



GREATER AUSTIN



**KEEPING GREATER™
AUSTIN**
COMMUNITIES STRONG

OUR 2024 IMPACT & 2030 VISION



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GREATER AUSTIN

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KEEPING GREATER™ AUSTIN COMMUNITIES STRONG



139,000+

More than
139,000 members &
program participants
served in 2024

1 in 10

individuals, families
and children rely on
financial assistance for
Y membership



40% of all Greater
Austin Y financial
assistance supported
summer camps and
afterschool care



\$1M

\$1,000,000
in financial assistance
provided for afterschool
& summer camp,
helping Greater Austin
parents work with peace
of mind

IMPROVING QUALITY OF LIFE

★ IN 2024 ★



nearly
8,000

kids are safer in the
water thanks to
swim lessons and
Project S.A.F.E



nearly
4,500

children participating
in youth sports
programs

1 in 5

students in Greater
Austin Y afterschool
programs receive
financial assistance



\$2.5M

Over \$2.5M in
financial assistance
supporting
membership, summer
camp, swim,
counseling and more



For All.



GREATER AUSTIN

PURPOSE: We are elevating quality of life in Greater Austin by boldly expanding access for all children, adults, families and seniors in our dynamically growing community.

We believe everyone deserves access to quality programs that are keeping our community strong, from babies learning to seniors thriving.

We are a proud 501(c)(3) nonprofit organization, providing financial assistance & expanding access to the Y FOR ALL in our community.



**Thoughtfully
Inclusive**



**Uniquely Designed For
Every Phase of Life**



**Places You Can Be,
Belong and Become**

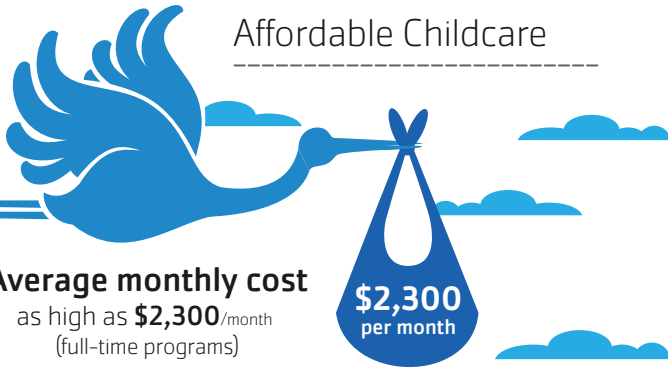
KEEPING GREATER AUSTIN COMMUNITIES STRONG

Why it Matters

We are elevating quality of life in Greater Austin by boldly expanding access for all children, adults, families, and seniors in our dynamically growing community.

01

Parents Lack Affordable Childcare



Average monthly cost as high as **\$2,300/month** (full-time programs)

*Data provided by **Brightwheel**

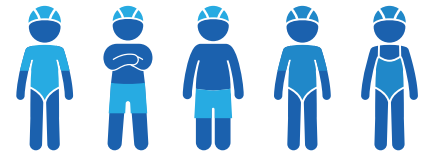
02

We Need All Children Safe Near Water



88% OF CHILDREN WHO DROWN are under some form of supervision

60% OF YOUTH DROWNING incidents occur within 10 ft of safety



*Data provided by **SAFE Kids Worldwide**

03

Children Need Sports or Play

SOCIAL BENEFITS

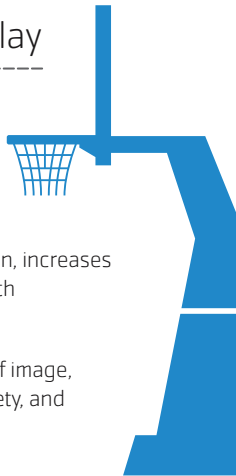
Builds teamworking skills, discipline, accountability and self-motivation

PHYSICAL BENEFITS

Lowers BMI, aids in diabetes prevention, increases bone density and improves heart health

PSYCHOLOGICAL BENEFITS

Improves academic performance & self image, reduces feelings of depression & anxiety, and promotes a sense of well-being



04

Teens Need Meaningful Jobs



Greater Austin YMCA is one of Austin's top employers and a favorite first job for young people

Through these experiences, teens learn to communicate effectively, and gain valuable leadership skills



05

Adults Need Fitness for Overall Wellness

PHYSICAL ACTIVITY...

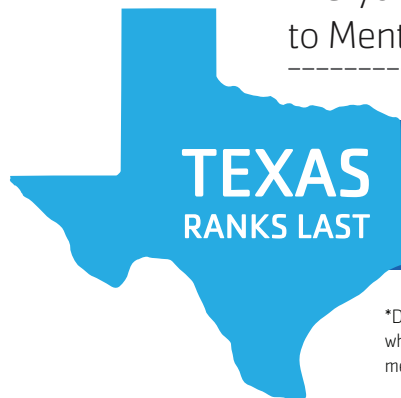
- HELPS** build strong bones & muscles
- PREVENTS** cognitive decline
- ENCOURAGES** healthy aging
- PROTECTS** from chronic disease & cancer



*Data provided by the **World Health Organisation**

06

Everyone Deserves Access to Mental Health Care



In mental health care in the U.S. seven key metrics were considered, including access to support & resources.

*Data provided by a 2024 report by **Forbes** which breaks down each states' rankings for mental health care in the U.S.

KEEPING GREATER™ AUSTIN COMMUNITIES STRONG



What We Do...

Community Benefit Pillars	Youth Development	Future Workforce Development	Healthy Living	Mental Wellness	Community Resilience
Focus Areas	Childcare & Early Education	1st Meaningful Job for Teens	Health, Wellness & Fitness	Individual counseling	Basic Needs For All
	Afterschool Care	Teen Programming	Sports & Recreation	Couples counseling	Affordable Housing
	Swim, Sports & Play	Youth & Government	Family Time	Family counseling	Disaster Support
	Camp	Education & Training	Supporting Life Challenges	Child counseling	Healthy Planet

Generations of Impact

For nearly 75 years, the Greater Austin YMCA has evolved to address each community's greatest needs. From an expecting family searching for child care to seniors playing pickleball, the Y touches every phase of life and nurtures happier, healthier people, a stronger community and a better world.

\$2.5M

Over \$2.5M in financial assistance supporting membership, summer camp, swim, counseling and more

1.2M+

More than 1.2 Million people live within 5 miles of one of our 8 fitness & wellness centers

139,800

More than 139,000 members & program participants served in 2024

74,240

Nearly 75,000 hours of childcare annually at 6 early learning centers, 60 afterschool sites, 20 camps, and 7 drop-in care locations



KEEPING GREATER AUSTIN

Dear Friends,

In a region evolving as rapidly as Greater Austin, the idea of “keeping” takes on special significance. It implies consistency, dependability and an ongoing commitment to learn, grow and innovate. “Keeping Greater Austin Communities Strong” is what we are all about.

Today, we are elevating quality of life in Greater Austin by boldly expanding access FOR ALL – children, adults, families and seniors – in our dynamically growing community. Surrounded by so much change, the Y matters more than ever because:

- **Parents lack affordable childcare:**
That’s why we’re opening YMCA Tomorrow Academy early education centers across the community to serve up to 1,000 children by 2030.
- **Children need to be safe near water:**
That’s why we continue investing in YMCA Project SAFE, teaching more than 25,000 area kids for free since 2009 and maintaining our role as the region’s leading swim instructor.
- **All kids need sports or play for physical, psychological & social benefits:**
It’s why our Youth Sports leagues create welcoming, inclusive environments where nearly 4,500 kids annually learn fundamentals that start their path to a lifetime of fun, friendship and health annually.
- **Teens need engaging ways to build skills:**
As one of the region’s largest youth employers, we hire more than 600 teens into their first jobs and help develop leadership skills through hands-on programs like YMCA Youth and Government.
- **Adults need fitness for overall wellness:**
As we age, exercise becomes critical in preventing chronic disease, reducing stress and improving well-being.
- **Everyone deserves access to mental health care:**
By scaling Greater Austin YMCA Counseling across our service area, we are meeting people where they are to help them find new ways to thrive in an ever-changing world.

Yes, Greater Austin is changing. But through it all, bedrock pillars of community like the Y help ground us. We provide stability and a solid foundation from which we ALL can grow to our full potential.

We truly are Keeping Greater Austin happy...healthy...and strong.



**Reagan Nash, Chair
Metropolitan Board of Directors
Greater Austin YMCA**



**Kathy Kuras
President & CEO
Greater Austin YMCA**



**President & CEO Kathy Kuras
with Colleen and Jim Clark of
The Schmetterling Foundation**



**Board Chair Reagan Nash with
President & CEO Kathy Kuras**

2024 TRIANGLE SOCIETY

Named after the YMCA's enduring symbol—the equilateral triangle representing mind, body and spirit—the Triangle Society honors individuals deeply committed to the Y's purpose and values. Inspired by Dr. Luther H. Gulick's vision of holistic personal development, the Society recognizes donors whose generosity helps individuals, kids and families from diverse backgrounds achieve lifelong success. Through philanthropic investment, the Y provides vital programs and services that nurture the whole person and strengthen communities, expanding access for all in Greater Austin.

Triangle Society membership is granted to donors contributing \$1,000 or more annually (Jan. 1–Dec. 31) and is renewable each year.

Guadalupe Circle \$10,000 – \$24,999

JaNet Barkley Booher
Daniel Hogberg

Ellen Sauer
Tres Grace Family Foundation

Christy & Christine Yonge
Anonymous (1)

Roble Vivo (Live Oak) Circle \$5,000 – \$9,999

Mariko Boswell
Denise Funk
The Gervase Family

Kate & Ty Henderson
Evan Johnson
Kathy Kuras

Mary Pacey
Sean Taylor
Bert West & Linda Watkins

Mitch & Jeannette Young

Bluebonnet Circle \$2,500 – \$4,999

Ted Barnhill
Jeremy & Jennifer Blackman
Blaine & Sonja Brunson
Susan Burton
Andy & Maureen Carlson
Kyle Carroll & Joseph McCombs

Carlos & Catherine Greaves
Sam & Marcy Greer
The John C. Griswold Family Foundation
Jim & Susan Houchins
Sharmila Kassam
Britta & Matthew Klucznik

Reagan & Suzanne Nash
Kierstan & Carlton Schwab
Mark & Lisa Stuckey
Randy & Ann Teich
Andrew Wiggins & Sarah McElvain
Anonymous (3)

Jeff Bomer Legacy of Giving Circle

This legacy of giving circle is named after a dear friend, volunteer and donor of the YMCA, Jeff Bomer. Jeff served the Greater Austin YMCA from 1973 until November 2017. Before his passing, we presented him with this small tribute to his service. We hope to keep his philanthropic spirit alive through this giving circle. Eligibility for the Jeff Bomer Legacy of Giving Circle is granted to all individuals and families that have contributed \$100,000 or more to the YMCA over time. Special lifetime recognition is provided to members of the Jeff Bomer Legacy of Giving Circle.

Lifetime Giving Recognition \$100,000+

Thad & Laura Avery
Robert & Margaret Ayres
Thomas & Teresa Bergstrom[†]
Jeff Bomer[†]
Jim & Colleen Clark
Michael & Susan Dell
Bob & Rita Digneo

Scott & Sally Follett
Susan Henricks
Catherine & Andy Hines
Douglas Kadison
Jeff & Gail Kodosky
Marco Leal
Mark Olmstead

Jean Olson[†]
Thom & Kerry Parker
Nelson Puett
Hamilton Rial
Larry Smith
Mary C. & Bob Rizzo
Donna Stockton-Hicks

Carl Stuart
Jane Wallace
Suzanne & Marc Winkelman
Yonge Foundation

[†] While these donors are no longer with us, their impact continues to live on in our community.

2024 COMMUNITY PARTNERS

We recognize and appreciate our community partners. These annual partnerships consist of corporate sponsorships and contributors as well as foundations that provide grant funding support to underwrite our community programs and initiatives. These partnerships allow us to continue to serve ALL and Keep Greater Austin Communities Strong.

\$100,000+

Best Buy Foundation
Bezos Family Foundation

CDC Foundation
City of Austin

JE Dunn Construction
Sumners Foundation

YMCA of the USA

\$50,000 - \$99,999

Texas Mutual Insurance

\$25,000 - \$49,999

Delta Air Lines
Imagine Science

Related Affordable Foundation

PNC Bank Foundation

\$10,000 - \$24,999

Austin American Statesman
Bare Healthy Vending

Colin's Hope
Shield-Ayres Foundation

Technogym
Wells Fargo Foundation

\$5,000 - \$9,999

Donald D. Hammill Foundation

Infineon

Miracles in Motion

\$2,500 - \$4,999

Academy Sports & Outdoors
Broadway National Bank
Covert Chrysler Dodge Jeep Ram

Frost National Bank – Austin
The PIMCO Foundation

UBS
University Federal Credit Union

Lifetime Community Changers

Special recognition and appreciation to our Lifetime Community Changers. These partners have shown an ongoing commitment to moving our purpose forward through substantial investment of over \$1,000,000 over the course of their lifetime of giving to the Greater Austin YMCA.

Lifetime Giving Recognition \$1,000,000+

Moody Foundation
Schmetterling Foundation

St. David's Foundation
Sumners Foundation

Yonge Foundation

Scan to view
the complete list
of our 2024 donors.



2024 FINANCIAL SUMMARY

We commit to sustainability to secure a bright future for our world and for generations to come. That commitment drives us to be responsible stewards, not only of our environment but also of our financial resources. Our purpose and our financial commitments go hand in hand. We strive to achieve the highest levels of transparency and oversight to continually instill trust from the community. By investing in people, we deliver returns that last a lifetime.

STATEMENT OF ACTIVITY – ALL FUNDS

For year ending December 2024 (unaudited)
with December 2023 comparison (audited)

REVENUE	2024	2023
Contributions	2,757,282	15,350,836*
Donated Rent	0	790,220
Membership fees	21,204,807	19,308,141
Less financial assistance to members	(1,427,050)	(1,364,366)
Program service fees	18,964,234	17,678,040
Less financial assistance to participants	(1,042,701)	(1,023,704)
Investments	1,757,329	634,475
Other	744,383	1,671,134
Total revenue and other support	42,953,284	53,044,776
*Includes American Rescue Plan Act (ARPA) Covid-19 Relief Funding		
EXPENSES	2024	2023
Salaries and related payroll costs	27,038,610	26,998,337
Outside Services	4,696,885	5,162,640
Occupancy	5,684,969	4,879,246
Other operating costs	4,859,469	5,113,740
National YMCA support	506,956	510,767
Other Expenses	404,593	569,482
Total Expenses	43,191,483	43,234,212
SUB-TOTAL NET	2024	2023
Less	(238,199)	9,810,564
Interest Expense	(564)	9,202
Depreciation	3,250,185	2,670,138
Change in net assets	3,487,819	7,131,224
Net assets at beginning of year	76,036,178	68,904,954
	72,548,359	76,036,178

2024 COMMUNITY LEADERSHIP

2024 Metropolitan Board of Directors

Brian Haulotte, Chair	Bart Gunkel
Dorothee Auldridge	Kate Henderson
JaNet Barkley Booher	Linda Jackson
Roberta Rocha Benham	Evan Johnson
Jeremy Blackman	Sharmila Kassam
Mariko Boswell	Kelly Latz
Blaine Brunson	Anamita Mukherjee
Susan Burton	Reagan Nash
Katherine Butler	Nichole Newlan
Andy Carlson	David Quintanilla
Kathy Green	Kierstan Schwab
Sam Greer	Sean Taylor


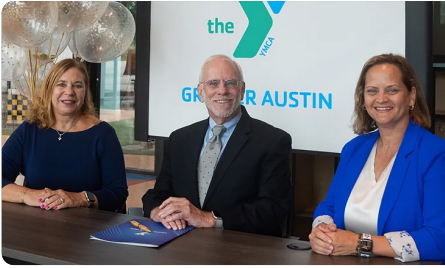
2024 Community Advancement Board Chairs

Sam Gervase, East Communities
 Cheryl Dozier, Hays Community /Camp Moody
 Randy Teich, North Austin
 Daniel C. Hogberg, Northwest Family
 Brian D. Carpenter, Springs Family
 Danny McKean, TownLake

2024 Executive Leadership

Kathy Kuras, President/CEO
 Tad Hatton, EVP/Chief Financial & Administrative Officer
 Shaq Brown, EVP/Chief Operations Officer
 Sara Harwood, EVP/Chief Development Officer
 Sean Doles, VP/Public Affairs Officer

View the full list of our 2024 awardees and their stories.

Philanthropists of the Year
Winner: Colleen & Jim Clark
Left to Right: Colleen Clark, Jim Clark, Kathy Kuras



Legacy Partner of the Year
Winner: JE Dunn Construction Company
Left to Right: Tad Hatton (YMCA), Chuck Lipscomb (JE Dunn), Sara Harwood (YMCA)



Community Partner of the Year
Winner: Best Buy
Left to Right: Andy Carlson (YMCA), Kristen Pierce-Vreeke (YMCA), Mark Delahoussaye (Best Buy), Rebecca Martinez (Best Buy), Kate Stofko (YMCA)



Will W. Miller Volunteer Leadership Award
Winner: Bart Gunkel



Gerald T. Olson Distinguished Service Award
Winners: Brian Carpenter
 Sam Gervase



Bakari Henderson Emerging Leader Award
Winner: Austin Hinkle
Left to Right: Dione Booker, Kathy Kuras, Austin Hinkle, Jill Henderson, Phil Henderson, Kinny Ochoa



Special Recognition for Outstanding Volunteerism
Winner: The Fireflies volunteer group at the Northwest Family YMCA



GREATER AUSTIN

STRATEGIC VISION 2030



2030 VISION & STRATEGIC PLAN

We are elevating the quality of life in Greater Austin by boldly expanding access for all children, adults, families and seniors in our dynamically growing community.

Our 2030 Strategic Plan places a priority on elevating our work for greater impact on children, individuals and families. Through programming in more than 70 locations, the Greater Austin YMCA is uniquely positioned to bring together caring people who are dedicated to improving health and empowering youth and families.

EMPOWER AND EDUCATE YOUNG PEOPLE

We commit to partnering with school districts, higher education, community organizations and employers to ensure a bright future for all young people. Thanks to the generosity of donors and partners, we provide access and financial assistance to quality education and childcare, teen leadership and future workforce development programs.

ELEVATE QUALITY OF LIFE IN CENTRAL TEXAS

At the Y, we know well-being starts at home and is shaped by community-wide factors. We are building a culture of health across Greater Austin by providing access to innovative well-being programs and services that make Greater Austin one of the best places to live, work and play, raise a family and create lasting friendships.

OUR IMPACT BY 2030

- **Youth Served:** Triple the number of young people served in YMCA programs from 30,000 to 90,000 youth through YMCA Tomorrow Academy, YMCA Extend-A-Care, YMCA Camps, YMCA Youth and Government, and other youth programs
- **Quality Early Education:** Open 6 YMCA Tomorrow Academies
- **Civic Engagement:** Increase participation in YMCA Texas Youth and Government from 2,000 to 3,400 students annually
- **Future Workforce Development:** Open YMCA Best Buy Teen Tech Center at the North Austin YMCA /City of Austin Community Center
- **Water Safety Participants:** Increase participation in water safety and swim lesson programs from 10,000 to 15,000 children annually

OUR IMPACT BY 2030

- **Persons Served:** Meet growing needs in the region by serving from 77,000 to 200,000 YMCA community members through partnerships that expand facilities and programs
- **Member Promoter Rate:** Ensure high-quality programming by achieving an 85% recommendation rate to family and friends among YMCA members, program participants and board volunteers
- **Mental Health:** Grow Greater Austin YMCA Counseling from serving 243 to 1,000 people annually
- **Expand Facilities:** Begin construction on the reimagined TownLake Y, open the new Four Points Y, and implement Phase II of the YMCA Camp Moody expansion
- **Employee Engagement:** Successfully implement new Greater Austin YMCA Teamwork model, while tracking engagement, belonging and employee engagement survey metrics

EXPAND

ACCESS FOR ALL

We are continually learning what it means to be FOR ALL. Our commitment begins with listening to and engaging communities and partners. We provide financial support to ensure access to programs for all. We amplify voices for all. We lead innovative change for all. We create opportunity for all.

OUR IMPACT BY 2030

- **Philanthropic Support:** Expand annual contributions from \$1.3 to \$6M to meet community needs and total endowment funds from \$4.9 to \$10M to ensure financial sustainability
- **Financial Assistance:** Increase the number of community members supported with financial assistance from 14% to 20%
- **Community Boards:** Grow Community Advancement Board total volunteers from 54 to 125 members across our YMCA Centers and YMCA Extend-A Care boards
- **Program Access:** Expand access to current service area programs in zip codes and neighborhoods with the greatest need and interest
- **Community Building Events:** Promote understanding and community building by implementing 100 new service-learning projects and community conversation events

ENERGIZE

A SUSTAINABLE FUTURE

We aspire to meet the needs of the present without compromising the ability for future generations to meet their needs. We promote environmental stewardship and outdoor education, connecting young people and families with nature. We focus on energy and resource efficiency for our facilities and sites, and we support communities through environmental disasters and emergencies.

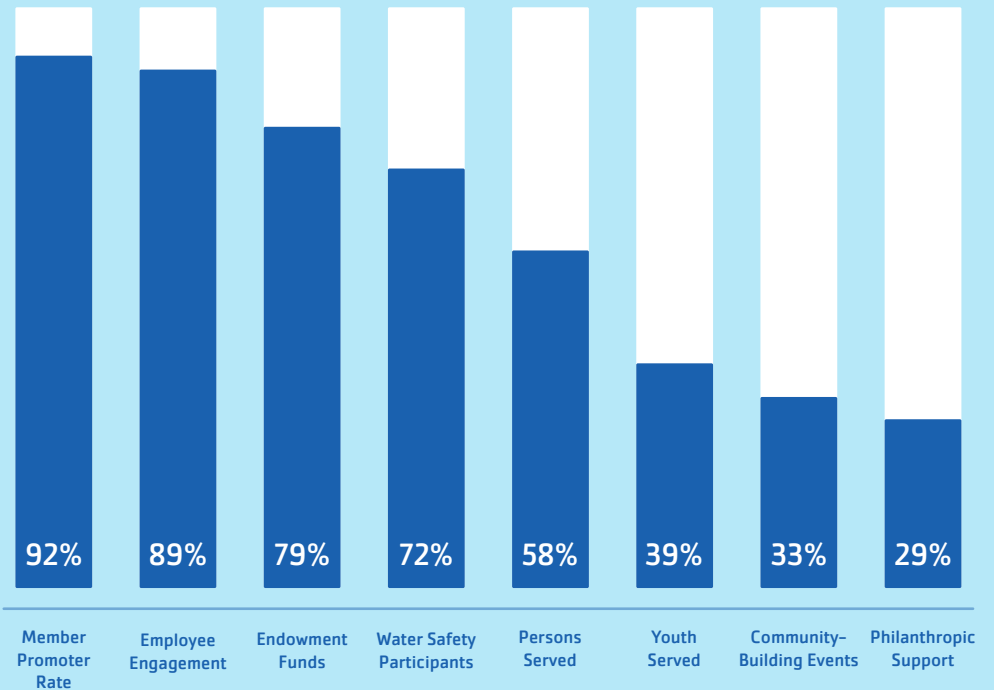
OUR IMPACT BY 2030

- **Sustainability Plan:** Develop and implement a green action plan by utilizing the YMCA Green Network Environmental Sustainability Toolkit
- **Energy Efficiency:** Perform property and energy audits to make our facilities more efficient while lowering our costs
- **Community Resilience:** Develop and implement a community resilience hub action plan that will strengthen availability of community disaster needs while utilizing environmentally friendly solutions
- **Carbon Footprint:** Reduce carbon footprint by 2030 with the intent of becoming carbon neutral or resource positive by 2050



PROGRESS TO 2030 VISION TARGETS

AS OF DECEMBER 2024



STRATEGIC PLAN CYCLES

Our path toward the 2030 Vision is organized into two strategic planning cycles.

The Vision and Strategic Plans will be reviewed at the end of each cycle with adjustments made as needed.



KEY CONTRIBUTORS

Strategic Planning Task Force Leadership

- | | |
|---------------------------------------|----------------------|
| Kathy Kuras , President/CEO | Drew Bennett |
| Anamita Mukherjee , Co-Chair | JaNet Barkley Booher |
| Melissa Curtis , Co-Chair | Jeremy Blackman |
| Nichole Lopez-Riley , Co-Chair | Don Gillespie |
| Kuntal Sindha , Facilitator | Sam Goessling |
| Dorothee Auldridge | |

OUR PROCESS



COMMUNITY VOICES SURVEY
1,000 participants



FOCUS GROUPS
30 participants



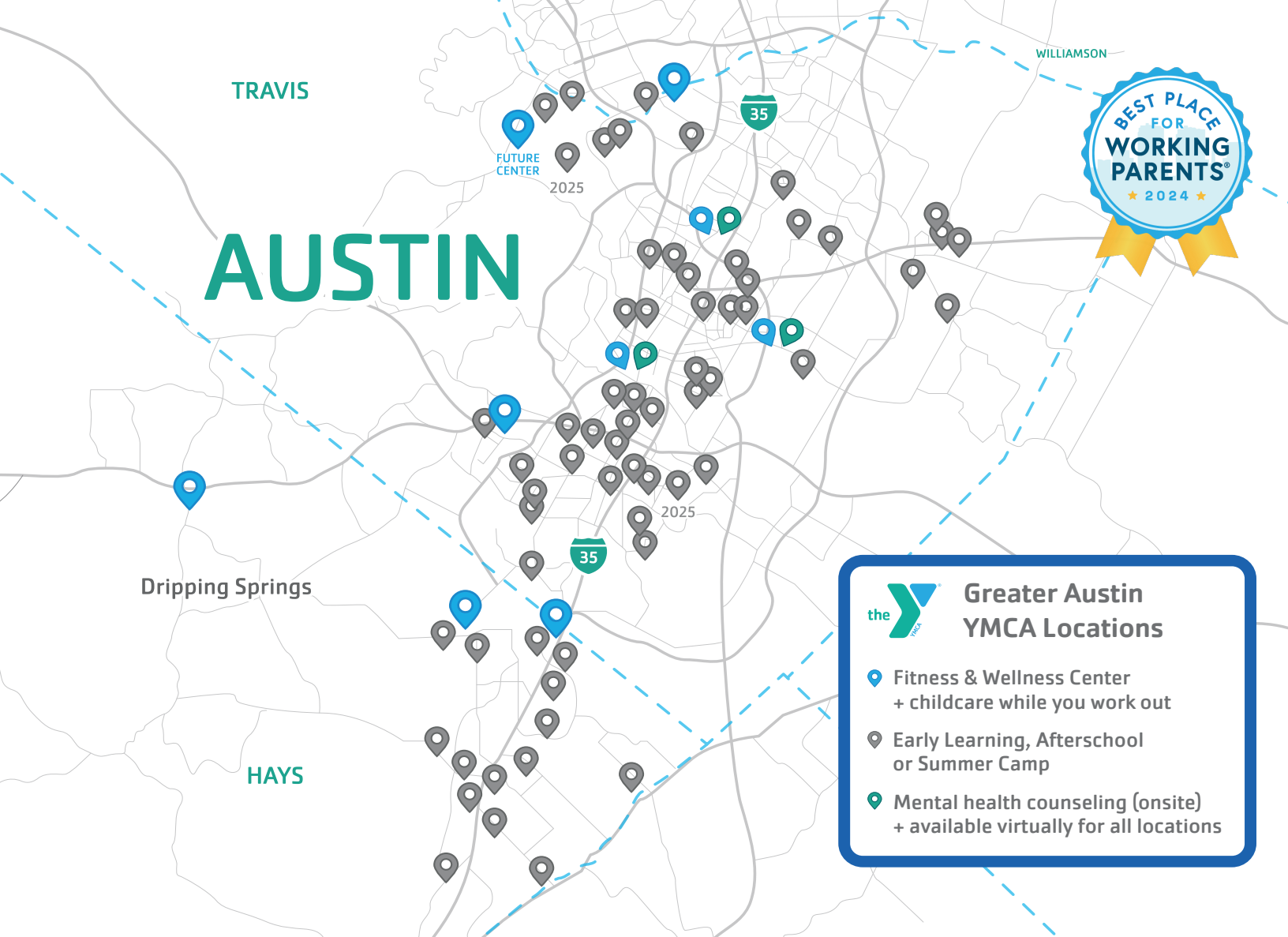
COMMUNITY OPEN HOUSES
500 participants



1 x 1 MEETINGS
50 participants

IN MEMORIAM

This plan is dedicated to the memory of Anamita Mukherjee, Greater Austin YMCA Metro Board member and Co-Chair of our Strategic Planning Task Force. Anamita's vision and legacy will live on through all of us at the Y. We will carry her memory in our hearts and minds as we continue our efforts to elevate quality of life FOR ALL.



the Y Greater Austin YMCA Locations

- 📍 Fitness & Wellness Center + childcare while you work out
- 📍 Early Learning, Afterschool or Summer Camp
- 📍 Mental health counseling (onsite) + available virtually for all locations

Our ESG Commitment

We join the YMCA World Council and Ys in 120 countries in striving to achieve excellence in environmental stewardship, social responsibility and corporate governance (ESG).

We aim to bring positive social impacts to the communities we serve in alignment with the United Nations Sustainable Development Goals (SDG). The 17 SDGs, or Global Goals, were adopted by the United Nations Member States in 2015 as “a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.”

Our 2030 Vision Impact Areas align with the following United Nations SDGs:

<p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Elevate Quality of Life in Central Texas</p>	<p>4 QUALITY EDUCATION</p>	<p>Empower & Educate Young People</p>
<p>10 REDUCED INEQUALITIES</p>	<p>Expand Access for All</p>	<p>13 CLIMATE ACTION</p>	<p>Energize a Sustainable Future</p>

To view all 17 United Nations SDGs visit sdgs.un.org/goals.

Follow Us Online!

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- Instagram.com/greateraustinyymca
- Linkedin.com/company/austinyymca/

Watch Video
Learn more about our purpose and why it matters in the Greater Austin Area.