YOUR SUPPORT IS OUR FOUNDATION

YMCA OF GREATER PITTSBURGH
ANNUAL REPORT FISCAL YEAR 2011
APRIL 2010 – MARCH 2011

Photograph by Maya Tuttle
DEAR Y FAMILY:

As we look back on the past year, I am sure that all would agree that this was a period of tremendous growth and change. Amidst the challenge of organizational changes as we proceed with the identification of a new CEO, the tireless efforts of volunteers and staff have been focused on serving our communities. One of the most significant needs that we addressed came to us through Y-USA. At their suggestion, we expanded our Y Family with the addition of the McKeeseport Y and Camp Soles, a merger that allows us to reach deeply into a community that relies on our services. This is a collaboration that truly enhances our commitment to the Y Mission.

Our programs continue to strengthen our pledge to Youth Development, Healthy Living and Social Responsibility in ways that connect us to more families and in more neighborhoods than ever before. Well-chosen corporate partnerships have opened new avenues for the delivery of programs and help to further our message to new audiences. We see this as vital development on many levels. Exciting programs like 'Send Kids to Camp,' ‘Pool Together for Swim Safety’ and the 'Hazelwood Urban Garden' have proven to be invaluable to kids and families throughout our city and highlight the effectiveness and success of community partners.

We have always believed that our work makes a difference in the lives of those we serve, and we are now able to focus more intensely on the actual outcomes. Our new approach allows us to develop systems and tools to secure measurements that qualify our impact. This is critical information that will help us gain support for new initiatives and to remain a strong provider of services that reflect our promise of accountability and excellence.

Perhaps our most important accomplishment during the past year was the outstanding work that was completed by our dedicated volunteers. In unprecedented numbers, our volunteers, with a hands-on approach, took on some large projects at our branches. Many of our branches will benefit for quite some time from their labors. One branch was fortunate to receive books for the children in their programs, another received renovations that will help their hockey program, and several branches got a much-needed fresh coat of paint or landscaping. There is a seemingly endless list of activities that engaged our volunteers and gave them a close-up view of what really happens at our branches. This is the kind of dedication that keeps our organization vibrant and growing.

We hope that as you review our annual report and read the success stories and testimonials, you will share in our enthusiasm for the many and meaningful ways that our Y has served the Pittsburgh community. Organizationally, this past year was one filled with many changes, but our future continues to hold tremendous promise as we complete the process for the CEO transition. Exciting times are ahead and we hope that you will continue to grow with us.

Sincerely,

Rob Cottington
Chairman, Metropolitan Board of Directors

William F. Jones, Jr.
CFO & Interim CEO
THE Y BRINGS PEOPLE TOGETHER

The Y brings people together. We connect people of all ages and backgrounds to bridge the gaps in community needs. Volunteers, members, donors, community partners and funders—you are all an integral part of the work we do and enable Y services to reach those who need us most. It’s your dedication, enthusiasm and belief that what we do has meaning that makes it possible for everyone to have access to YMCA programs.

Over the course of the last century many have come to know us only for the recreational programs and wellness facilities that we provide. We’ve remained committed to our core mission of delivering human services that directly affect the quality of life of those we serve. It was this misconception that motivated us to define our work within three key focus areas. As part of the national movement, it is a reminder for us to share more of our stories and celebrate the individual success stories that so many of our participants have.

On the following pages, we’d like to tell you about some of the unique work that has been accomplished over the past year. Although they just skim the surface of all that has taken place, these stories highlight how the Y is ever-changing to meet community needs and how, when working together, we truly do make a difference and serve the greater good of our community.

There are countless answers for the needs that we see around us each day. The Y of Greater Pittsburgh receives tremendous support through personal and corporate volunteerism. Metro Board Member Lori Benvenuto brought her staff from Ernst & Young, who worked in our urban garden at the Hazelwood Y and built a commissary at our Centre Avenue Y. Board Member Laura Ellsworth coordinated a group of young lawyers and summer associates from Jones Day who read stories and treated our day camp children with ice cream. An added bonus was a special gift of books for both Hazelwood’s library and campers. Greg Peaslee organized a group of employees from UPMC who completed landscaping projects, painting, shelving and contributed games for the Hazelwood Y. Duquesne Light spruced up locker rooms at the Western Area Y with a fresh coat of paint and volunteers from Bayer took on painting and updating the hockey arena. Regularly, our camps host work weekends and complete outstanding projects, improving our facilities for our campers at both our Deer Valley Camp and Camp Kon-O-Kwee/Spencer. Staff from Schneider Downs completed a number of painting projects at our Allegheny Y. For many years, Dan Grealish of the Metro Board has involved his entire staff in a shopping event for gifts to be distributed to children in our urban branches. The examples are endless and stand as testament that your support is our foundation. Without it, our service capacity would be greatly limited.

Your Donations at Work Upholding Our Focus of Social Responsibility

Donations are used to provide indirect subsidies, such as program development and free programs, as well as direct subsidies to individuals and families in the form of financial assistance to participate.

Your Membership Dollars At Work

- Membership and Social Services Programs: 48%
- Day Camping: 30%
- Child Care: 18%
- Other: 4%
- Equipment: 10%
- Depreciation: 13%
- Wellness Staff: 14%
- Administrative Support: 9%
- Direct Membership Staff: 14%
- Facilities: 22%
- Allocations to Under Resourced Branches for Programming: 18%
FROM SEEDS TO SOUP
TO WATER TOTTER

Our Urban Gardens Produce More Than Just Vegetables

Thanks to the dedicated labor of volunteers from a variety of sectors, an abandoned lot in Hazelwood was turned into a healthy market garden, complete with six beds for growing crops, a composting section, an outdoor environmental classroom and a large greenhouse. Using an innovative approach to active learning, a see-saw, known as the “water totter,” was built so that kids could play in the garden, while pumping rain water reclaimed from the roof of the building for irrigation.

Because of the garden, our young people now have the chance to plant seeds and learn how to care for growing plants. They are developing a new appreciation for the environment, for healthy eating, and are very excited to have cherry tomatoes from the garden at snack time. Often as part of their camp or after-school activities, the fresh produce is used in simple recipes and served at our congregate feeding program. This summer, our Y had a farm stand at the local Farmer’s Market through the Pittsburgh Community Food Bank. Since our community residents may use vouchers or food stamps to purchase our fresh produce, we know that low-income families in Hazelwood have benefited from our labor.

Building on the success in Hazelwood, additional urban gardening is underway at the Homewood-Brushton Y’s Fresh Hope Garden and will be expanding in the year to come. In this violence-stricken neighborhood, it’s been inspirational to witness members and residents pulling together to breathe new life into the abandoned lot. Additionally, we’re very excited to be able to include a modified garden integrated onto the rooftop of the new Thelma Lovette YMCA, slated to open in the Spring of 2012. Like many Y programs, urban gardening is a wonderful example of how community need is met through collaboration and volunteer support.
In its second year, the Send Kids to Camp program was made possible thanks to the help of our primary funding partners, Howard Hanna Real Estate and Eat’n Park. Together, they made it possible for some of Pittsburgh’s inner-city youth, ages 7 – 12, to attend one week of summer camp at YMCA Camp Kon-O-Kwee. With a special focus of introducing a nature-centric experience and bridging social barriers, this special week at camp was specifically tailored to meet the needs of Pittsburgh’s urban youth; focusing particularly on health and wellness through education and activities. The children explored how food is grown, how to prepare it healthfully and how it’s brought from the Earth to the table. Perhaps most importantly, they had the chance to have fun and just be kids—exploring and building new friendships in a safe and nurturing environment, trading the concrete surroundings of their neighborhoods for cabins, canoes and camp fires.

The children benefitting from “Send Kids to Camp” were participants in the YMCA urban branch programs. The average household income of these children is $15,000 for a family of four, well below the poverty line. In many of these urban neighborhoods, the daily stress of living in high-crime neighborhoods results in little or no structured outside play. Additionally, many of these children have far less access to healthy food than their peers.

When some of our corporate neighbors became aware of the program, they made great effort to ensure these children had an unparalleled experience equipping them with the essentials needed for a stay at camp. Together, they filled donated backpacks with toiletries and beach towels to be packed along with brand new sleeping bags and pillows in preparation of the week-long adventure. On behalf of the kids and their families, we owe all of the program’s supporters a great deal of thanks for providing an experience that these young people will carry with them throughout their lives.
Learning to swim is a critical skill for any child. In the Pittsburgh area, defined by rivers and riddled with creeks and streams, the ability to swim is a fundamental safety need. Every summer we hear of drowning accidents that could be avoided if only the victims knew how to swim or even stay afloat in the water. The Y, having delivered over 100 years of swimming instruction, recognized this need and moved into action to work towards preventing future tragedies in our region.

Together with the support of First Niagara Bank, we were able to create Pool Together for Swim Safety. Their support not only covered the program costs and transportation needs, but effectively fueled a public awareness campaign that received national attention. The Pool Together program brought kids from the YMCAs at Centre Avenue, Homewood-Brushton, Collegiate, Hazelwood, Allegheny and McKeesport together to take part in five one-hour classes. The classes were delivered at the indoor pools at the downtown PNC Y, the Wilmerding Y and the Allegheny Y on the Northside. With a very high student-teacher ratio, we were able to help the children build their confidence in the water. They learned what to do if they, friends or family members found themselves in deep water. They learned how to stay afloat and how to make their way to a shoreline or pool’s edge.

Pool Together is an outstandingly successful program on many levels. It provides our children with a safe recreational activity, promotes water safety and swimming skills, and may just prevent many families from experiencing the loss of a child from accidental drowning. Keeping our kids safe is why we are grateful for the support of individuals and community partners who are genuinely committed to their well-being.
COMMUNITY BENEFITS

OUR CAUSE IS PEOPLE

Using the three Focus Areas of the Y, Youth Development, Healthy Living, Social Responsibility, this program participation breakdown depicts how our community utilizes our services. These focuses are often interwoven into and among our programming to deliver a quality and impactful experience. At every opportunity, we work to engage families and nurture children regardless of what area of focus the program lies within.

**YOUTH DEVELOPMENT**
- Child Care: 1,728

**EDUCATION & LEADERSHIP**
- Swim, Sport, & Play: 8,159
- Camp: 3,193
- **TOTAL:** 13,080

**HEALTHY LIVING**
- Family Time: 13,546
- Health, Well-being & Fitness: 52,142
- Sports & Recreation: 5,804
- Group Interests: 71,492
- **TOTAL:** 71,492

**SOCIAL RESPONSIBILITY**
- Social Services: 6,742
- Volunteerism & Giving: 12,417
- **TOTAL:** 19,159
- **ASSOCIATION TOTAL:** 103,731

**NUMBER OF CHILDREN SERVED:**
- Preschool (1-5 years old): 6126
- Elementary (6-11 years old): 19083
- Jr.-Sr. High (12-17 years old): 15113
- **GRAND TOTAL:** 40322

Children account for 39% of our overall population served.

**INDIRECT** Funds allocated to underwrite the cost of free/low-cost services, primarily in the under-resourced communities of Homewood, the Hill District, Hazelwood and special needs camps $2,615,041

**DIRECT** Direct financial assistance to individuals and families who would otherwise not be able to pay for programs and services such as child care, day camp, housing and wellness memberships $1,230,805

**TOTAL** $3,845,846

OUR COMMUNITY RALLIES TO SUPPORT OUR CAUSE

We’re able to accomplish the work we do because of the incredible support of our volunteers and the Greater Pittsburgh community. We have deep gratitude for all who help, from those who assist with events, dedicate their time to provide services like coaching youth sports and leading wellness classes to policy volunteers who advocate on our behalf and the many nonprofits and other companies who partner with us to serve the greater good of the community. Thank you.

**Total Number of Volunteers:** 3,317
**Total Volunteer Hours:** 162,843
**Total Community Partners:** 481
**Number of Facility Hours Donated for Free Community Use:** 6,877
THANKS!

This report recognizes the following corporations, foundations, government agencies and individuals who made gifts of $500 or more between April 1, 2010 and March 31, 2011 for bricks and mortar, program expansion and annual support.

The YMCA of Greater Pittsburgh also wishes to acknowledge the many donors throughout the year who fulfilled their capital campaign commitments, supported the YMCA through special events for the Association, as well as supported additional capital or program fundraising, or contributed through the United Way Impact Fund.

A special thanks to those individuals and businesses that made an in-kind donation.

To ALL of our donors, we thank you!

Lastly, we make every attempt to ensure the accuracy of our recognition list and apologize for any errors or omissions.

CORPORATIONS, FOUNDATIONS & GOVERNMENT

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Allegheny County Economic Development
Anonymous
Eden Hall Foundation
Enterprise Bank
The Heinz Endowments
Hillman Foundation
McAuley Ministries
PNC Foundation
PPG Industries Foundation
Richard King Mellon Foundation
Myles D. & J. Faye Sampson Family Foundation
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Soxman Funeral Homes
Sweetgum Foundation
Tri County Management
Tucker Arensberg, P.C.
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UPMC Childrens Community Pediatrics
W.J. Patterson Charitable Foundation
Williams Coulson
XYCOM Technology Group, Inc.
Yellow Cab Company of Pittsburgh
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McManus Merchants
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North Boroughs Rotary
North Side Lions Club
Ohio Valley General Hospital
Parkway West Rotary
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Womens Civic Club of Wilmerding

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Frederick Douglas

Photograph by Maya Tuttle
Thanks to the support of our volunteer leadership the Y is able to continue to deliver on our mission and serving our neighbors through the focuses of Youth Development, Healthy Living and Social Responsibility. We are truly grateful for their dedication and endless commitment. Their time and efforts have made an indelible impact on the communities we serve.

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**FINANCIALS**

**REVENUES**

**PUBLIC SUPPORT**
- Contributions .......................................................... $ 3,365,963
- Government Grants ......................................................... $ 5,791,212
- United way ......................................................................... $ 552,070
- Capital Campaign ............................................................ $ 8,860,319

**TOTAL PUBLIC SUPPORT** .................................................. $ 18,569,564

**EARNED REVENUE**
- Membership Dues .......................................................... $ 9,709,694
- Program Fees ......................................................................... $ 13,130,712
- Member and program subsidies .............................................. ($ 1,060,938)
- Investment income .............................................................. $ 519,110

**TOTAL EARNED REVENUE** .................................................. $ 22,298,578

**TOTAL REVENUE** ........................................................... $ 40,868,142

**EXPENSES**

**PROGRAM SERVICES**
- Camps ................................................................................. $ 3,325,801
- Program Centers ................................................................. $ 23,540,463

**TOTAL program services** ................................................... $ 26,866,264

**SUPPORTING SERVICES**
- Administrative and Fundraising ............................................. $ 5,299,767
- Payments to Outside Agencies & Special Projects ................. $ 234,997

**TOTAL SUPPORTING SERVICES** ........................................ $ 5,543,764

**TOTAL EXPENSES** ........................................................ $ 32,401,028

**Surplus of Revenue over Expenses** ............................................. $ 8,467,114

**Net Realized and Unrealized Losses on Investments, Derivatives and Disposition of Fixed Assets** $ 1,985,170

**Change in Net Assets** .......................................................... $ 10,452,284
**BRANCH LOCATIONS**

**ALLEGHENY YMCA**
600 West North Avenue
Pittsburgh, PA 15212
412-321-8594

**BAIERL FAMILY YMCA**
2565 Nicholson Road
Sewickley, PA 15143
724-934-9622

**CENTRE AVENUE YMCA**
2621 Centre Avenue
Pittsburgh, PA 15219
412-621-1762

**CLOVERLEAF YMCA**
425 Bliss Drive
Pittsburgh, PA 15236
412-653-7115

**COLLEGIATE YMCA**
311 Bellefield Hall
Pittsburgh, PA 15260
412-648-7960

**DELMONT YMCA**
6750 Hollywood Boulevard
Delmont, PA 15626
724-468-0390

**EAST SUBURBAN FAMILY YMCA**
2200 Route 286
Pittsburgh, PA 15239
724-327-4667

**HAZELWOOD YMCA**
4713 Chatsworth Avenue
Pittsburgh, PA 15207
412-421-5648

**HOMEWOOD-BRUSHTON YMCA**
7140 Bennet Street
Pittsburgh, PA 15208
412-243-2900

**MCKEESPORT YMCA**
604 Evans Avenue
McKeesport, PA 15132
412-672-9622

**NORTH BOROUGHS YMCA**
629 Lincoln Avenue
Pittsburgh, PA 15202
412-761-1227

**PENN HILLS YMCA**
11817 Frankstown Road
Pittsburgh, PA 15235
412-795-2600

**PNC YMCA**
236 Fifth Avenue
Pittsburgh, PA 15222
412-471-9622

**PNC YMCA AT THE U.S. STEEL TOWER**
600 Grant Street, Concourse Level
Pittsburgh, PA 15219
412-745-YMCA (9622)

**SOUTH HILLS YMCA**
51 McMurray Road
Pittsburgh, PA 15241
412-833-5600

**WESTERN AREA YMCA**
195 Montour Run Road
Coraopolis, PA 15108
412-787-9622

**WILMERDING YMCA**
Memorial Field
Wilmerding, PA 15148
412-823-9000

**CAMPS**

**CAMP KON-O-KWEE SPENCER**
126 Nagel Road
Fombell, PA 16123
724-758-6238

**CAMP T. FRANK SOLES**
134 Camp Soles Lane
Rockwood, PA 15557
1-800-677-1811

**DEER VALLEY YMCA**
**FAMILY CAMP**
254 Deer Valley Drive
Fort Hill, PA 15540
1-800-962-2386

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**YMCA OF GREATER PITTSBURGH**
Metropolitan Office
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