



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

NEW LOOK SAME MISSION



2010 Annual Report
YMCA of the Capital Area

OUR CAUSE:

The Y is a powerful association of men, women and children of all ages and from all walks of life joined together by a shared passion: to strengthen the foundations of community.

With a commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility, the Y ensures that every individual has access to the essentials needed to learn, grow and thrive. Anchored in more than 10,000 neighborhoods around the country, the Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.

Though the world may be unpredictable, one thing remains certain- the Y is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families and communities.

OUR MISSION:

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

OUR VOICE:

**NURTURING
GENUINE
HOPEFUL
DETERMINED
WELCOMING**

OUR VALUES:

**CARING
HONESTY
RESPECT
RESPONSIBILITY**



FOR YOUTH DEVELOPMENT
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WELCOME
THANKS FOR THE HELPING HAND!



The theme for this year's annual report is "New Look, Same Mission." For the first time in 43 years the National YMCA movement has unveiled a redesign of our brand. The new strategy, which includes a new logo, is designed to help us tell the Y's story and reach more people across our great nation.

Our YMCA is not changing. We are clarifying our mission, defining our cause and strengthening the foundations of our community, so the good work prevails.

Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive. Our new strategy will help us better communicate how we bring our Christian mission to life every day.

For more than 94 years the YMCA of the Capital Area has provided new opportunities for members, participants and the entire community to be a part of something wonderful.

The Y is a place where relationships are developed, programs are delivered, and memories are made.

Our focus has been and will always be to nurture the potential of youth and teens for Youth Development, to improve our communities health and well-being for Healthy Living, and to give back and provide support to our neighbors through Social Responsibility.

This organization is more than ever, your organization. The Y is still the same Christian, mission driven, charitable organization that you have known and supported for many years.

Thank you for being a part of this great family. We are grateful for each and every Y volunteer.



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LET US RE-INTRODUCE OURSELVES

A Message from Leadership

The Y is a catalyst for changing individuals and communities in a positive way. It always has been. We've identified our core competencies and are re-tooling our message to bring clarity to all we touch... for kids, for community, for social responsibility.

Our mission is the same... the way we communicate the Y values has been refined.

**Bob Jacobs
CEO, YMCA of the Capital Area**

**Ann Forte Trappey
CVO, YMCA of the Capital Area**



Youth Development: Nurturing the potential of every child and teen.

The Y believes that all kids deserve the opportunity to discover who they are and what they can achieve. That's why, through the Y, millions of youth today are taking a greater interest in learning; making smarter life choices; and cultivating the values, skills and relationships that lead to positive behaviors, the pursuit of higher education and goal achievement.

More than 1,000 Louisiana teens participated in Youth and Government and received the Premier Delegation Award at the National Youth and Government Conference.

100% of graduating seniors in the Black Achievers program enrolled in college. Their average ACT score was 23, which is 3 points higher than Louisiana's average.

35 teens attended the Christian Values Conference.

More than 500 kids participated in the Kid Fit and Healthy Kids Day programs.

The Y served 18,457 children in childcare programs, 11,074 children in summer camp and 7,383 children in before and after school care.

558 children participated in Y swim teams.

11,947 children participated in teen programs at the Y.

17,301 children participated in Y youth sports such as basketball, volleyball, soccer, baseball, T-ball, flag football and tackle football.



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**ENSURE A BRIGHTER FUTURE
FOR YOUTH DEVELOPMENT**

2010 Accomplishments



Healthy Living: Improving the nation's health and well-being.

In communities across the nation, the Y is a leading voice on health and well-being. With a mission centered on balance, the Y brings families closer together, encourages good health and fosters connections through fitness, sports, fun and shared interests. As a result, millions of youth, adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

The Y's Senior programs saw an increase in participation by 40%.

Adult Swim Lesson participation experienced a 50% growth.

The Community Shape Up program provided free health and wellness seminars to more than 1,000 participants.

The ActivTrax system was installed at four of the Y's locations.

The Y was selected as a "Family Favorite" for Baton Rouge Parents Magazine in the category of Family Fitness Center.

The Y offered more than 30 free seminars for Women's Week.

The Y participated in more than 120 community health fairs.

975 people completed the Ropes Course Challenge.

The Y served 1,153 participants in adult sports.

Tennis had increased participation with 11,400 people getting involved with Y tennis programs.

3,170 kids, adults and seniors learned to swim at the Y last year.



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**ALWAYS HERE
IN OUR COMMUNITY
FOR HEALTHY LIVING**

2010 Accomplishments



Social Responsibility: Giving back and providing support to our neighbors.

Across the country, the Y helps people give back and assist their neighbors by offering them opportunities to volunteer, advocate and support programs that strengthen community.

The Y steps in to provide help and support in many ways throughout the year.

The Youth Outreach program at SAIA Park provided 1,350 free meals to children during the school year.

Over 1,400 children were served through additional youth outreach programs.

The Bicycle Ministries program repaired over 270 bikes and distributed 107 bikes to the homeless in our community, an increase of 78% from the prior year.

The Homeless Outreach program provided 970 barrels of clothing, toiletries and other donated items to the homeless in our community.

Collectively, our Homeless Outreach program served over 5,500 individuals.

The Cancer Survivor Water Exercise Class participation experienced a 20% growth.

The Y provided 84 free swim lessons.

The Splash Program provided free swim safety skills to 12 elementary schools.

Changing Lives Campaign scholarships provided financial assistance to many people in need.

Participant numbers are:

1,677	Childcare
344	Swim Lessons
961	Youth Sports
768	Memberships
515	Senior Memberships

Contributions from Y supporters made all this possible.

The Y served 13,392 kids, adults, families and seniors through Y membership benefits.

2,741 families spent more time together through Y family programs.

Y senior participation increased to 2,828 seniors served.



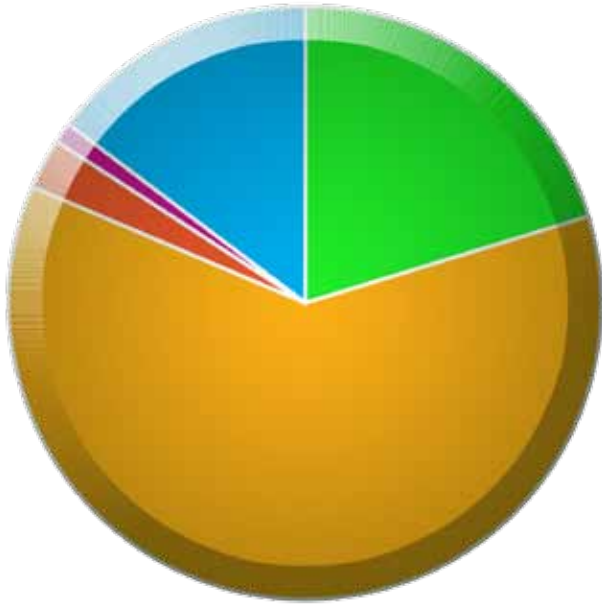


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BUILDING A BETTER COMMUNITY WITH SOCIAL RESPONSIBILITY

2010 Accomplishments





Revenue

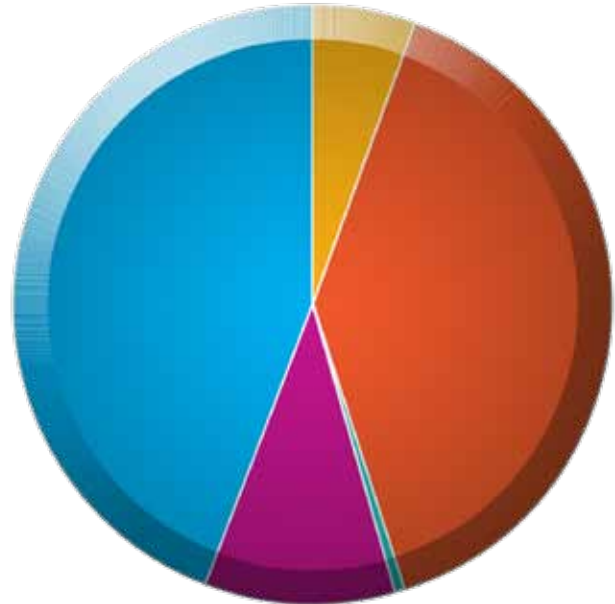
\$12,931,817

Program Fees	\$2,676,427
Membership	\$7,873,658
Changing Lives Campaign	\$362,436
United Way	\$131,135
Other	\$1,888,161

Expenses

\$12,927,723

Black Achievers Scholarship	\$9,800
Supplies	\$710,559
Salaries and Related	\$5,184,122
Contractual Services	\$1,324,705
Other	\$5,698,537





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A STRONG FOUNDATION

2010 FINANCIAL REPORT



Gloria Wall McClelland is a stand-up volunteer. In 2010 she chaired the 2010 Changing Lives Campaign for the A.C. Lewis YMCA. As is the case with all great leaders, she built a leadership team that was focused, determined and responsive to the Y values. Her dynamic, high-energy style was an inspiration to all volunteers who worked for the Changing Lives effort.

Gloria gave generous contributions both personally and through her business, Go Physical Therapy. Focusing her efforts on the Chairman's Roundtable paid significant dividends for the branch. Gifts over \$1,000 increased from 16 to 26, a 38.5% jump! This was a key component to the campaign's success in 2010 and it has created an increase in capacity for future campaigns.

Overall, contributed support for A.C. Lewis increased 29.8%. Through her other fundraising efforts, Gloria was able to position the A.C. Lewis YMCA as a major beneficiary of the Baton Rouge Beach Marathon, which has generated \$23,000 over the past three years and has helped to support the scholarship fund.

Gloria is always the first one to volunteer to help in any situation. She brings a wealth of energy and great ideas to every project and gives 100% of herself to see those ideas come to fruition.

Thanks Gloria, from all your neighbors and friends in the Y community.



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**MYRON FALK
FUNDRAISING AWARD**

Gloria Wall McClelland, 2010 Recipient



Jim Richard has been a YMCA member for more than 10 years. He served on the Charles W. Lamar Jr. Board of Directors from 2007 to 2010 and for one of those years was Program Committee Chair. He was instrumental in launching the Outreach Program for the Blind, riding a tandem bicycle weekly with member Phil Templet downtown.

If that weren't enough, during Jim's service, the Charles W. Lamar Jr. YMCA began a Saturday Youth Outreach program to serve the children of the Melrose area. Jim admits that he wondered what sort of impact this program could make on kids in his community. So, one Saturday he decided to go and see for himself. He became convinced it was indeed a worthy cause and saw an opportunity to get involved and get results.

He, along with board member Rick Volland, spearheaded a field trip for the program participants to have a private breakfast at Stroube's Chophouse. There, they applied their newly learned table manners and began working on

socialization and place setting skills, sparking an interest in how they might enter the workforce in a new way.

During that summer, the coordinator relocated and its future was in jeopardy. Jim decided to step into the role of volunteer program coordinator. Each week, he shops for food for the children and acts as a liaison between other agencies and the YMCA.

This past holiday season, Jim spotlighted some of the at risk kids in the program on the Charles W. Lamar Jr. YMCA's Christmas tree and members responded with both gifts and donations. He was able to purchase presents for all of the youth participants. Jim is a real example of seeing, believing and getting involved.

Jim, thanks for being a living example of Y values!



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**EDWARD D. GRANT
VOLUNTEERISM AWARD**

Jim Richard, 2010 Recipient



The mission of the East Baton Rouge Redevelopment Authority is to transform the quality of life for all citizens who live, work and play in East Baton Rouge Parish by returning blighted properties to productive use, fostering redevelopment through facilitating partnerships, and creating a vibrant, globally competitive community while preserving the character of place.

Through the East Baton Rouge Community Development Entity, a partnership between the City-Parish and the East Baton Rouge Redevelopment Authority (RDA), the RDA provided a \$6.1 million allocation of New Markets Tax Credits to support the construction of the ExxonMobil YMCA.

The ExxonMobil YMCA was the first project to receive funding with the New Markets Tax Credits.

This \$6.1 million allocation resulted in approximately \$1.1 million in equity that was contributed to the project. This equity allowed the Y to fully finance the project without having to solicit additional gifts to cover the gap in financing.

The 2010 Red Triangle Award goes to EBRRDA for their pursuit of a great mission, and support of the Y.



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Red Triangle Service Award

**East Baton Rouge
Redevelopment Authority,
2010 Recipient**



**EAST BATON ROUGE
REDEVELOPMENT
AUTHORITY**

Chairman's Club **\$ 1,000—\$2499**

AT&T
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Organization
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Thompson Building Energy Solutions
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Woodson Inc.
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Benefactors Club **\$2500—\$4999**

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Cox Communications
Deltacom
Enterprise Rent-A-Car
JaniCare
JC Penney
Joseph Delpit
Merrill Lynch
Trafficking Hope
Wal-Mart Neighborhood Market

Founder's Club **\$5,000 and up**

Albemarle
Baton Rouge Beach Marathon
Dow Chemical Company
GMFS
Louisiana Tennis Association
River Road Coffees



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Coca-Cola



Gerry Lane

Enterprises



ExxonMobil

2I2I design



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SPECIAL THANKS:

2121 Design
Kirk and Francelle Theriot
American Audio Visual, AV
Kristen Hogan, Marketing Director
Megan Johnson, Marketing Intern



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2010 BOARD OF DIRECTORS





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**C.B. Pennington, Jr. YMCA
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225 612 9622**

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225 687 1123**

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225 906 5424**

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