



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY



YMCA of Metropolitan Atlanta  
2013 Annual Report



**KEEP GROWING**



**IN CONFIDENCE.  
IN CHARACTER.  
IN COMMUNITY IMPACT.**

The Y's role is to help people of all ages, abilities and incomes reach their full potential and inspire them to contribute back to their communities. At the Y people are growing in their awareness, understanding and civic involvement. They are growing into leaders who are strengthening the foundations of our communities.



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Dear Friends,

The YMCA of Metro Atlanta's vision is to bring people together to champion communities where everyone belongs. This vision becomes more real every day because it is anchored by our founding mission to put our Judeo-Christian heritage, principles and values into action.

By focusing on a common cause to strengthen community, the stakeholders of each local Y take on the most urgent needs in their areas and keep neighbors growing in character, confidence and community impact. The good we seek is laid out in the Y-2020 strategic plan's four-part agenda:

- **Ensure School Readiness** – Preschool children will enter kindergarten on a path to read to learn by third grade and develop healthy habits.
- **Improve Academic Achievement** – Elementary-age students will perform at or above grade level in reading and math and make healthy decisions.
- **Inspire Civic Leadership** – People in all life stages, especially teens, will be prepared to express their leadership potential, serve others and engage in civic activities.
- **Empower Healthy Living** – People in all life stages and abilities will have the know-how and resources to improve their health, well-being and social connectedness.

We believe all people, especially children, deserve an equal chance to reach their full potential, and should prepare themselves to connect to and serve community. Ana Sophia, Joseph, Stuart, and Bob – who you will meet in this annual report – put these core beliefs into action. Be sure to read their stories and watch their videos online at [www.ymcareport13.com](http://www.ymcareport13.com), so you discover first-hand how they keep growing with the support of the Y.

**2013 highlights include:**

- Honoring **C.B. (Mike) Harreld** as the **Bransby Christian Leadership Award** recipient, the YMCA of Metro Atlanta's highest award for exemplary volunteer leadership and service;
- Recognizing **Scott Taylor** as the YMCA of Metro Atlanta volunteer of the year along with 23 outstanding volunteers from local Ys throughout the association;
- Inspiring 7,270 individuals and 616 organizations to contribute **\$2.7 million** in the **WHY IT MATTERS** annual campaign for financial assistance, giving 29,252 children and adults the opportunity and access to grow through Y programs and services;
- Dedicating the **YMCA Youth and Teen Development Center** after renovating the building that was the Southeast Family YMCA on Memorial Drive and adding an outdoor family aquatic center.

The Y is the welcoming place in the neighborhood where everyone can find the support they need to reach their personal growth goals and find meaningful ways to contribute to society. From exercise to education, from volleyball to volunteerism, from preschool to preventive health, the Y doesn't just strengthen bodies. It strengthens communities.

Ed Munster,  
President & CEO

Melanie Platt,  
Board Chair

## OUR MISSION

Your YMCA, reflecting its Judeo-Christian heritage, is an association of volunteers, members and staff, open to and serving all, with programs and services which build spirit, mind, and body. Financial assistance is available based on need. The YMCA actively seeks to identify and involve those in need.

## GROWING IN CONFIDENCE

People grow in confidence at the Y. Welcoming Hispanic Families is an after-school extension program that engages Latino children in academics, language, American culture, social skills, and recreation. Ana Sophia did not speak any English when she moved to the United States two years ago. Today, with the support and encouragement in this program offered through the Ed Isakson/Alpharetta Family YMCA, she is fully bilingual and excelling in school.

“An important life lesson the kids learn here is to not feel different – they come here and see kids who look like them and are doing really great in class. They hear these kids say, ‘I’m going to be a doctor,’ or ‘I want to be a teacher.’ Having a Spanish-speaking teacher helps them know they can do or be anything they want.”

Arthur Cantu, program director



“The greatest impact on the kids and their families is the **opportunity to do their homework**. Families stress out about homework because of the language barrier, and parents worry they’re not providing the help their kids need. Now, the homework is getting done before they get home.”

Arthur Cantu

“I see Ana Sophia growing very confident with her English. **Her confidence is growing outside of school, too.** She shows that she is an intelligent, friendly girl and every day she applies what she learns in the after-school program.”

Ana Angarita, Ana Sophia’s mom

“Y programs like this one are very beneficial. The kids are learning every day, everything from school work to health and nutrition to social skills.”

Ana Angarita



Hear from Arthur and Ana at  
[www.ymcareport13.com](http://www.ymcareport13.com)



## GROWING IN CHARACTER

The Y nurtures individuals of every age and ability so they grow in character. Joseph Woodward has been a member of the Y since 2007. He started working at The Villages at Carver Family YMCA three years ago and was recognized as the 2012 employee of the year.

**"I love my job.** It is my first paying job, and it is a blessing. The YMCA is a fun place to come to relax, be yourself and learn from others. I play basketball and like to work out. One of my passions is to draw. When I am not at the Y, I draw cartoons, famous baseball players and Michael Jackson."

Joseph Woodward, Y staff member



"I give back to the community through the WHY IT MATTERS annual campaign. I want to do what is best for young children and show them someone cares about them. **I want to inspire teens and youth** to have respect for where you are in life."

Joseph Woodward

**"As a teen Joseph spent all his free time at the Y. It became his second home. It gave me **peace of mind** to know Joseph was around people who loved him, cared for him and watched over him when I wasn't around."**

Chef Sonya King, Joseph's mom

"Much of his development from a teenager to a young adult was at the Y. **His maturity level has skyrocketed.** He understands responsibility, and he speaks more intelligently. I'm very proud of the young man he is today."

Chef King



Joseph and his mom share more  
at [www.ymcareport13.com](http://www.ymcareport13.com)

**GROWING  
IN  
COMMUNITY  
IMPACT**

Community impact flourishes when Y volunteers join together to advance their collective desire and passion to provide meaningful change. In 2006, 27 acres of donated land were developed into the Covington Family YMCA Outdoor Center. With volunteer-inspired improvements, the Outdoor Center is the place where kids, friends, parents, and grandparents gather daily to connect to their community and to each other.



**“I was very interested in helping the Y because it was a big part of my life growing up. I wanted it to be a big part of other people’s lives as well.”**

Stuart Hamilton, volunteer



Volunteers Steve Kapp, Dalton Knox, Bob Stansfield, and Stuart Hamilton supported their community by raising money for the Covington Family Y Outdoor Center improvements.

**“YMCAs evolve over time.** We were fortunate to have land donated a few years ago, and we built some soccer fields. Covington Y friends, board members, soccer parents, and players raised the needed money and leveraged corporate community support to install lights. In 2013, Y volunteers again raised money to construct a pavilion and rest rooms.”

Stuart Hamilton

**“Many people are impacted by the Y, including the hundreds at our Y who receive financial assistance. The WHY IT MATTERS annual giving campaign raises money to provide access and opportunity for all people to be part of our Y.”**

Bob Stansfield, volunteer

“When we moved to Covington, I spent a fair amount of time at the Y and was asked to join the board. **It has been a very positive experience.** The Y is something people want to support once they hear the story. We accomplish so much more by working together.”

Bob Stansfield

 **Hear the story from Stuart and Bob at [www.ymcareport13.com](http://www.ymcareport13.com)**

# 2013 COMMUNITY BENEFIT

The Y is an inspiring member of the community. It asks what can be done. It finds solutions. It achieves and motivates. That's something to be part of. In 2013 children, teens and adults engaged and served in many ways.

Through  
**THE COACH APPROACH®**,  
**5,821**  
adults learned healthy  
habits with research-based  
practices.

7,270 individuals and  
616 organizations were  
inspired to contribute  
**\$2.7 million**  
in scholarships  
through the **WHY IT MATTERS**  
annual giving campaign.

**12,259**  
youth  
made friends and  
enjoyed the outdoors  
at **summer camp**.

**4,700**  
elementary  
school children  
used their after-school hours  
to improve their academic  
achievement and reach  
healthier weights.

**6,590**  
program volunteers,  
**568**  
policy volunteers and  
**309**  
fund raisers developed their  
civic leadership by  
volunteering for the Y.

**3,165**  
children  
became ready for  
kindergarten at **39 early**  
learning sites.

**11,416**  
teens  
explored their  
passions & developed  
as leaders.

**3,388**  
children  
grew more independent away  
from home at **YMCA Camp High**  
**Harbour resident camp**.

**17,848**  
athletes  
learned life lessons  
on and off the field in  
**team sports**.

**\$18.4**  
million  
in federal grants to be  
distributed locally.

Supported  
**139,128**  
health seekers  
of all ages from **12 counties** at  
**18 community-based Ys**.

Created rewarding  
careers for  
**4,700**  
metro  
**Atlantans**.



## STATEMENT OF FINANCIAL POSITION AND ACTIVITIES

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2013

ALL FUNDS	2013	2012
<b>Assets</b>		
Cash and cash equivalents	\$ 19,222,239	\$ 3,927,367
Accounts receivable	2,088,499	2,931,441
Investments	7,275,629	6,298,979
Pledges receivable	3,002,356	2,035,764
Other assets	1,345,006	1,867,687
Notes receivable	9,520,000	9,520,000
Land, buildings and equipment	241,349,624	243,211,834
Long-term investments	24,517,837	22,137,565
<b>Total Assets</b>	<b>308,321,190</b>	<b>291,930,637</b>
<b>Liabilities &amp; Net Assets</b>		
<b>Liabilities:</b>		
Accounts payable	5,106,144	5,379,006
Accrued expenses and other liabilities	1,094,374	821,337
Deferred revenue	7,184,811	7,732,435
Custodial liability	108,571	530,841
Notes payable and capital lease obligations	19,206,353	19,572,582
Bonds payable	77,661,543	63,474,093
<b>Total Liabilities</b>	<b>110,361,796</b>	<b>97,510,294</b>
<b>Net Assets:</b>		
Unrestricted	139,429,909	135,262,210
Temporarily restricted	43,937,611	44,761,111
Permanently restricted	14,591,874	14,397,022
<b>Total Net Assets</b>	<b>197,959,394</b>	<b>194,420,343</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 308,321,190</b>	<b>\$ 291,930,637</b>

## STATEMENT OF ACTIVITIES

As of December 31, 2013

ALL FUNDS	2013	2012
<b>Public support</b>		
United Way	\$ 373,238	\$ 404,359
Contributions	20,430,671	22,953,247
Government grants	20,764,542	21,899,291
<b>Total Support</b>	<b>41,568,451</b>	<b>45,256,897</b>
<b>Revenue</b>		
Membership dues	31,489,009	30,114,099
Program service fees	28,059,027	25,704,732
Interest and dividend income	844,786	830,684
Other revenue	793,380	557,696
<b>Total Revenues, Gains and Other Support</b>	<b>102,754,653</b>	<b>102,464,108</b>
<b>Expenses</b>		
Program services	93,612,178	89,810,686
Management and general	8,246,966	7,613,476
Fund raising	1,304,621	1,047,965
<b>Total Expenses</b>	<b>103,163,765</b>	<b>98,472,127</b>
Excess of operating revenue over expenses	<b>(409,112)</b>	<b>3,991,981</b>
<b>Non-operating activities</b>		
Gain on sale of fixed assets	257,887	212,688
Unrealized gain/(loss) on interest rate swap	1,499,548	(208,671)
Net unrealized and realized gains on investments	2,190,728	1,406,453
<b>Total non-operating activities</b>	<b>3,948,163</b>	<b>1,410,470</b>
Change in net assets	3,539,051	5,402,451
Net assets at beginning of year	194,420,343	189,017,892
<b>Net assets at end of year</b>	<b>\$ 197,959,394</b>	<b>\$ 194,420,343</b>

A copy of the complete audited financial statements, including Smith & Howard's unqualified independent auditors' report, is available upon request.

## YMCA OF METRO ATLANTA BOARD OF DIRECTORS

## BOARD MEMBERS

<b>BOARD CHAIR</b> <b>Melanie Platt</b> AGL Resources
<b>Joseph A. Arnold</b> SunTrust Bank
<b>Melissa Marek Babb</b> Harbert Management Corporation
<b>Kelly Barrett</b> The Home Depot
<b>Jim Brady III</b> Deloitte
<b>Warren G. Carson</b> KPMG LLP
<b>Nancy Chastain</b> Bank of America Merrill Lynch
<b>Kathleen E. Ciaramello</b> The Coca-Cola Company
<b>Carol Cookerly</b> Cokerly Public Relations
<b>Keith Cowan</b>
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<b>Tammy Strawder Driggers</b> Equifax
<b>Adam Fuller</b> Velocity Ventures, Inc.
<b>Laura Lee Gentry</b> Ultimate Software
<b>Richard Gerakitis</b> Troutman Sanders
<b>Mark Grantham</b> DLA Piper
<b>Billy B. Greer, CPA</b> Prudential Capital Group
<b>Kevin Greiner</b> Gas South
<b>Joseph Guerra</b> Sequoia Golf Holdings, LLC/ Canongate Golf Clubs

## C.B. (Mike) Harreld

<b>Stephen Hennessy</b> Hennessy Automobile Companies
<b>Jennifer Hightower</b> Cox Communications
<b>Bill Holby</b> King & Spalding
<b>David E. Homrich</b> AMB Group, LLC
<b>Bill Hull</b> PwC
<b>Roland John</b> McKinsey & Company
<b>Charles Johnson Sr.</b> Williams-Russell & Johnson
<b>Milton H. Jones Jr.</b>
<b>Sharon James Jordan</b> AIG
<b>Kerry Kohnen</b> Kaiser Permanente
<b>Larry Lord</b> Mindspring Collaborative
<b>Frank T. Mann</b> Cushman & Wakefield of Georgia, Inc.
<b>Linda Matzigkeit</b> Children's Healthcare of Atlanta
<b>Phil McGregor</b> State Farm Insurance
<b>Neil Metzheiser</b> Lockton Companies, LLC
<b>Michael Paris</b> Council for Quality Growth
<b>Richard (Rick) S. Peters</b> Accenture
<b>William Pinto</b>
<b>Joy Rohadfox</b> Rohadfox Construction Control Services
<b>Joan Rohs</b> World 50
<b>Frank Romeo</b> UPS Foundation

<b>H. Jerome Russell Jr.</b> Russell New Urban Development
<b>Matthew David Samuelson</b> IntegralGude Program Management
<b>Rodney K. Sanders</b> PNC Financial Services Group
<b>Paul Shailendra</b> SG Property Services
<b>Christine St.Clare</b> St. Clare Advisors, LLC
<b>Brant Standridge</b> BB&T North Atlanta Region
<b>David P. Stockert</b> Post Properties, Inc.
<b>R. Scott Taylor Jr.</b> Carter
<b>Glenn Thomson</b> Alston & Bird
<b>Yasmin Tyler-Hill</b> Morehouse School of Medicine & Children's Healthcare of Atlanta – Hughes Spalding
<b>Leonard Walker</b> Wells Fargo Bank NA
<b>Vicki Lundy Wilbon</b> The Integral Group, LLC
<b>Douglas L. Williams</b> Atlantic Capital Bank
<b>Mark Wilson</b> E-Verifile
<b>Charles R. Yates Jr.</b>
<b>HONORARY BOARD MEMBERS</b>
<b>Guy Millner</b> Assurance America Corporation
<b>W.A. Parker Jr.</b> Comanche Investment Co.
<b>Governor Carl Sanders</b> Troutman Sanders, LLP
<b>James Sibley</b>

ADVISORY  
BOARD MEMBERS

<b>Jack Beasley</b>
<b>Tom Bell</b> Mesa Capital Partners
<b>David Chatham</b> Chatham Holdings Corp.
<b>James Cowart</b>
<b>Denis Duncan</b> PricewaterhouseCoopers LLP
<b>Jimmy Fluker</b>
<b>Larry L. Gellerstedt III</b> Cousins Properties, Inc.
<b>Richard Guthman</b>
<b>Harald Hansen</b>
<b>Thomas D. Hills</b>
<b>Warren Jobe</b>
<b>A. Wayne Luke</b>
<b>John Manning</b> Manning & Associates
<b>Allen McDaniel</b> Citigroup
<b>Joseph Riedel Jr.</b>
<b>Jerry Shaifer</b> Piedmont Water Company
<b>Richard (Dick) Shirk</b>
<b>John E. Smith II</b>
<b>Dr. Kenneth Taratus</b>
<b>John Turman Jr.</b>
<b>Robert Turner</b>

**EXECUTIVE COMMITTEE**

- Melanie Platt**  
chair
- Joseph A. Arnold**  
past chair
- Kelly Barrett**  
vice chair
- Carol Cookerly**  
at-large
- Warren Carson**  
treasurer
- Keith Cowan**  
at-large
- J. Hal Daughdrill III**  
at-large
- Richard Gerakitis**  
at-large
- Joseph Guerra**  
at-large
- Bill Holby**  
at-large
- Milton H. Jones Jr.**  
at-large
- William Pinto**  
at-large
- David P. Stockert**  
vice chair
- R. Scott Taylor Jr.**  
vice chair
- Charles R. Yates Jr.**  
secretary

**2013 BRANSBY CHRISTIAN LEADERSHIP AWARD**

**C.B. (Mike) Harreld**

**2013 VOLUNTEERS OF THE YEAR**

- Don Speaks**  
Arthur M. Blank Family Youth YMCA
- Austin Aldridge**  
Covington Family YMCA
- Lisa Skelly**  
Coward Family/Ashford Dunwoody YMCA
- Jennifer Durham**  
Decatur Family YMCA
- Summer Smothers**  
ECCDC/YMCA Head Start
- Larry Johnson**  
East Lake Family YMCA
- Steve Curry**  
Forsyth County Family YMCA
- Peg and Joe O'Toole**  
Robert D. Fowler Family YMCA
- Charmaine Jackson**  
Ed Isakson/Alpharetta Family YMCA
- Sherry vom Saal**  
McCleskey-East Cobb/Northeast Cobb Family YMCAs
- Scott Strickland**  
Northwest Family YMCA
- Amy and Todd Stormant**  
G. Cecil Pruett Community Center/ Cherokee Outdoor YMCAs

- Lottie Scott**  
Carl E. Sanders Family YMCA at Buckhead
- Maurice Evans Jr.**  
South DeKalb Family YMCA
- Marian Estes**  
Summit Family/Fayette Outdoor YMCAs
- Keith Fleming**  
J.M. Tull-Gwinnett Family YMCA
- Gloria Hawkins-Wynn**  
The Villages at Carver Family YMCA
- Jacqui Steele**  
Wade Walker Park Family YMCA
- Jazzmin McKelvey-Hunter**  
YMCA Academies of South DeKalb
- Bill Creekmuir**  
YMCA Camp High Harbour
- R. Scott Taylor Jr.**  
YMCA of Metro Atlanta
- Lamont Nelson**  
Andrew and Walter Young Family YMCA

**LOCATIONS**

- Arthur M. Blank Family Youth YMCA**  
555 Luckie St.  
Atlanta, GA 30313  
404-724-9622
- Bransby Outdoor YMCA Center at Rock Chapel**  
1185 Rock Chapel Rd.  
Lithonia, GA 30058  
770-484-9622
- Cherokee Outdoor YMCA**  
201 East Bells Ferry Rd.  
Woodstock, GA 30189  
770-345-9622
- Covington Family YMCA**  
2140 Newton Dr.  
Covington, GA 30014  
770-787-3908
- Coward Family/ Ashford Dunwoody YMCA**  
3692 Ashford Dunwoody Rd.  
Atlanta, GA 30319  
770-451-9622
- Decatur Family YMCA**  
1100 Clairemont Ave.  
Decatur, GA 30030  
404-377-9622
- East Lake Family YMCA**  
275 East Lake Blvd.  
Atlanta, GA 30317  
404-373-6561
- Fayette Outdoor YMCA**  
215 Huiet Rd.  
Fayetteville, GA 30215  
770-254-9622
- Forsyth County Family YMCA**  
6050 Y Street  
Cumming, GA 30040  
770-888-2788
- Robert D. Fowler Family YMCA**  
5600 West Jones Bridge Rd.  
Norcross, GA 30092  
770-246-9622
- Ed Isakson/Alpharetta Family YMCA**  
3655 Preston Ridge Rd.  
Alpharetta, GA 30005  
770-664-1220
- McCleskey-East Cobb Family YMCA**  
1055 East Piedmont Rd. NE  
Marietta, GA 30062  
770-977-5991



- ▲ = CHILD CARE ONLY
- = FAMILY YMCA
- ◆ = PROGRAMS ONLY

- Northeast Cobb Family YMCA**  
3010 Johnson Ferry Rd.  
Marietta, GA 30062  
678-569-9622
- South DeKalb Family YMCA**  
2565 Snapfinger Rd.  
Decatur, GA 30034  
770-987-3500
- Wade Walker Park Family YMCA**  
5605 Rockbridge Rd.  
Stone Mountain, GA 30088  
678-781-9622
- YMCA Academies of South DeKalb**  
2575-A Snapfinger Rd.  
Decatur, GA 30034  
770-987-4666
- YMCA Camp High Harbour at Lake Allatoona**  
685 Camp Harbour Ln.  
Clayton, GA 30525  
770-532-2267
- 40 Old Sandtown**  
Cartersville, GA 30121  
770-532-2267
- Summit Family YMCA**  
1765 East Highway 34  
Newnan, GA 30265  
770-254-9622
- J.M. Tull-Gwinnett Family YMCA**  
2985 Sugarloaf Pkwy.  
Lawrenceville, GA 30045  
770-963-1313
- YMCA/Early Childhood Development Co., LLC Head Start**  
100 Edgewood Ave. NE  
Suite 1230  
Atlanta, GA 30303  
404-420-5800
- The Villages at Carver Family YMCA**  
1600 Pryor Rd.  
Atlanta, GA 30315  
404-635-9622
- Andrew and Walter Young Family YMCA**  
2220 Campbellton Rd.  
Atlanta, GA 30311  
404-523-9622
- Carl E. Sanders Family YMCA at Buckhead**  
1160 Moores Mill Rd.  
Atlanta, GA 30327  
404-350-9292



See More @  
[www.ymcareport13.com](http://www.ymcareport13.com)

**CREDITS**

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