



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



**YMCA MISSION:**

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# LET'S GET TOGETHER

2014 ORGANIZATION PROFILE // 2013 ANNUAL REPORT  
**YMCA OF GREATER ST. LOUIS**

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Amanda and her family benefit from the Annual Campaign

# PRESIDENT'S LETTER

Dear Friends of the YMCA,

The YMCA of Greater St. Louis has been privileged to bring together communities in the area through programs and services for more than 160 years. With your help, in 2013 we impacted more than 667,000 people through hundreds of programs and services that strengthen our community through youth development, healthy living and social responsibility.

We are excited to share a few of the countless stories about how we are impacting lives in so many ways. Stories like a young mother diagnosed with cancer who found support and strength for her recovery through **LIVESTRONG** at the YMCA®. Or the teen who gained confidence and improved his grades through the Youth In Government Program. Or the gentleman who lost more than 100 pounds walking to and working out at the Carondelet Park Rec Complex. The Y prides itself in helping people improve their lives, and we are thankful for your ongoing support to ensure we are able to spread the mission.

With the upcoming combination between the YMCA of Greater St. Louis and the YMCA of Southwest Illinois, we look forward to expanding our programs and services at a time when they are needed more than ever.

Again, thank you for your continuous support. You make the things we do possible.

Sincerely,



Gary Schlansker





# BE A PART OF THE Y

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

With the Y, you're not just a member of a facility or a volunteer on the board, you are part of a movement that spans the world. Caring, Honesty, Respect, Responsibility and Faith are the basis for all we do.

## OUR FOCUS AND BRAND

We believe that to bring about meaningful change in individuals and communities throughout the St. Louis area, we must be focused and accountable. At the Y, we measure the success of our cause by how well we engage communities in three areas of focus.

### **Youth Development**

Nurturing the potential of every child and teen

### **Healthy Living**

Improving the health and well-being of our community

### **Social Responsibility**

Giving back and providing support to our neighbors



# VISION

The Y is strongly dedicated to the spiritual, mental and physical growth of children and teens in the Greater St. Louis area. Y leaders have committed to Vision 2020, a plan that ensures every young person in the St. Louis area, from ages 4ve to 4fteen, has the opportunity to become a healthy, productive member of society.



Thanks to our staff and volunteers' deep commitment to strengthening our communities, the Y engaged and supported more than **147,000 members** and more than **667,000 program enrollments** in 2013.

**We celebrated our 160th anniversary!** We recognized the milestone in October by partnering with Operation Food Search for a birthday food and gift drive at our branches. Together we **raised more than 3,589 pounds of birthday donations** to help families celebrate their child's special day!

**The Y honored Missouri legislators who have been champions for the Y** and its causes at our annual Legislative Reception. Senator Jamilah Nasheed, State Representative Kimberly Gardner and State Representative Chuck Gatschenberger were the 2013 honorees.

We appreciate the efforts of **511 volunteers**, who gave more than **6,100 hours of their time** to prepare and operate the **2013 YMCA Book Fair, which raised nearly \$80,000 for Y Community Literacy** and other community programs.

**The Y gave \$4.2 million back to our communities** in direct and indirect financial assistance in 2013, including \$1.4 million in membership assistance.

We involved **5,365 volunteers** in program delivery and organizational guidance through boards and committees.

We count on the generosity of those who give to our Annual Campaign to provide opportunities for people to focus on health, wellness and community connections. **Last year, the Y and our friends raised more than \$1.9 million.**

Our **endowment reached \$23,900,000.**







# Youth of the Year Award

## Joseph P. Sunnen Winner: Afshanti Hunter



The 2014 Joseph P. Sunnen Youth of the Year Award was presented to Afshanti Hunter, 17, of Florissant, at an awards dinner in March. Hunter, a 2014 graduate of Hazelwood Central High School, is active at the Emerson Family YMCA through the Teen Leaders Club, Youth In Government and Counselor In Training programs, completing more than 175 hours of community service over the past four years. She has held leadership positions with the Teen Leaders Club, including president and sergeant of arms, and has served as city editor and chief of news for Youth In Government. She works in the Child Watch department at the branch. Before graduating, she was active at her high school in the marching band, Student Council, National Honor Society, color guard, Respected Women's Society and Young Ladies of Elegance.

Sixteen branch winners were also awarded with Youth of the Year Awards.

They were: Anegesles Echols (Carondelet Park Rec Complex), Oksana Hill-Needem (Downtown YMCA), Cassidy Munie (Edward Jones Family YMCA), Mary McGilvray (Four Rivers Area Family YMCA), Travis Spraul (Jefferson County Family YMCA), Ellis Burgett

(Kirkwood-Webster Family YMCAs), Christina Krucylak (Mid-County Family YMCA), Kelli Dampier (Monsanto Family YMCA), Rebecca Deters (O'Fallon Family YMCA), Jasmine Bates (O'Fallon Park Rec Complex), Jessica Braggs (South City Family YMCA), Ryan Coleman (South County Family YMCA), Jessica Song (St. Charles County Family YMCA), Anna Layton (West County Family YMCA), Shannon Wroble (Wildwood Family YMCA) and Victoria Roettger (YMCA of the Ozarks).

The Youth of the Year Award has been presented in partnership with Lindenwood University since 2004. Each year, the University generously awards a scholarship of approximately \$62,000 to the young person named the Joseph P. Sunnen Youth of the Year and approximately \$33,000 in scholarships to each of those selected Branch Youth of the Year.

The award recognizes young people who demonstrate exceptional leadership skills, volunteer their time to the Y and their communities, and exemplify the Y's core values – caring, honesty, respect, responsibility and faith.

# J. Clinton Hawkins Award



## Presented to Phil Roush

For more than 30 years, Phil has served in various volunteer leadership roles for the Kirkwood-Webster Groves Family YMCA. Following several years of volunteer activities with the Y, in 1988, he was recognized with the Exemplary Service Award. That year, he also joined the branch's Board of Advisors and has served in various roles, including as Board Chair and as part of the Executive and Leadership Committees.

Phil has been a long term member of the International committee through his role on the board at the Kirkwood Y, hosting visitors and traveling abroad with other Y leaders. He is currently an active contributor to the Kirkwood-Webster Groves Family YMCA's Board of Advisors. Phil has been an active fundraiser and supporter throughout his more than 30 years of service to the Y.

In addition to his work with the Y, Phil is active in a variety of prominent organizations in the St. Louis

area. He serves on the boards of Stages St. Louis, Manor Grove and Gateway 180. He has been a member of the St. Louis County Economic Council since 1979, and served as a local Rotary president from 2005 to 2006. He has also donated his time evaluating requests for the United Way's 100 Neediest Cases.

Phil retired from Ameren in 1996. He and his wife, Kay, are active members of the Webster Groves First Congregational Church and enjoy spending time with their three daughters and seven grandchildren.

The Y and the entire community have benefited immensely from Phil's dedication and long-standing volunteer leadership.





# YOUTH DEVELOPMENT

**MAGGIE** found Y Community Literacy while staying at Haven of Grace, a home that helps pregnant young women redefine their lives. She attended parenting classes through Y Community Literacy's Beginning Babies with Books program, which works with parents to develop at-home literacy skills by providing parent support and opportunities to receive children's books. Maggie credits it with helping her better understand children and learn valuable lessons and strategies for raising children.

"The Beginning Babies with Books Program helped me to become a better parent. Little Donald and I were given some great books that we've enjoyed sharing with each other."





# HEALTHY LIVING

**JULIE** found out that she was prediabetic at the age of 53. She was concerned that a type 2 diabetes diagnosis was in her future. Her dad was diagnosed with type 2 diabetes in his #fties, and died too young from heart disease compounded by complications from the disease.

“I remember watching what he went through and how powerless he felt; he felt like he didn’t have a choice but to endure the challenges he had. I knew I didn’t want to feel that way. I knew I needed to choose to save my life.”

Julie enrolled in the YMCA’s Diabetes Prevention Program and learned several strategies for healthier eating and living. She also began exercising regularly. In less than a year and a half, Julie has lost more than 100 pounds. Her blood glucose, cholesterol and triglycerides are down. She feels better physically, spiritually and emotionally.

Most of all, she feels empowered that she can take control and choose to stay healthy!





# SOCIAL RESPONSIBILITY

**THE GREG DELOS Y-TUTOR PROGRAM** at the Washington University Campus Y provides an opportunity for more than 100 Campus Y volunteers to reach out into the St. Louis community and help middle school students become successful, independent learners. The tutoring sessions, offered each weekday afternoon during the school year, provide middle school students with a structured environment where they can get help with homework. The continuity of the student-tutor relationship over multiple semesters allows volunteers to become more than just an occasional source for a math formula; they become friends, mentors and role models as well.

“We see the children we work with grow over the course of a year, whether through academic achievements, like excelling on a test or by learning how and when to ask for help. Middle School students are at a pivotal age in which they can establish study habits and academic goals that will prepare them for high school and beyond.”

-Lindsey, Class of 2014

# SUMMARY

# METROPOLITAN

## YMCA OF GREATER ST. LOUIS

326 South 21st Street, 4th Floor • Saint Louis, Mo. 63103  
(314) 436-1177 • www.ymcastlouis.org

Chairman, Board of Directors: N. Al Kent, IV  
President: Gary E. Schlansker

## MEMBERSHIP AND PROGRAM 2013

Members: 147,235

Program Enrollments: 667,938

## INCOME:

## 2014 BUDGET IN MILLIONS

Programs.....	\$23.0
Memberships.....	\$23.1
Investment Income.....	\$0.9
United Way.....	\$1.7
Contributions.....	\$2.9
Misc.....	\$1.5
<b>TOTAL.....</b>	<b>\$53.1</b>

## ENDOWMENT FUND BALANCE

As of 12/31/13.....\$23,900,000





## 2013 REVENUE/EXPENSE IN MILLIONS

<b>Revenue</b>	<b>\$</b>
Program	21.9
Membership	22.3
Investment Income	0.6
United Way	1.7
Contributions	2.8
Capital Campaign Contributions	0.1
Misc	4.7
<b>TOTAL:</b>	<b>54.1</b>
<b>Expense</b>	
Program Services	49.5
National Support	0.3
Management & General	4.1
Fundraising	0.4
<b>TOTAL:</b>	<b>54.3</b>

## PROGRAM PARTICIPATION

<b>Area</b>	<b>2013</b>
Health Enhancement	98,978
Aquatics	61,182
Youth Sports	15,751
Adult Sports & Leagues	10,768
Sports Skill & Recreation	6,427
Gymnastics	5,883
Day Camp	23,602
Extended Care	8,528
Resident Camp Lakewood	2,968
Outdoor Education	10,264
Education & Training	7,450
Youth Leadership Development	5,311
Child Care	204,882
Team Building	47
Family Activities	27,731
International	401
Active Older Adults	6,320
Community Development & Events	36,955
Facility Usage	134,490
<b>TOTAL</b>	<b>667,938</b>

# BOARD OF DIRECTORS

## METROPOLITAN

Authority for the management of the Association is vested in a Board of Directors, which determines the policies of the Association and establishes procedures and regulations for conducting its affairs.

The Corporation holds title to all Association properties and funds. The Board of Directors serves as trustee for these properties and funds, including those specifically secured for particular branches. It meticulously respects the purpose of each gift and intent of the donor.

The powers of the Board include the power to establish and abolish branches and branch boards of advisors.

The Board of Directors, traditionally and in the current practice, is an informed and working group of business, professional and civic leaders. In addition to determining the major policies of the Association, directors take an active part in developing the Association and helping to achieve its objectives. They interpret the Y to the community, raise funds for current operations and for capital purposes, enlist additional lay leadership, represent the Association in important relationships, and are continuously at work to help make the organization function effectively.

The Board organizes for its work by the election of a chairman, one or more vice-chairmen, secretary, and treasurer. The chairman appoints the chairmen of the standing committees. Within established policies, each committee has the power to act on behalf of the Board of Directors in planning and supervising the matters assigned.

### PRINCIPAL RESPONSIBILITIES ARE:

1. To determine the objectives and major policies of the Association.
2. To assure that major plans and programs are designed to meet the objectives.
3. To establish a suitable mechanism for conducting the business of the Board.
4. To approve the organizational and major authority delegation patterns.
5. To select and appoint the Chief Executive Officer.
6. To provide for long-range financial stability.
7. To make major organizational decisions.
8. To safeguard the organization's assets.
9. To analyze and monitor the total operation, including all activities and services.

The work of the Board of Directors of the YMCA of Greater St. Louis is done primarily through committee activity. This process allows for and assures proper consideration of all proposals prior to Board presentation. Following is a listing of the Board committees and a statement of their function.

### **Audit Committee**

The Audit Committee reviews and approves the scope of the Association's annual audit, recommends external auditors and audit fees, and reports the findings of the annual audit to the Executive Committee and Metro Board.

### **Executive Committee**

The Executive Committee has authority for the general supervision of Association affairs between Board meetings and performs other duties not assigned to standing committees as ordered periodically by the Board. The Committee consists of elected officers of the Board of Directors and other members as appointed by the Chairman.

### **Finance Committee**

This Committee provides support and direction to the Association's fiscal management activities. The Committee reviews and recommends the Association's annual budget to the Board, monitors performance in relation to it, and takes appropriate action regarding all other business and financial aspects, including insurance, purchasing, contracts, legal and tax issues, banking, investments and business services.

#### **-Investment Subcommittee**

This Subcommittee provides support and direction to the Association's investment activities.

### **Human Resources Committee**

The Human Resources Committee is charged with recommending strategic direction for policies and procedures related to staffing, training, development, succession planning, compensation and benefits to insure a quality workforce that is motivated, productive and highly developed in both skills and relationship building.

### **International Committee**

This Committee is responsible for guiding the Metropolitan Board and the operating units in creating greater international understanding and encouraging support of international program experiences. The Committee also provides leadership for the annual World Service campaign.

### **Marketing and Communications Committee**

The Marketing and Communications Committee is responsible for increased awareness of the Y as an effective and efficient charity and community service organization and of Y programs in the community, as well as contributing to successful attainment of membership retention targets, new membership growth and program enrollment goals.



## **Nominating Committee**

The Nominating Committee identifies, recruits and trains individuals to be nominated to serve as members of the Board of Directors. The Committee also works with Board members to identify unique skills and talents and determine which Board Committee may benefit most from those abilities.

## **Operations/Program Committee**

The Operations Committee recommends policy and direction for the branches and serves as a communications link between the Metropolitan Board and the branches. Composed of the Chairmen of each Branch Board of Advisors, members of the Metropolitan Board and others appointed by the Operations Committee Chairman, members are called to represent their own unit as well as take a broad view of the overall needs and goals of the Association.

### **-Budget Subcommittee**

The Budget Subcommittee reviews each branch's annual operating budget with branch volunteers and staff management to ensure compliance with policies and procedures and recommends approval of the budgets to the Operations Committee.

### **-Child Care Subcommittee**

This Subcommittee recommends action to the Operations Committee on issues that affect the child care programs. Because child care involves many state and local regulations, it is the function of the Subcommittee to ensure quality care through the proper regulations and agency cooperation.

## **Property Committee**

This Committee implements a comprehensive program encompassing design and construction of new and renovated buildings and oversees the maintenance of all Association facilities and grounds.

## **Public Policy Committee**

This Committee develops and implements strategies through which the Y can build strong, positive relations with public officials. It ensures the Y remains mission-driven.

## **Strategic Planning Committee**

The Strategic Planning Committee ensures the establishment of a long-term plan for the delivery of services to the members of the Y and the community.

# OF ADVISORS

# BRANCH BOARD

The Board of Directors delegates to each Branch Board of Advisors the responsibility of providing guidance and leadership to their Branch. This role includes fundraising, community engagement, program development, financial diligence and budget integrity in accordance with the policies and procedures established by the YMCA of Greater St. Louis and its Board of Directors.

Each Branch Board of Advisors is charged with the responsibility to carry on its work in a manner consistent with the bylaws of the Association, the general purposes, objectives and operating policies and procedures established by the YMCA of Greater St. Louis and its Board of Directors.

The chairperson of each Branch Board of Advisors is a member of the Board of Directors and shall perform all duties consistent with the policies and operating procedures of the YMCA of Greater St. Louis.

## **SPECIFIC RESPONSIBILITIES ARE TO:**

1. Be an advocate for the Y in the community, promoting its mission and values.
2. Actively support and assist with the achievement of branch goals.
3. Elect officers, choose committees and secure volunteers who will lend to the success and accomplishment of annual branch goals and objectives.
4. Be actively involved and support our fundraising efforts to accomplish our mission of service to all people, regardless of a person's ability to pay.
5. Ensure that the branch membership and programs are designed to meet the community needs and are consistent with major policies of the YMCA of Greater St. Louis.

## **VOLUNTEER/STAFF RELATIONSHIPS**

The Metropolitan Board of Directors is the primary and ultimate authority of the YMCA of Greater St. Louis, deriving its powers from the Articles of Incorporation under the corporate laws of the State of Missouri. All other boards, committees, councils and task forces receive their authority from this Board.

The President is appointed by the Board and is responsible for the administration of the affairs of the Association and implementation of the policy and decisions of the Board of Directors. Professional staff are employed by the President to give leadership in carrying out the work of the Association, to implement policy, and to help achieve the goals and objectives of the Association as determined by the Board.

## METROPOLITAN BOARD OF DIRECTORS

Rick Andrews  
Cheryl Anthony  
L. B. Eckelkamp, Jr.  
Sara Foster  
Dr. Thomas George  
Michael Gibbons  
Steve Hanley  
Melissa Harper  
Chris Harris  
Anne Murphy Hill, Sec’y  
N. Al Kent IV, Chair  
John Knudsen  
Bradford Koeneman

Melissa Lackey  
James W. Lawson  
David Layton  
Mark Leeker, V. Chair  
Marilyn Lunnemann  
Ryan J. Martin  
Joseph Mooney  
Patrick J. Moore  
Julia Muller  
Richard J. Nicoletti  
Traci O’Bryan  
Michael O’Keefe  
Emily Pitts

Jon N. Reed  
Kurt Schwager  
Daniel Sescleifer, Treas  
Diane Sher  
Robert Tomek  
Timothy R. Walsh  
David E. Wilsdorf  
Rev. Starsky Wilson  
Greg Woodring  
Dr. Fara Zakery  
Donna L. Zoeller

## BRANCH BOARD CHAIR (also members of the Metropolitan Board of Directors)

Joshua Banes  
Michael Berwin  
Ron Finnan  
Serena Gregory  
Jeff Guebert  
Robin Hattori

Terry Henderson  
James Jump  
Arindam Kar  
Stan LaBat  
Scott McKinnis  
Jim Moses

Jason Riney  
Judy Simms  
Ron Suchanek  
Kevin Thompson  
Kurt Thompson  
Sandy Washington

## CORPORATE STAFF

Gary E. Schlansker  
President & CEO

Wendy Cornett-Marquitz  
Sr. VP of Association Advancement

Steve Mastorakos  
V.P. Marketing & Communications

Karen Kocher  
Executive V.P./COO

Frank Ward  
Sr. V.P./CFO

Laurie McTearen  
V.P. Child Care Services

Vicki Adrian  
Sr. V.P. Human Resources

Dennis Argue  
V.P. Information Technology

David Rutsch  
V.P./Controller

Cenia Bosman  
Sr. V.P. of Administrative Services

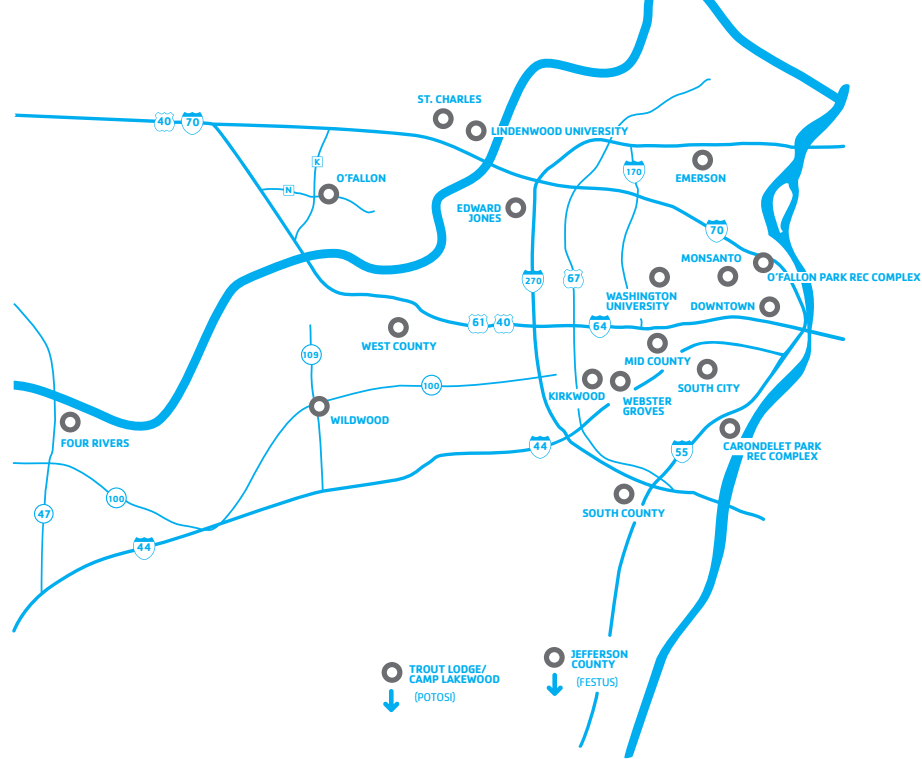
Terry Klein  
V.P. Property Management

Tiffany Barke  
V.P. Leadership Development





Kirsten benefits from the Annual Campaign



**CARONDELET PARK REC COMPLEX**

930 Holly Hills | St. Louis 63111  
314-768-9622 | carondelet@ymcastlouis.org

**DOWNTOWN YMCA**

1528 Locust St. | St. Louis 63103  
314-436-4100  
downtown-marquette@ymcastlouis.org

**EDWARD JONES FAMILY YMCA**

12521 Marine Ave. | Maryland Heights 63146  
314-439-9622 | edjones@ymcastlouis.org

**EMERSON FAMILY YMCA**

3390 Pershall Road | Ferguson 63135  
314-521-1822 | emerson@ymcastlouis.org

**FOUR RIVERS AREA FAMILY YMCA**

400 Grand Ave. | Washington 63090  
636-239-5704 | fourrivers@ymcastlouis.org

**JEFFERSON COUNTY FAMILY YMCA**

1303 YMCA Drive | Festus 63028  
636-931-9622 | jeffersonco@ymcastlouis.org

**KIRKWOOD FAMILY YMCA**

325 N. Taylor | St. Louis 63122  
314-965-9622 | kirkwood@ymcastlouis.org

**LINDENWOOD UNIVERSITY CAMPUS YMCA**

(non-facility branch)  
1116 First Capitol Drive St. Charles 63301  
636-949-4787 | lindenwood@ymcastlouis.org

**MID-COUNTY FAMILY YMCA**

1900 Urban Drive | Brentwood 63144  
314-962-9450 | midco@ymcastlouis.org

**MONSANTO FAMILY YMCA**

5555 Page Blvd. | St. Louis 63112  
314-367-4646 | monsanto@ymcastlouis.org

**O'FALLON FAMILY YMCA**

3451 Pheasant Meadows Drive | O'Fallon 63368  
636-379-0092 | ofallon@ymcastlouis.org

**O'FALLON PARK REC COMPLEX**

4343 West Florissant | St. Louis 63115  
314-932-1423 | ofallonpark@ymcastlouis.org

**ST. CHARLES COUNTY FAMILY YMCA**

3900 Shady Springs Dr. | St. Peters 63376  
636-928-1928 | stcharles@ymcastlouis.org

**SOUTH CITY FAMILY YMCA**

3150 Sublette | St. Louis 63139  
314-644-3100 | southcity@ymcastlouis.org

**SOUTH COUNTY FAMILY YMCA**

12736 Southfork Road | St. Louis 63128  
314-849-9622 | southco@ymcastlouis.org

**WASHINGTON UNIVERSITY CAMPUS YMCA**

(non-facility branch)  
One Brookings Drive, Box 1076 | St. Louis 63130  
314-935-5010 washuniv@ymcastlouis.org

**WEBSTER GROVES FAMILY YMCA**

226 E. Lockwood Ave. | Webster Groves 63119  
314-962-9622 | webster@ymcastlouis.org

**WEST COUNTY FAMILY YMCA**

16464 Burkhardt Place | Chesterfield 63017  
636-532-3100 | westco@ymcastlouis.org

**WILDWOOD FAMILY YMCA**

2641 Highway 109 | Wildwood 63040  
636-458-6636 | wildwood@ymcastlouis.org

**TROUT LODGE/CAMP LAKEWOOD**

13528 State Hwy AA | Potosi 63664  
314-241-9622 | b17marketing@ymcastlouis.org

**METROPOLITAN OFFICE**

326 South 21st Street, 4th Floor | Saint Louis 63103  
314-436-1177 | metro@ymcastlouis.org

Most facilities are available for rental for meetings and parties. The Carondelet Park Rec Complex and the O'Fallon Park Rec Complex are owned by the City of St. Louis and operated by the YMCA of Greater St. Louis.