



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

UPHOLDING OUR MISSION

YMCA OF GREENVILLE ANNUAL REPORT

2010 was another year of growth and change at your YMCA. However, as always, change and growth were forged within the context of our abiding mission.

In January, we celebrated the community-wide Activate Upstate event for the final time. It had been a glorious six-year run, started initially as Shrinkdown, but its ending meant the launch of a significant, new endeavor for a healthier community – LiveWell Greenville.

LiveWell takes the “lose weight, get active” message of Activate out to the communities. Through many partnerships, its purpose is to assist communities to address the barriers that many people face in their journey to healthier living: access to healthy foods, access to parks and recreation, pedestrian and bike safety, and other issues that impede our progress as a community to get more exercise and eat a healthier diet. LiveWell is funded largely through a grant from the Robert Wood Johnson foundation and the Y is very proud to be the host organization. We hope everyone in Greenville will check out the tremendous work that LiveWell is doing and join in their efforts.

In 2010, we also expanded our on-going partnership with the Greenville Hospital System University Medical Center. Together we created the PATH Membership. This new membership category provides you with membership in all four Y branches and with the GHS Life Center – at one affordable price. PATH allows us to serve individuals, families and corporations with multiple access points for health and wellness and the best resources and tools to stay healthy.

In August, we became a part of the Y of the USA’s long-anticipated branding re-vitalization. The energy from this effort and the increased clarity of purpose has made a real difference in how we think of ourselves corporately and how we organize our thinking and planning. Yes, the new colorful logos are exciting and energizing, but the focus on Youth Development, Healthy Living and Social Responsibility is driving our Y culture and ultimately our service to our members in a very positive way.



Like any human service organization, we are always on the lookout for new programs, classes and equipment that will help our members achieve their goals. Last year, we added Hydrocycling, boxing, and Body Combat to our wellness portfolio and Kaplan tutoring to our Teen Center program. In addition, we increased the number of wellness classes for youth. We strive to be the “go to” wellness resource for all segments of our community.

The most exciting change and growth came in the fall when the opportunity arose for us to acquire a new facility on Brookwood Point Place in Simpsonville. This beautiful, expansive, well-appointed facility has had the effect of doubling our membership in Simpsonville! The Greenville Hospital System donated \$1 million for the naming rights to what is now known as the GHS Family Y.

In spite of a challenging economic environment, the Y was also successful in 2010 in raising a record amount for our Open Doors scholarship program – \$622,922. This generosity is the direct reflection of our members’ and our community’s belief in the importance of what we do: the YMCA of Greenville, following the example of Christ, builds healthy spirit, mind and body for all. It is because of you that we are able to uphold our mission and continue on our upward path of service to all of Greenville.

Scot L. Baddley
 President and CEO
 YMCA of Greenville

ANNUAL REPORT SUMMARY FOR YEAR 2010

		<u>2008 Actual</u>	<u>2009 Actual</u>	<u>2010 Actual</u>
Public Support & Revenue	Contributions	\$694,685	\$725,835	\$838,384
	Grant Revenue	205,217	179,163	240,442
	United Way	211,153	209,705	155,270
	Total Public Support	\$1,111,055	\$1,114,703	\$1,234,097
	Membership Fees	4,598,506	5,345,434	5,714,989
	Program Fees	4,846,159	4,579,181	4,681,133
	Other Revenue	640,999	491,780	446,682
	Total Public Support & Revenue	\$11,196,718	\$11,531,098	\$12,076,901
Expenses	Membership & Program Services	\$7,389,028	\$7,239,019	\$7,741,187
	Management & General Expenses	3,816,976	3,576,758	3,444,391
	Fund-raising	179,850	219,238	387,819
	Total Expenses	\$11,385,854	\$11,035,014	\$11,573,397
	Net	(\$189,135)	\$496,084	\$503,504

The YMCA of Greenville understands that in order to achieve our mission – to bridge communities and strengthen all – we must be prepared for today while planning for our tomorrows. For example, in 2010 a unique facility opportunity presented itself that will allow us to serve more people than ever before, for many years. The YMCA was financially ready to embrace it by being in a very strong liquidity, debt-load, and Net Asset position. The opportunities of 2010 were planned for years ago, and the foundations for meeting future opportunities are being built today. That is how the YMCA “builds a healthy spirit, mind and body for all.”

Joel Scheving
 Chief Financial Officer