



eliminating racism  
empowering women  
**ywca**

# MARSHALLTOWN YMCA-YWCA

108 Washington Street • Marshalltown, Iowa • www.ymca-ywca.org

# 2020 ANNUAL REPORT

AS OF 11/30/20

YOUTH DEVELOPMENT • HEALTHY LIVING • SOCIAL RESPONSIBILITY • ELIMINATING RACISM • EMPOWERING WOMEN

## LETTER FROM THE CEO & CVO



David Barajas, Jr., Chief Volunteer Officer

Carol Hibbs, Chief Executive Officer

Thank you for your support of the Marshalltown YMCA-YWCA.

The Y is more than a building. It's people from all backgrounds and walks of life who come together to improve their lives, nurture their families and strengthen their community. When our facility doors closed temporarily due to the pandemic, our staff continued working hard to provide services to frontline workers, families and neighbors in need.

Like many others, the Y has adapted to the challenges of this year. With enhanced measures to maintain everyone's health and safety, we are keeping people active and connected. The impact of the Y would not be possible without the great support of our members, donors, community partners, staff and volunteers. In fact, these groups define the Y – a powerful association of people committed to working together to serve our community.

Sincerely,

Carol Hibbs & David Barajas, Jr.

*The mission of the YMCA is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.*

*YWCA is dedicated to eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.*

### YMCA-YWCA Board of Directors

- Amanda Accola, YWCA CVO
- David Barajas, Jr., CVO
- Eric Bidwell
- Bethany Currie
- Heidi Dalal
- Kim Hagen
- Bruce Johnson
- Ronnie Manis, Past CVO / Treasurer
- Nate McCormick, CVO-elect
- Jon Nuñez
- Kirsten Schmit
- Larry Soderberg
- Samantha Vance, Secretary
- Liz Wise
- Maureen Lyons, Heritage Club President
- Carol Hibbs, CEO

### YWCA Board of Directors

- Amanda Accola, CVO
- Bethany Currie, Secretary / Treasurer
- Heidi Dalal
- Kim Hagen, CVO-elect
- Kirsten Schmit
- Samantha Vance
- Liz Wise
- Carol Hibbs, CEO

### CVO - Chief Volunteer Officer



### YMCA-YWCA Heritage Club Board of Directors

- Maureen Lyons, President
- Val Ruff, Vice President
- Nancy Peterson, Treasurer / Secretary
- David Barajas, Jr., YMCA-YWCA CVO
- Jim Bowman
- Darrell Jebson
- Bruce Johnson
- Jim Jorgensen
- Kim Swartz
- Gene Taylor
- Don Turbiville
- Carol Hibbs, CEO

# CONTINUING TO RESPOND TO COMMUNITY NEEDS

For 144 years, the Marshalltown YMCA-YWCA has faced our region's greatest challenges. Through good times and tough times, the Y has continued to provide essential services that build the foundation of community. Here are a few examples of how the Y responded to emerging needs in 2020.

## ADAPTING TO CHALLENGES



*Pictured above: Young people perform outdoors at the Kim Kups-Benson Dance Konnection Spring Recital*

## Safeguards for Programs and Facilities

Following guidance from health experts and state & local mandates, the Y has continued to serve the community in the safest way possible.

Some programs, such as Dance and Group Exercise, added a virtual option so participants were able to continue from home.

Enhanced cleaning practices were implemented in the Y's facilities. Members and program participants expressed gratitude for the ability to safely connect with others and for the opportunity to maintain their health & wellness.

## SUPPORTING YOUTH DEVELOPMENT



*Pictured above: Participants in the Y's Summer Child Care Program were organized in small groups*

## Child Care for Working Parents

The Y partnered with UnityPoint-Marshalltown to offer emergency child care to essential staff in early May, at a time when there were few other options for child care in the area. The program was expanded in the summer to include any family with a critical need for child care.

Extraordinary precautions and safety measures were implemented to ensure the safety of children and staff.

The program adapted again in the fall, when schools moved to continuous online learning. The Y was able to provide full-day child care during this time with access to virtual learning.

## PROMOTING HEALTHY LIVING



*Pictured above: Katie Gomez holding a barbell in the CrossFit Kids Program*

## CrossFit Kids

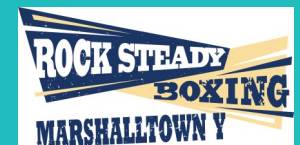
36 kids participated in this new program offered by CrossFit 641 at the Y. CrossFit Kids is designed to make health and fitness fun for kids of all ages. Participants build a positive association with physical activity and a healthy lifestyle through fun, challenging group workouts.

Katie Gomez, pictured above, has been an active participant in the program. Her mom said, "Katie is very excited about the class. Finally she is interested in doing something related to exercise!"

## PRACTICING SOCIAL RESPONSIBILITY



*Pictured above: Ada and Keith Brown participated in Rock Steady Boxing*



With encouragement and support from community members, this year the Y launched Rock Steady Boxing, a program to help people with Parkinson's disease.

Parkinson's disease is a degenerative movement disorder which can cause deterioration of motor skills, balance, speech and sensory function. Rock Steady Boxing helps participants maintain and improve agility, muscular endurance, hand-eye coordination, footwork and overall strength.

This year, 16 people participated in the program. It has been offered in-person at the Y and virtually for people to participate from home.

17 recorded virtual fitness classes posted online with more than 2,400 views



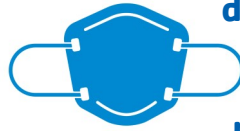
659 volunteers have donated 2,279 hours of service to the Y



2 blood drives hosted in the Y's gymnasium with dozens of new and returning donors resulting in 46 units of blood



315 children participated in full-day & afterschool child care at the Y with access to virtual learning for those with remote school



HUNDREDS of masks donated by volunteers to be used by Y members and program participants

More than 150 free showers provided to neighbors after the Derecho in August



80% of Y members have continued membership throughout the pandemic



Note: Data through 11/30/20

## STORIES OF IMPACT



### KAYLA & DANTE

The Y has helped their family adjust after moving to Marshalltown. The Fit Kids afterschool program gives Dante the opportunity to stay active and build friendships, while Kayla and her husband are able to finish work before picking him up. Kayla noted that Y staff are warm and welcoming, the program is safe and the social interaction has been beneficial for Dante.

### ABBY

Despite having little experience with the sport, Abby enrolled in the Y's beginner diving program and went on to become the only freshman to qualify for the IGSAU State Swimming & Diving Meet. She said, "I am so thankful for the knowledge that my Y coaches shared with me. Without this opportunity I wouldn't have found the sport which I am now so passionate about!"



### MARIO

Mario has been an active participant at the Y's CrossFit 641. He said, "Working out with a group of people who cheer each other on makes for a great atmosphere. It's worth the commitment when you see results and improve everyday." Mario's efforts paid off this year when he won 1st place in his division at the Festivus competition hosted by the Y!



### DANILO, HUGO & DENISE

Denise immigrated to the community from Mexico and said the Y is one of her favorite places to be. When she walks into the Y, Denise forgets everything else and gets to spend quality time taking care of her health. Her young son, Danilo, has loved going to the Y's swimming lessons, dance classes and child care. The family also appreciates the cleaning & sanitization measures put in place by the Y.



### MELISSA

Melissa struggles with diabetes but said her instructor at the Y, Cat, has been a great support to her. Melissa has found a real sense of community within her classes and encourages other people who are new to the class to keep coming. She has lost weight and gotten stronger over the years, and is incredibly grateful for the love and support she has gotten along the way.



### BLUE WAVE SWIM TEAM

The Marshalltown YMCA-YWCA Blue Wave Swim Team won the Team Championship for Division 4 during the 2020 YMCA State Swim Meet, held in early March 2020 at the Marshalltown Y.

# FINANCIAL REPORT YMCA-YWCA

YTD as of 11/30/20

**REVENUE \$3,648,247**

Investments: 42%

Member Service Revenue: 28%

Program Revenue: 15%

Paycheck Protection Program Grant: 9%

Contributions: 5%

Deferred Revenue: 1%

**EXPENSE \$3,460,352**

Staff Salaries & Benefits: 20%

Bond Principal Payment: 17%

Program: 16%

Building: 14%

Administrative: 14%

Long Term Capital: 14%

Member Services: 4%

Accounts Payable: 1%



## ANNUAL CAMPAIGN

Supports annual needs such as scholarships for programs and membership

YTD Contributions:  
\$129,852

Number of Donors:  
201



## HERITAGE CLUB

Supports long-term capital and program needs such as equipment and repairs

Endowment Value:  
\$1,747,080

YTD Contributions:  
\$20,891



Aquatic Director Shelley Lechnir, Property Manager Gary Ross and CEO Carol Hibbs received the award March 6th on behalf of the Y.

### Marshalltown YMCA-YWCA Receives 2020 IGHS AU Executive Director's Award

The Iowa Girls High School Athletic Union (IGHS AU) awarded the Marshalltown YMCA-YWCA with the prestigious Executive Director's Award in 2020. The award is presented to an individual or organization that has made a notable contribution toward enhancing the experience for the "Iowa Girl" in high school athletics. The award presentation took place on Friday, March 6th at halftime of the Class 3A championship game during the 2020 Girls' State Basketball Tournament at Wells Fargo Arena in Des Moines.

"It has been an honor to host state competitions at the Horne-Henry Center since it opening in 2004, including the IGHS AU's State Swimming & Diving Championships each November," said Carol Hibbs, CEO of the YMCA-YWCA. She added, "We are pleased to represent the many volunteers and staff members who have helped to make this event a memorable one over the years for the competitors and their fans."