

# IMPACT

A newsletter for  
supporters of the  
YMCA of Greater Seattle



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**Senior Vice President and**  
**Chief Development Officer**  
**YMCA of Greater Seattle**

Hello! Thank you for everything you make possible at the YMCA of Greater Seattle. Here, in my first column in Impact, I hope to illuminate the amazing work you are helping accomplish.

As you read through this review of 2017, we hope you feel like you have made an impact. From swim lessons to summer meal programs, the Y now serves 1 in 4 kids and teenagers in Greater Seattle. Whether on a mountaintop, around a campfire, or in a pool, the Y is uniquely positioned to enrich lives while bringing people together.

That's what makes the Y so special. We care deeply about our donors and volunteers and are excited to engage with you in new ways. As an organization, we would not be who we are or where we are without your talents, generosity, kindness, and support. Thank you.

With gratitude,  
Vivian

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## ANNUAL REPORT HIGHLIGHTS

The Y will serve more people than ever including new communities— thanks to the **Opportunities for All** campaign.



The Y provided **34% of its membership base with financial assistance**—more than twice the YMCA's national average.



**Accelerator housed 280 young people at risk of homelessness**, including 137 who secured or maintained long-term housing.



The Y served **227,697 meals and snacks to low-income children, youth, adults, and families**—a nearly 19% increase from 2016.



**28,700 children, teens, and families participated in camp and outdoor leadership programs**— the most in the Y's history.



**1,100 participants** engaged in chronic disease prevention programs.



**3,703 youth, young adults, and their families stayed safe** and connected through counseling and mental health services.



**Over 1,000 participants, 500 volunteers, and 65 community groups participated in Welcoming Weeks** across Y branches to celebrate new Americans.



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

2018

## HEALTH & WELLNESS

2017 was another year of improving access to health and wellness. We saw increased participation in swimming lessons, group fitness classes, and significant growth in membership. This year, 34 percent of our members received financial support. More people than ever before have access to the Y's health, wellness, and community programs, regardless of their ability to pay.

**Our branches continue to grow and tailor programming to address specific health disparities. Pedaling for Parkinson's, for instance, uses cycling to reduce symptoms in people affected**

**by Parkinson's disease. We expanded Actively Changing Together! (ACT!) into neighborhoods where childhood obesity is on the rise. This program helps more children and families learn about nutrition, healthy cooking, and staying active.**

Empowering healthier individuals is incremental work that depends on strong connections to healthcare providers. In 2017, the Y deepened partnerships to expand programming to help King County residents lead healthier, happier lives.



The LIVESTRONG® at the YMCA program continued to help cancer survivors heal in spirit, mind, and body.

## CREATING EQUITABLE COMMUNITIES

Every branch of the YMCA of Greater Seattle lives a commitment to building inclusive, equitable communities. As King County's immigrant communities grow, it's essential that the Y continues to develop programs that meet diverse needs and expectations.

This year, the Northshore and Matt Griffin branches piloted successful New American Welcome Centers, which not only brought new immigrants into the Y and provided a safe, welcoming space, but also gave them an opportunity to tell Y branches how to better meet their needs. Direct input from the Muslim

community at Matt Griffin's Welcome Center turned into a series of popular after-hours women-only swim nights and exercise classes.

**All 13 Y branches held two events to highlight our communities' diversity: Welcoming Week and Heritage Month. From fashion shows, to dance classes, to delicious home-cooked meals, each event offered a variety of programs and activities to celebrate different cultures. In addition, Bellevue and Matt Griffin Ys held giant Birthday Bashes on January 1 – the birthday the U.S. State Department assigns to refugees who have no birth records.**



## OUR MISSION

Building a community where all people, especially the young, are encouraged to develop their fullest potential in spirit, mind, and body.

### OUR LEADERSHIP TEAM

**Robert B. Gilbertson, Jr.**  
President/CEO

**John Lamb, SVP**  
Chief Financial Officer

**Vivian Shannon, SVP**  
Chief Development Officer

**Marcia Isenberger, SVP**  
Co-Chief Operating Officer

**Amanda Gayles, SVP**  
Chief Human Resource Officer

**Alonda Williams, SVP**  
Chief Marketing Officer

**Jeff Rainey, SVP**  
Co-Chief Operating Officer

**Wendy Bart, SVP**  
Chief Membership & Health Officer

## NURTURING THROUGH NATURE

In 2017, the Y provided more opportunities for young people and their families to spend time outside. In the Boys Outdoor Leadership Development (BOLD) and Girls Outdoor Leadership Development (GOLD) programs, teens worked together while taking on physical and technical challenges in the wilderness alongside peers from different backgrounds. Whether it was a middle schooler's first night outdoors at Camp Colman or a high schooler on a weeklong backpacking expedition in the North Cascades, more kids participated in overnight and day camp.

**In 2017, the Y introduced several new programs designed to increase community representation in camping experiences. Programs like the first-ever African American Males Weekend (a partnership with 100 Black Families), as well as LGBTQ and Islamic Family Camps, were successful, drawing hundreds of children and their families.**



## SUPPORTING BRIGHTER FUTURES

The Accelerator Y offers holistic trauma-informed services including housing, education, employment, violence prevention, and counseling to 7,000 young people and their families each year.

Accelerator Y provided housing to more young adults than any other organization in King County through programs that address the root causes of homelessness. 1 in 3 youth experiences homelessness within a year of aging out of foster care. In response, the Y partnered with Youth Villages to create YV LifeSet. This program provides ongoing support to young adults aging out of foster care as they transition into independence.

In 2017, 86% of young people served through YV LifeSet were stably housed one year post-services.

**The Y responded to the gap in mental health services in our communities by placing a behavioral and mental health counselor at our Sammamish branch. The success of this program has provided momentum to expand services to other branches.**

Everything the Accelerator Y accomplished in 2017 reinforces a central tenet of the Y's mission: to do whatever it takes to help all people reach their fullest potential.



**IMPACT** is a publication of the YMCA of Greater Seattle to inform donors and friends of the Y on the impact their support makes. If you have questions or wish to update your information for the mailing list, please contact the Financial Development Office at [give@seattleyymca.org](mailto:give@seattleyymca.org) or call 206 587 6115



## HUNGER

When school's out, 1 in 3 kids in Seattle goes hungry. This year, every child and teenager who came to the Y for a summer program received a free, healthy meal. The Northshore branch piloted a Totes-to-Go program, where anyone can stop by the Y and pick up a lunch.

The Y participated in a county-wide coalition focused on closing the hunger gap and, through partnerships with

nonprofit leaders, was able to provide almost 228,000 meals.

In 2018, with funding from the **Opportunities for All** campaign, the Y will continue expanding its free meals services for children and families.



## CELEBRATING MILESTONES

### A Y FOR SAMMAMISH: A COMMUNITY BLOSSOMS

The Sammamish Community Y celebrated its first anniversary in 2017! In addition to adding new programs, the branch built a robust teen leadership program and has provided a first-time job to more than 100 teens. The branch also hired a mental health counselor, the first of its kind. The Y has become the place where the Sammamish Community gathers; it serves over 25,000 people.

### WEST SEATTLE Y EXPANSION: FAMILIES, HEALTHY LIVING, AND FUN

Additions to the West Seattle branch that were completed in 2017 support families and their wellness goals like never before through a new Kids Zone, the Healthy Eating Kitchen, and additions to the gym. The **Opportunities for All** campaign is creating fun new ways for the entire community to stay healthy and happy.



## LOOKING AHEAD

### BREAKING GROUND IN KENT

This July, the Y broke ground on a new 50,000-square-foot branch in Kent that will serve 15,000 people, reaching South King County where there is an increased need for youth and family programming.

### EXPANDING THE UNIVERSITY BRANCH AND SERVING MORE FAMILIES

The **Opportunities for All** campaign will build a new, bigger, full-service University Family Y that will replace the existing structure in the University District.

### A HEALTHY KIDS CAMPUS IN AUBURN

The Healthy Kids Campus will add an indoor activity museum, covered outdoor playgrounds, and a new-and-improved

outdoor space with a low-ropes course, amphitheater, and space for group programming.

### THE FIRST NEW CAMP IN A CENTURY

In 2017, a local foundation awarded the YMCA of Greater Seattle a \$3 million grant, part of which will support the New Overnight Camp capital project. This gift provided the amount necessary to purchase property and begin development of a new outdoor overnight camp in a beautiful mountain setting. It's the first new YMCA of Greater Seattle camp in nearly 100 years.



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