



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

**GROWING  
STRONGER  
TOGETHER**



**YMCA of  
ROWAN COUNTY  
2018**

[www.rowanymca.org](http://www.rowanymca.org)



## Letter from the President

During 2018, the YMCA of Rowan County remained committed to being that one place where everyone belongs and feels welcome. We stayed true to our mission of putting Christian principles into practice through programs that build healthy spirit, mind and body for all. With the help of community partners like Novant Health, Rowan Salisbury Schools, Rowan County United Way and countless others, the YMCA of Rowan County enriched the lives of thousands of families and individuals in the communities we serve.

For 67 years, the YMCA of Rowan County has been making this world a better place, one person at a time. Some people still think of the Y as just a fitness facility. We are much, much more. The Y is a cause driven, charitable organization that strengthens community through youth development, healthy living and social responsibility. Whether it's providing summer day camp to kids who otherwise couldn't afford it, or simply providing a Y membership to a senior on a fixed income, the Y is here when our communities need us.



Successful annual campaigns by the YMCA and Rowan County United Way helped the Y keep its promise of never turning anyone away due to the inability to pay. Because of those efforts, program and membership assistance valued at nearly \$700,000 was provided to those in need. The Y's Annual Campaign provides our volunteers and staff with a great opportunity to reach out as a Christian organization and raise funds for those in need as well as educate our members about the Y as a cause driven organization.

The Staff and Board of Directors continue to be creative in managing a thriving, non-profit organization in Rowan County. In an effort to be more efficient, we continue to partner with neighboring YMCAs as well as other organizations that align with our mission. In addition, we have revamped our Corporate Membership plan and are continuing to seek partnership agreements with several large employers in our county. We launched our YMCA's first Diabetes Prevention Program in 2018 with great success. Even with all of the new initiatives we are undertaking, we still could not survive without the continued support of all of our boards, volunteers and donors. We sincerely thank you for being a Y supporter and we will continue to look to you for leadership and guidance in 2019 and beyond.

Sincerely,

*J. Shane Wolford*

J. Shane Wolford, President  
YMCA Board of Directors



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

## YMCA of Rowan County 2018 Financial Assistance Provided

Membership Assistance.....	\$563,583
Program Assistance.....	<u>\$131,558</u>
Total Financial Assistance.....	<u><b>\$695,141</b></u>

## YMCA of Rowan County 2018 Summary of Financial Operations (\*Unaudited)

### Revenue

Membership .....	\$3,055,743
Program .....	778,766
Shared Resource Income.....	59,661
Contributed Income/Special Events .....	1,070,614
Grants .....	107,137
United Way .....	137,814
Transfer from Maintenance Reserve.....	79,731
Rental Income .....	73,746
Miscellaneous .....	<u>57,475</u>
Total Revenue* .....	<u><b>\$5,420,687</b></u>

### Expenses

Personnel Costs .....	\$2,810,370
Contracted Services.....	244,321
Program Supplies .....	207,524
Occupancy Costs.....	603,462
Equipment Costs .....	102,377
General Admin .....	298,218
National Support.....	77,851
Insurance .....	136,044
Fixed Assets Purchased.....	752,006
Maintenance Reserve Allocation .....	79,200
Debt Service.....	<u>103,329</u>
Total Expenses* .....	<u><b>\$5,414,702</b></u>

Net Operating Income (Deficit)\* ..... 5,985

## 2018 Membership

	Number of Members		Number of Units	
	2018	2017	2018	2017
Salisbury	8618	8517	4397	4455
South	3805	3697	1861	1870
East	4872	5026	2351	2578
Total	17295	17240	8609	8903

# THANK YOU TO ALL OUR 2018 DONORS

## DISTINGUISHED BENEFACTORS

*Fred & Alice Stanback*

*The Cannon Foundation, Inc.*

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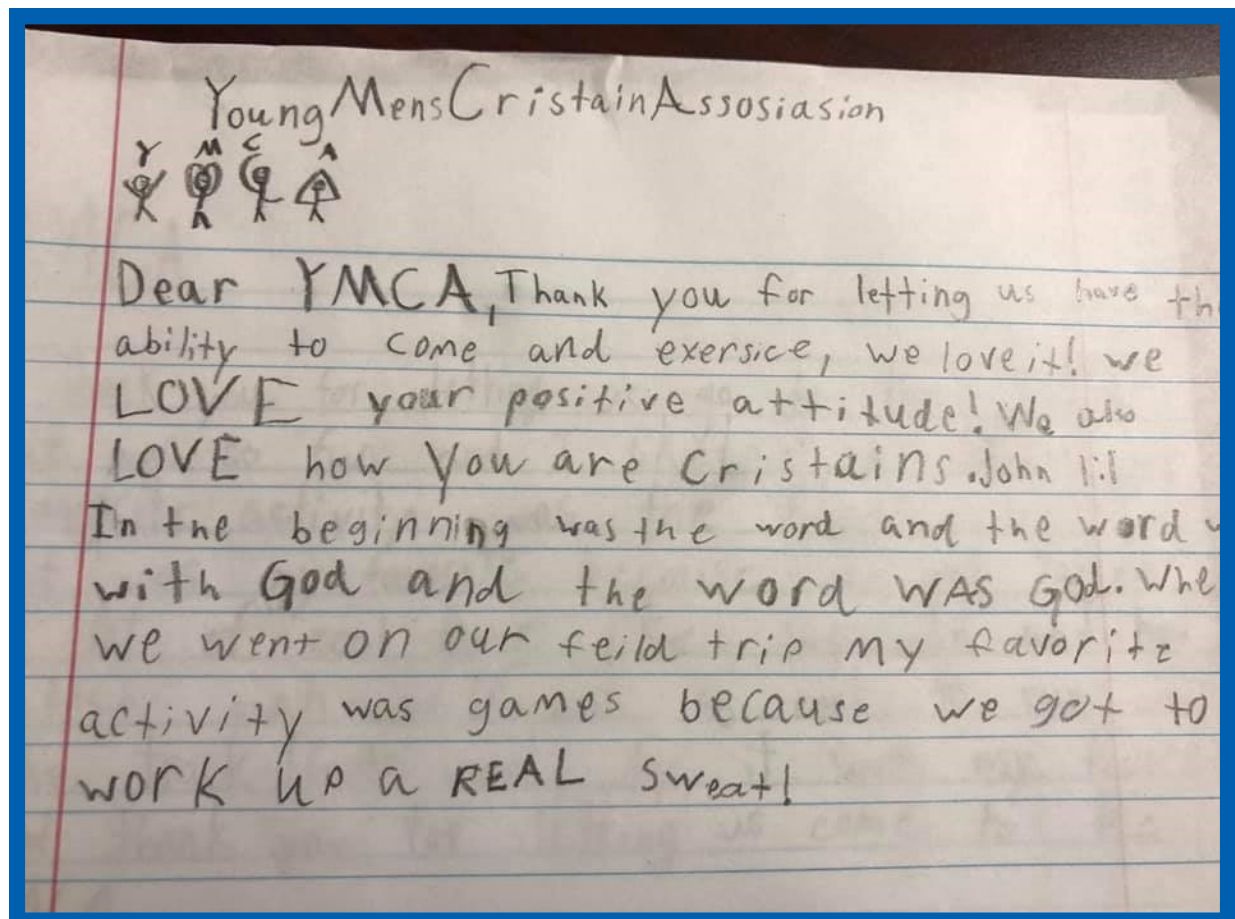
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