charitable Foundation
CJB Foundation
Ronald F. Gaitros
Live Oak Bank
James E. Moore, Jr.
New Hanover Community
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The Oakley Family
Dr. Jyostna Shah
Laurence Gray Sprunt Family
David Sprunt
Frances Woodbury
Cecil Worsley, III

Builders \$50,000+

Rachel Camp
Myrtle and R.T. Sinclair Jr. Foundation

Partners \$25,000+

Andy and Emeline Jones
Alex King
Bob and Harriet Loweth
Hugh MacRae, III
The Prevatte Family
William N. and Jean Smith
Percy R. Smith
South State Bank
Truist

Leaders \$10,000+

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Player Barefoot
Robert and Jennifer Barker
CAPTRUST
Brownie and Donna Cordell
Carlton and Julie Fisher
Vinton Fountain, III
Barry and Anna Frazelle
Bob and Harriet Loweth
Ronald McNeill
The Henry Singletary Family
Smith Group Advisors, LLC
Sam Wheatley
Jim, Wendy and Battle Wigglesworth

Charter Members \$5,000+

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George and Cathy Poulos
Bill and Kay Rose
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Brad, Cindy and Sophie Southerland
The Estate of Laurence Gray Sprunt
Richard and Carol Waldkirch

Members \$1,000+

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Association Management of Wilmington, LLC
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Ed, Anne and Julia Barrett
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Keith Betts
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Lee and Bettielou Weddle
Spencer Weig
Betsy Weinberg
Tim and Heidi Winslow
Without Limits
Dave Young
Rose and Alan Zimmer

CHARITABLE IMPACT AWARD: FRASER & ROGENE PERRY

Lifelong supporters of the Y, Fraser and Rogene Perry have shown unwavering generosity and dedication to the community. Since 1970, Fraser has served on the Board of Directors and Finance Committee, while both have consistently stepped up to support the Y's mission. Their passion for giving and inspiring healthy, active lives has created a legacy that will benefit generations to come.



FINANCIALS

| EARNED REVENUE | 2024 | 2023 |
|--------------------------|---------------------|---------------------|
| Membership | \$4,526,289 | \$3,752,696 |
| Program | \$7,868,723 | \$7,338,241 |
| Other | \$1,036,861 | \$952,961 |
| Subsidized Services | (\$1,547,747) | (\$922,485) |
| Public Support | | |
| Contributions & Grants | \$1,820,095 | \$2,397,791 |
| Restricted Contributions | \$6,179,783 | \$0 |
| Special Events, Net | \$69,077 | \$28,842 |
| TOTAL | \$19,953,081 | \$13,548,045 |

| EXPENSES | 2024 | 2023 |
|----------------------|---------------------|---------------------|
| Staffing Costs | \$7,690,175 | \$6,951,155 |
| Contract Services | \$1,013,560 | \$820,510 |
| Supplies | \$1,727,272 | \$1,420,967 |
| Occupancy | \$1,859,643 | \$1,708,897 |
| Equipment | \$28,574 | \$48,645 |
| Printing/Promotion | \$87,950 | \$125,482 |
| Travel/Conferences | \$275,254 | \$269,507 |
| Dues | \$252,146 | \$163,530 |
| Other | \$608,779 | \$566,852 |
| Depreciation Expense | \$759,590 | \$767,364 |
| TOTAL | \$14,302,943 | \$12,842,909 |

| | | |
|-----------------------------|--------------------|------------------|
| CHANGE IN NET ASSETS | \$5,650,138 | \$705,136 |
|-----------------------------|--------------------|------------------|

SOURCES OF INCOME

| | |
|--------------------------|-------|
| Membership | 19.1% |
| Program | 36.2% |
| Other | 4.2% |
| Contributions & Grants | 9.2% |
| Restricted Contributions | 31.0% |
| Special Events, net. | 0.3% |



SUBSIDIZED SERVICES BY AREA OF IMPACT

SUBSIDIZED SERVICES BY PROGRAM

| | | |
|----------------------|------------------|-------------|
| Membership | \$709,451 | 46% |
| Afterschool/Camp | \$568,703 | 37% |
| Community Benefit | \$141,218 | 9% |
| Other Youth Programs | \$62,991 | 4% |
| Community Health | \$65,384 | 4% |
| TOTAL | 1,547,747 | 100% |

9.1%
Social Responsibility

50.1%
Healthy Living

40.8%
Youth Development

EXECUTIVE LEADERSHIP

Dick Jones, President & CEO
Meghan Merritt, COO
Cedrick Barrett, Finance Director
Sarah Gibbs, VP of Development
Corey Maarschalk, VP of Youth Services
John Adams, Executive Director,
Sampson County YMCA
Josh Gravette, Executive Director,
Nir Family YMCA
Savanah Standifer, Executive Director,
YMCA Camp Kirkwood

BOARD OF DIRECTORS

John Cockrum, Chair
Jennifer Devers, Vice Chair
Corby Johnson, Treasurer
Russell Herring, Past Chair
Chris Behm
Andre Brown
Anne Coffee
Fernando Garzon

Patricia G. Tootoo
Greg Miller
Melissa O'Buch
Annemarie Petroff
Josh Schieffer
Dr. Ted Thomas, III
Laurie Whalin
Ford Williams
Chris Woolard



BRANCH ADVISORY BOARDS

YMCA Camp Kirkwood

Gregory Miller, Chair
Bill Darrough
Don Gatton
Nancy Gladden
Cathy Guidry
Sarah Lanier
Jim Moore
Jan Searles
Pate Southerland

Nir Family YMCA

Chris Woolard, Chair
Jim Cooper
Rashad Gattison
Israel Nir
Chris Prunuea
Sandra M. Robinson
Ben Salmon
Jim Sayre
Shelley Thomas
Maria Tuttle
Betsy Young

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Philip Hughes
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Nicole Whiteside

Sampson County YMCA

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Alison Carr
Mary Crumpler
Samantha DiPinto
Dr. Wesley Johnson
Tammy King
Jimmy Moore
Sammy Sanchez
Dr. Shane Sundlie
Matt Stone
Lee Weddle

YMCA Youth Services

Chris Behm, Chair
Janee Folston
Jarett Gattison
Kelvin Hargrove
Sam Highsmith
Laurie Kent
Steve McCrossan
Emelie Meyers
Philip Sutton

LOCATIONS

Association Office

921 Princess St.
Wilmington, NC 28401

YMCA Camp Kirkwood

2015 Camp Kirkwood Rd.
Watha, NC 28478

Nir Family YMCA

2710 Market St.
Wilmington, NC 28403

YMCA Youth Services

PO Box 3467
Wilmington, NC 28406

Midtown YMCA

709 George Anderson Dr.
Wilmington, NC 28412

Sampson County YMCA

417 E. Johnson St.
Clinton, NC 28328



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.

