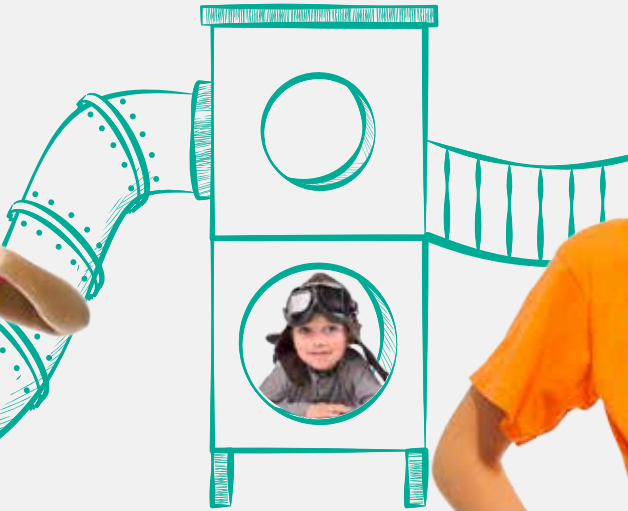




FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# CHAMPIONING COMMUNITIES

YMCA OF METRO ATLANTA  
2014 ANNUAL REPORT





## OUR VISION

Be the organization recognized for bringing people together to champion communities where everyone belongs.

## 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.



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## OUR CORE BELIEFS

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.

## A LETTER FROM MELANIE, ED AND DAVE

Dear Friends,

The YMCA of Metro Atlanta's vision is to bring people together to champion communities where everyone belongs. Communities are nurtured and strengthened in our Ys and in neighborhoods throughout the city.

Volunteers, donors, partners, and staff members are tackling pressing issues by offering access and opportunities to programs and services that meet local needs. Every day we focus on bringing people together, enriching the lives of others, supporting and giving back to our neighbors.

We continue to be guided by 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.

2014 highlights include:

- Honoring Joe Arnold as the Bransby Christian Leadership Award recipient, the YMCA of Metro Atlanta's highest award for exemplary volunteer leadership and service. Joe is a former Y board chair and SunTrust's senior vice president of not-for-profit and government banking;
- Renovating and expanding the Decatur and Cowart Family/Ashford Dunwoody YMCAs;

- Continuing to adapt our signature health and well-being program, THE COACH APPROACH®, to special populations including cancer survivors and those with Parkinson's disease;
- Formalizing our approach to engaging teens and adults in civic activities so they become inspired Y and community leaders;
- Involving more than 685 fundraising volunteers to secure \$3 million in annual campaign financial assistance;
- Enabling 34,278 children, teens, adults, and families with \$5.5 million of assistance for Y programs like academic enrichment, recreation, Head Start, camp, youth sports, and teen leadership development.

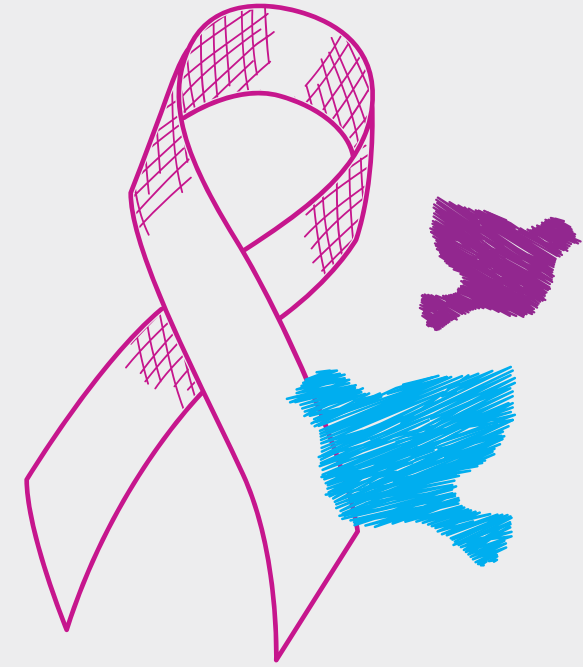
The Y's role is to help people of all ages, abilities and incomes reach their full potential and inspire them to contribute back to their communities. They grow into leaders who strengthen the foundations of our communities. In this annual report, you will meet Janel, David and Beverly. Each is a community champion who embodies the Y and inspires others.

At the Y, everyone can find the support they need for personal growth and for finding meaningful ways to give back and encourage others.

Melanie Platt  
2014 Board Chair

Ed Munster  
President & CEO

David P. Stockert  
2015 Board Chair



# CHAMPIONING A COMMUNITY OF CANCER SURVIVORS

The Winship Cancer Institute at Emory University and the YMCA of Metro Atlanta are restoring hope and regaining quality of life for cancer survivors through **Winship at the Y**. Winship experts trained Y wellness staff to champion a community of cancer survivors by coaching them with specialized exercises tailored precisely for them. The coach tracks the cancer survivor’s feelings, moods and motivation. Together, they set and create an action plan with a long-term outcome for physical activity and restored health.



Janel Green and Coach Lisa

## Meet Janel Green • Decatur Family YMCA

“My life changed in an instant when I was diagnosed with stage 3 breast cancer. I had a perfectly normal mammogram but decided to get an additional MRI because breast cancer runs in my family.”

“Doctors and oncologists are so focused on a treatment and reducing the risk of recurrence. We do not get the attention we need for emotional support or relief for side effects after the treatments. As I left my oncologist’s office one day, I saw a sign for Winship at the Y. **I needed to recover what I lost from the treatment, and I wanted to be better than what I was before.** It was a great opportunity to make those changes in my life.”

“**Lisa, my wellness coach, set me up for success. She has such a positive energy.** She took time to listen to me and what my needs were. She was very understanding, knowing I was recovering from cancer and was not fit before being diagnosed. She encouraged me to keep focusing on how I felt and not on my weight.”

“Now I am cancer free, the mother of an 8-year-old boy, and a champion, resource and supporter for friends and family members. I exercise at the Y five times a week and make health a priority. **Winship at the Y made a significant difference in my life,** and I wish the same for anyone going through a similar experience. It is really amazing!”

Hear more about Janel’s story at [www.ymcareport14.com](http://www.ymcareport14.com)





# CHAMPIONS WHO STRENGTHEN THE FOUNDATIONS OF COMMUNITY

Every day during the school year, thousands of children receive free or reduced priced lunches. During winter and summer breaks, these children may have very little access to food, and the poor quality lacks basic nutrients. To address this need, the YMCA served healthy lunches to children five days a week during school breaks. The **School's Out Lunch Program** relies on donors for food donations and volunteers to assemble and distribute the meals.



## Meet David Pearson • McCleskey-East Cobb Family YMCA

"I wanted our family to participate in the School's Out Lunch Program, especially around the holidays when my children are focused on what they want or what they want Santa to bring. Mainly, **I wanted them to realize we need to focus how we can help other people** – families who aren't as fortunate during this time as we are."

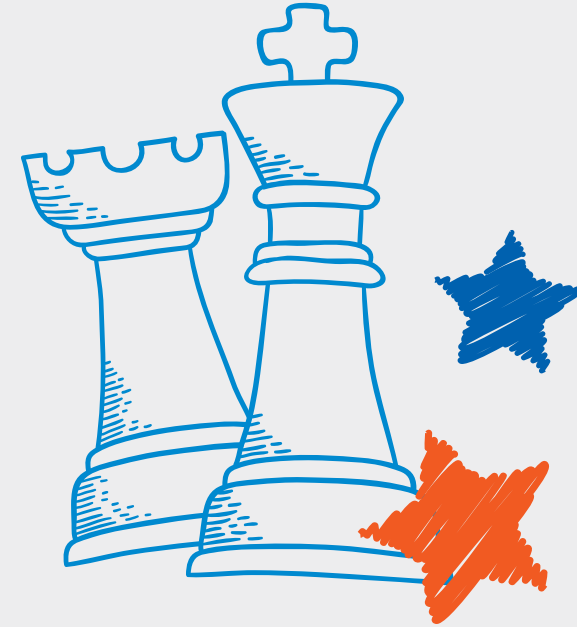
"Our children, especially our oldest daughter, realized having some things she considers a given is certainly not the case for everyone. **It made us step back and realize we need to share what we have, and we need to find more ways to help.** It was emotional to see these kids react, and to know we made a difference at a personal level."

"While delivering the lunches, we realized many of these children did not have coats, something else we take for granted. We sent a request for clothing donations, and **filled two large cars with clothes that we distributed to the families.**"

"In this program you see the immediate benefit and impact. It is a wonderful way to know that during the holidays your time and money are directly feeding children in need. I told my kids: **We are going to help families. We are fortunate. They are not very fortunate right now, but when they are able to help others, they will do the same. It is a continuous circle of giving.**"



Hear from David at [www.ymcareport14.com](http://www.ymcareport14.com)



# A CHAMPION FOR STRONG FUTURE LEADERS

The YMCA Youth and Teen Development Center in the East Lake community is a hub for teenagers to build life-shaping skills in a safe, nurturing environment. From recreational activities to college readiness and leadership development, the center is a place where teens learn from positive role models. The **WHY IT MATTERS Annual Giving Campaign** helps provide scholarships for teens to participate in programs at the Y, in the East Lake community and throughout Metro Atlanta.



## Meet Beverly Banister • East Lake Family YMCA

"I have been actively involved with the Y in this community for more than 20 years. Currently, I chair the East Lake Family Y advisory board. **I was an original board member who supported the vision and strategic plan for a youth and teen center in the East Atlanta community.** This center represents the realization of that vision."

"This facility also represents hope and unlimited possibilities for teens to achieve their dreams. I interact with the young men and women here, and I see the confidence, positive energy and the manner in which they carry themselves. I am inspired by these young people and the bright futures ahead for them."

"A teen advisory board identifies ways to engage and collaborate with other teens in the community. This group has a voice, and their perspectives are valued in the strategic planning and design of programs for teens."

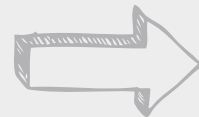
"The teen center is vital to this community, and the annual giving campaign is vital to the center. I am reminded of a Mother Teresa quote: 'I alone cannot change the world, but I can cast a stone across the waters to create many ripples.' As an annual campaign donor to the Youth and Teen Development Center, I know each gift is the stone that can change the lives of youth and teens in this neighborhood."



Hear from Beverly at [www.ymcareport14.com](http://www.ymcareport14.com)



# 2014 COMMUNITY BENEFIT



Through  
**THE COACH APPROACH®**,  
**5,373 ADULTS**  
learned healthy habits  
with research-based  
practices.

**163,158  
HEALTH SEEKERS**  
of all ages were supported  
at 18 community-based  
Ys in 12 counties.

**3,192 CHILDREN**  
were prepared for  
kindergarten at 40 early  
learning sites.

**19,061  
YOUTH ATHLETES**  
learned life lessons on  
and off the field in  
team sports.

**1,582 TEENS**  
served others and  
developed critical life  
and leadership skills.

**4,635  
CHILDREN**  
ages 5-12 used  
after-school hours to  
improve academic  
achievement and reach  
healthier weights.

**4,853  
CHILDREN  
AND TEENS**  
grew more independent  
away from home at YMCA  
Camp High Harbour  
resident camp.

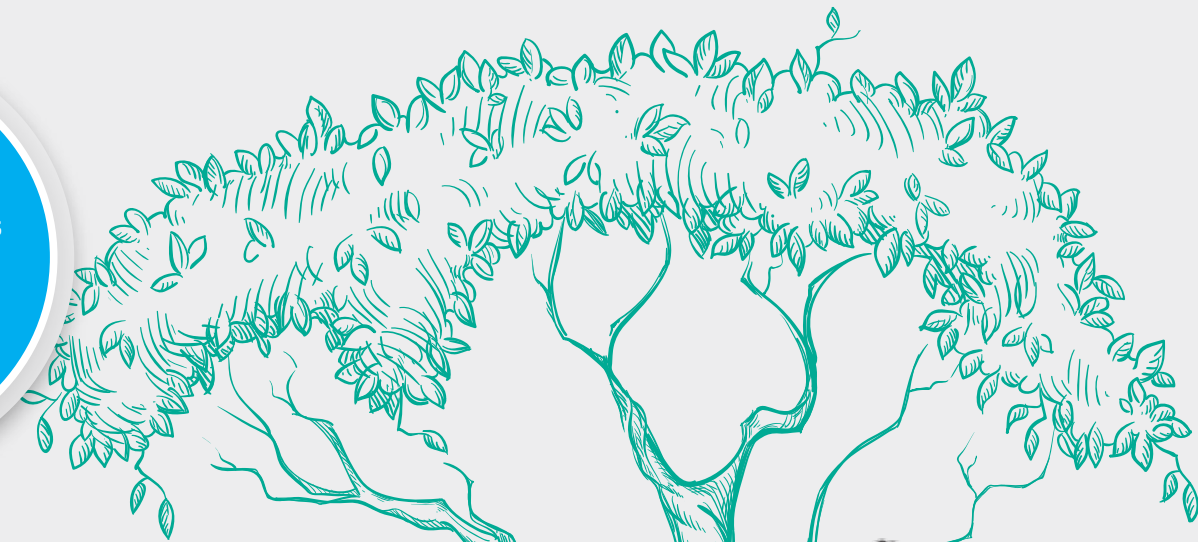
**18,728 YOUTH**  
made friends and  
enjoyed the outdoors at  
summer day camp.

**8,536 individuals  
and 650 organizations**  
were inspired to contribute  
**\$3 MILLION**  
to the annual  
giving campaign.

Created rewarding  
careers for  
**3,201 METRO  
ATLANTANS.**

**4,738**  
program volunteers,  
432 policy volunteers  
and **685 fund raisers**  
developed their civic  
leadership as Y  
volunteers.

**\$21.5 MILLION**  
in federal grants was  
locally distributed.





# STATEMENT OF FINANCIAL POSITION AND ACTIVITIES

## STATEMENT OF FINANCIAL POSITION

As of December 31, 2014

ALL FUNDS	2014	2013
<b>Assets</b>		
Cash and cash equivalents	\$ 8,224,373	\$ 19,222,239
Accounts receivable	2,821,532	2,088,499
Investments	8,035,902	7,275,629
Pledges receivable	686,254	3,002,356
Other assets	1,569,697	1,345,006
Notes receivable	9,520,000	9,520,000
Land, buildings and equipment	246,367,575	241,349,624
Long-term investments	24,972,142	24,517,837
<b>Total Assets</b>	<b>302,197,475</b>	<b>308,321,190</b>
<b>Liabilities &amp; Net Assets</b>		
<b>Liabilities:</b>		
Accounts payable	5,844,797	5,106,144
Accrued expenses and other liabilities	1,636,360	1,094,374
Deferred revenue	7,327,260	7,184,811
Custodial liability	1,118,397	108,571
Notes payable and capital lease obligations	16,775,390	19,206,353
Bonds payable	75,138,224	77,661,543
<b>Total Liabilities</b>	<b>107,840,428</b>	<b>110,361,796</b>
<b>Net Assets:</b>		
Unrestricted	136,521,530	139,429,909
Temporarily restricted	42,717,083	43,937,611
Permanently restricted	15,118,434	14,591,874
<b>Total Net Assets</b>	<b>194,357,047</b>	<b>197,959,394</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 302,197,475</b>	<b>\$ 308,321,190</b>

## STATEMENT OF ACTIVITIES

As of December 31, 2014

ALL FUNDS	2014	2013
<b>Public support</b>		
United Way	\$ 367,298	\$ 373,238
Contributions	17,912,591	20,430,671
Government grants	21,526,307	20,764,542
<b>Total Support</b>	<b>39,806,196</b>	<b>41,568,451</b>
<b>Revenue</b>		
Membership dues	32,627,520	31,489,009
Program service fees	28,512,791	28,059,027
Interest and dividend income	1,461,838	844,786
Other revenue	730,864	793,380
<b>Total Revenues, Gains and Other Support</b>	<b>103,139,209</b>	<b>102,754,653</b>
<b>Expenses</b>		
Program services	95,044,629	93,612,178
Management and general	9,785,622	8,246,966
Fund raising	1,546,527	1,304,621
<b>Total Expenses</b>	<b>106,376,778</b>	<b>103,163,765</b>
Excess of operating revenue over expenses	<b>-3,237,569</b>	<b>-409,112</b>
<b>Non-operating activities</b>		
Gain on sale of fixed assets	199,088	257,887
Unrealized gain/(loss) on interest rate swap	(130,681)	1,499,548
Net unrealized and realized gains on investments	(433,185)	2,190,728
<b>Total non-operating activities</b>	<b>(364,778)</b>	<b>3,948,163</b>
Change in net assets	(3,602,347)	3,539,051
Net assets at beginning of year	197,959,394	194,420,343
<b>Net assets at end of year</b>	<b>\$ 194,357,047</b>	<b>\$ 197,959,394</b>

# YMCA OF METRO ATLANTA BOARD OF DIRECTORS

## BOARD OF DIRECTORS

### BOARD CHAIR

David P. Stockert\*  
Post Properties, Inc.

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SunTrust Bank

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The Home Depot

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GEEARS

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Bank of America Merrill Lynch

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Transwestern

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Equifax, Inc.

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Velocity Ventures, Inc.

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Prudential Capital Group

Kevin Greiner  
Gas South

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Redwood Six

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Milton H. Jones Jr.  
Peachtree Providence Partners, LLC

Sharon James Jordan  
AIG

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Working Buildings

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Children's Healthcare of Atlanta

Phil McGregor  
State Farm Insurance

Neil Metzheiser  
Lockton Companies, LLC

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Council for Quality Growth

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World 50

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Russell New Urban Development

Matthew David Samuelson  
IntegralGude Program Management

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PNC Financial Services Group

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Morehouse School of Medicine &  
CHOA-Hughes Spalding

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Atlantic Capital Bank

Dontá L. Wilson  
BB&T-Branch Banking & Trust Co.

Charles R. Yates, Jr.

\*Executive Committee

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Assurance America Corporation

W.A. Parker Jr.  
Comanche Investment Co.

James Sibley

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Cousins Properties

Harald Hansen

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Cushman & Wakefield of Ga., Inc.

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Manning & Associates

Allen McDaniel  
Citigroup

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Dr. Kenneth Taratus

John Turman Jr.

Robert Turner

## BRANSBY CHRISTIAN LEADERSHIP AWARD

Joe A. Arnold



# VOLUNTEERS & LOCATIONS

## 2014 VOLUNTEERS OF THE YEAR

- Chad A. Smith**  
Arthur M. Blank Family Youth YMCA
- Bob Stansfield**  
Covington Family YMCA
- Meredyth Gaynes**  
Cownt Family/Ashford Dunwoody YMCA
- Chris Culberson and Tammie A. Zeigler**  
Decatur Family YMCA
- Barbara Naylor-Hill**  
ECDC/YMCA Head Start
- Maggie Paynich**  
East Lake Family YMCA
- Melissa and Lex Alexander**  
Forsyth County Family YMCA
- Marilyn Marker Whitmer**  
Robert D. Fowler Family YMCA
- David Cochran**  
Ed Isakson/Alpharetta Family YMCA
- Dan Cushing**  
McCleskey-East Cobb/Northeast Cobb Family YMCAs
- Greg Jones**  
Northwest Family YMCA

- Joanna "Asia" Stawicka**  
G. Cecil Pruett Community Center/ Cherokee Outdoor YMCAs
- Sean Moynihan**  
Carl E. Sanders Family YMCA at Buckhead
- Debra Deberry**  
South DeKalb Family YMCA
- Jason Eaker**  
Summit Family/Fayette Outdoor YMCAs
- Chris Wheeler**  
J.M. Tull-Gwinnett Family YMCA
- Brent Slade**  
The Villages at Carver Family YMCA
- Tamara Rose**  
Wade Walker Park Family YMCA
- Phyllis A. Cole**  
YMCA Academies of South DeKalb
- Kevin Heineman**  
YMCA Camp High Harbour
- Joseph Guerra**  
YMCA of Metro Atlanta
- Ambassador Andrew Young**  
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
- Cownt 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
- Northeast Cobb Family YMCA**  
3010 Johnson Ferry Rd.  
Marietta, GA 30062  
678-569-9622
- Northwest Family YMCA**  
1700 Dennis Kemp Ln.  
Kennesaw, GA 30152  
770-423-9622
- G. Cecil Pruett Community Center Family YMCA**  
151 Waleska St.  
Canton, GA 30114  
770-345-9622
- Carl E. Sanders Family YMCA at Buckhead**  
1160 Moores Mill Rd.  
Atlanta, GA 30327  
404-350-9292
- South DeKalb Family YMCA**  
2565 Snapfinger Rd.  
Decatur, GA 30034  
770-987-3500
- 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
- The Villages at Carver Family YMCA**  
1600 Pryor Rd.  
Atlanta, GA 30315  
404-635-9622

- 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
- 2924 Evans Mill Rd.  
Lithonia, GA 30038  
770-484-1625
- YMCA Camp High Harbour 685 Camp Harbour Ln.**  
Clayton, GA 30525  
770-532-2267
- 40 Old Sandtown  
Cartersville, GA 30121  
770-532-2267
- YMCA Paulding Early Childhood Development Academy**  
55 Hiram Drive  
Hiram, GA 30141  
678-626-0500
- Andrew and Walter Young Family YMCA**  
2220 Campbellton Rd.  
Atlanta, GA 30311  
404-523-9622
- YMCA/Early Childhood Development Co., LLC Head Start**  
100 Edgewood Ave. NE  
Suite 1230  
Atlanta, GA 30303  
404-420-5800
- YMCA Youth and Teen Development Center**  
1765 Memorial Drive  
Atlanta, GA 30317  
404-370-5698



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

See More @  
[www.ymcareport14.com](http://www.ymcareport14.com)

**CREDITS**

**Photographer:** Robin Henson

**Design:** DL Creative

**Project Coordinator:** Gretchen Wilde

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Atlanta, GA 30303

404-588-9622

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