



# THE Y FOR ALL

# 2023

Annual Impact Summary  
YMCA of Metro North





# YMCA OF METRO NORTH REGIONAL INVESTMENTS

Our regional investments reflect our commitment to fulfilling our mission and following our core values of building strong kids, strong families and strong communities.



**YOUTH DEVELOPMENT**  
**\$16,100,000**



**SOCIAL RESPONSIBILITY**  
**\$2,100,000**



**HEALTHY LIVING**  
**\$6,400,000**

**TOTAL INVESTMENTS \$24,600,000**

# From the CEO | The Y For All

Reflecting on the past year fills me with immense pride in leading this remarkable organization.

At our core, we believe the YMCA of Metro North is more than a place. We are a catalyst for positive change in our community. This Annual Report is filled with examples of how the Y makes a meaningful impact on people's lives. I always hear from members about how they love our classes, how the instructors and staff motivate them, how much their children enjoy our camps and Y Academies, and how much fun they have when they engage with programs at the Y.

Fun is hard work, though, and it takes enormous time and investment to make experiences meaningful. That is why we invest in our people, programs, and facilities to make the YMCA accessible to everyone.

Last year, we also intensified our efforts to support our most vulnerable members. Our financial assistance program, now enhanced with a new inclusive system called Y Level, has made a significant difference in the lives of many. We provided free memberships to 7th and 8th graders in Lynn, opening doors to safe spaces afterschool that might otherwise have been closed. We also upgraded our facilities to offer more state-of-the-art health, wellness, and educational programs. Whether it's empowering youth, promoting active lifestyles for seniors, nurturing children's minds, or offering programs for our community to stay healthy and active, we are dedicated to ensuring everyone belongs at the Y.

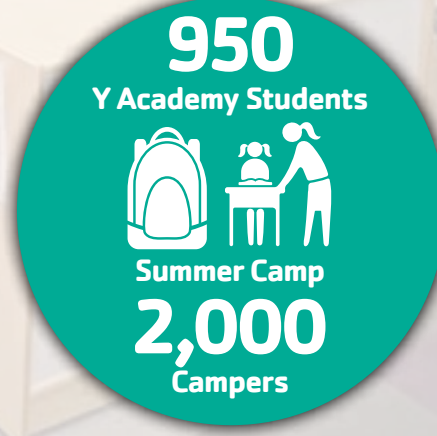
As a YMCA committed to inclusivity and excellence, we proudly serve our members, youth, staff, and community. Together, we're building a brighter future for all.

**Kathleen Walsh** | PRESIDENT & CEO





## 2023 HIGHLIGHTS



# CREATING EQUITY AND ACCESS FOR ALL

At the Y, we are leveling the playing field in our region for families who need us. We created a modern financial assistance program that intentionally removes the barriers that prevent people from taking full advantage of the assistance we offer. We started our new Y Level initiative in 2023 with a streamlined, inclusive, bilingual, and dignified process for financial assistance requests for membership and programs. We are meeting people along their health and wellness journey and ensuring everyone is included and belongs.

## 33% INCREASE

**We saw a huge increase in the number of members we helped with financial assistance in our new Y Level Program.**

*“The most important reason I need financial assistance with membership is my family’s health. A few days ago, a friend took me around your facilities and told me about your financial program for YMCA families. This is an important decision for my wife, my children, and me that will change our lifestyles forever.” – Y LEVEL MEMBER*



# Creating Supportive Spaces For All Children

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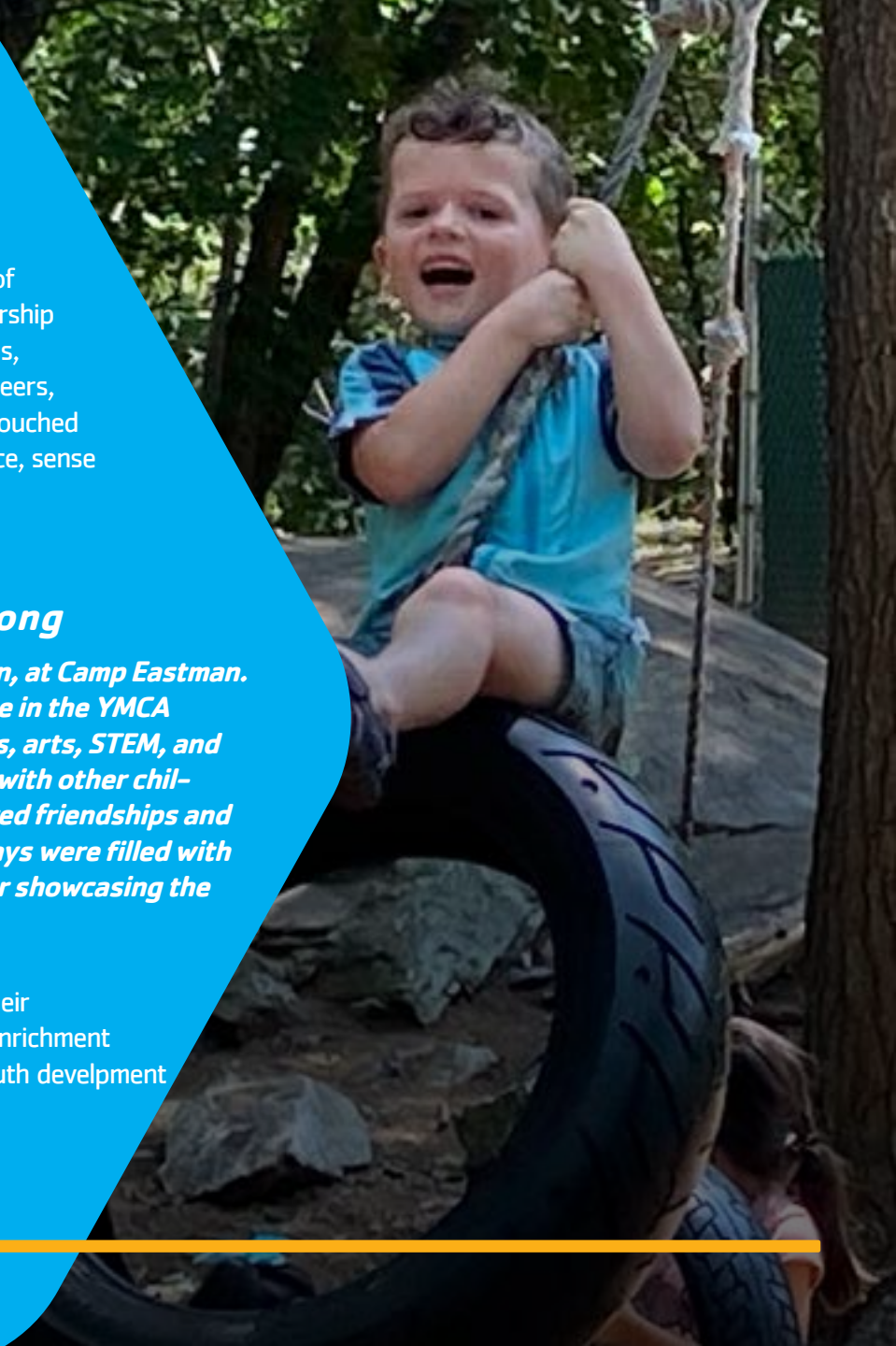
The YMCA of Metro North is committed to nurturing the potential of young people. Through a wide array of academic, enrichment, leadership development, and sports programs, youth can explore their passions, develop essential life skills, and build meaningful connections with peers, mentors, and friends. At the Y, youth development programs have touched the lives of countless children and teenagers, instilling the confidence, sense of belonging, and resilience needed to succeed.

## ***Every Child Should Have a Place They Belong***

***Last summer, we met a spirited 9-year-old camper from Spain, at Camp Eastman. Despite initial fears in a new country, he quickly found a home in the YMCA community. Through various activities, including team sports, arts, STEM, and special events, he gained confidence and started to interact with other children. His transformative experience at Camp Eastman fostered friendships and a sense of belonging, leaving an unforgettable impact. His days were filled with laughter, learning, and growth, becoming a cherished chapter showcasing the YMCA's mission of youth development.***

Our summer camps are just one program where children can find their place at the Y. From sports to swimming, gymnastics to gardening, enrichment classes to educational programs, the Y is the largest provider of youth development opportunities in the Commonwealth.

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Thousands of youth and teens come through our door every day. They all start their journey from a unique place but find a safe and supportive place to learn, grow, and thrive.



**25,000** YOUTH AND TEENS FIND A SAFE AND SUPPORTIVE SPACE AT THE Y.

# Creating Great Spaces For All

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Over the past year, the YMCA has intensified its efforts to enhance the member experience and community engagement through strategic investments in facilities upgrades and renovation. Recognizing evolving member needs, we've revamped our spaces to create modern, inclusive environments for wellness, education, and recreation. These renovations prioritize functionality and accessibility, catering to diverse member requirements.

From facility renovations in our pools, gyms, and summer camps to the introduction of entirely new educational and wellness spaces, the YMCA of Metro North wants our members to enjoy the latest equipment, technology, and updated spaces to ensure our programs and services remain relevant, forward thinking and meet the diverse needs of our community.





# Capital Projects in 2023

## \$3.1 Million Invested

### New and Renovated Spaces



#### SEPTEMBER 2023

Reopened the Torigian pool after extensive restoration and retiling and the creation of new family locker room.



#### JUNE 2023

Opened the Rooftop Garden in Lynn and enjoyed 170 days of growing and harvesting.



#### DECEMBER 2023

Began construction on a new, second floor 6,000 sq. ft. fitness center in Melrose to make more room for dedicated youth and teen center on the lower level.

# Safety for All Staff Readiness and Training

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*"We have continued to prioritize the safety of our members and community by equipping staff with the skills and knowledge necessary to respond effectively in emergency situations." -Jesse Murray, Association Aquatics Director*

Through rigorous training led by experienced instructors, participants have not only learned essential lifeguarding techniques but have also become proficient in cardiopulmonary resuscitation (CPR) and first aid.

These programs have empowered our staff and volunteers to uphold the highest standards of safety at our facilities, ensuring that individuals of all ages can enjoy our programs and amenities with confidence and peace of mind. As we reflect on the impact of our training initiatives, we reaffirm our commitment to promoting a culture of safety and preparedness within the YMCA and beyond.

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**STAFF TRAINING IN WATER SAFETY AND RESCUE, CPR, FIRST AID, AND OXYGEN**

**430  
STAFF  
CERTIFIED**

**8 NEW  
TRAINERS  
CERTIFIED**

**58  
CLASSES**

**67  
IN-SERVICE  
TRAINING**

# Community Events Engagement For All

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Our event participants, donors, and sponsors play a vital role in lifting up the YMCA's mission and community impact. We strive to make the YMCA of Metro North a charitable organization worthy of the unwavering support of our donors and community. Contributions from fundraisers and events enable us to expand our reach and enhance our programs, ensuring that we can continue to serve as many people as possible and create opportunities for all.

From individual contributions to corporate sponsorships, each donation makes a tangible difference in the lives of those we serve. Our community engagement events have served as vibrant celebrations bringing together individuals from all walks of life to participate in meaningful activities that promote health, wellness, and social responsibility.

***"I love participating in the YMCA events! They do an incredible job setting up friendly competitions that are so fun for the community. I was so happy and proud to win second place! And support the Y as well."***

**- Jesse, Event Participant**

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**1,700**  
ROAD RACES  
PARTICIPANTS

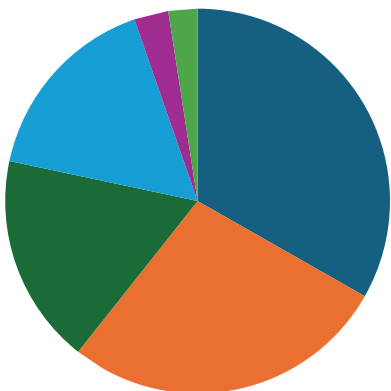
**\$5.5M**  
GRANTS AND  
CONTRIBUTIONS

**600**  
Community  
Events Hosted

# Our Financials

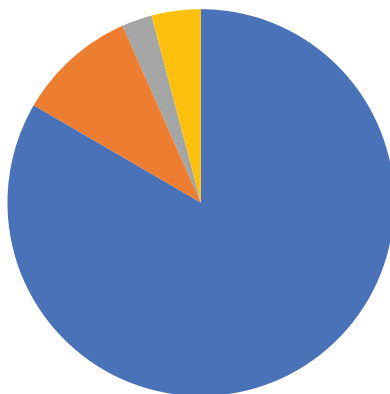
The YMCA of Metro North continues to be a financially strong and stable organization. Revenues have steadily grown year over year while controlling expenses, thus allowing the organization to have increased profitability and a strong cash position.

## 2023 REVENUE



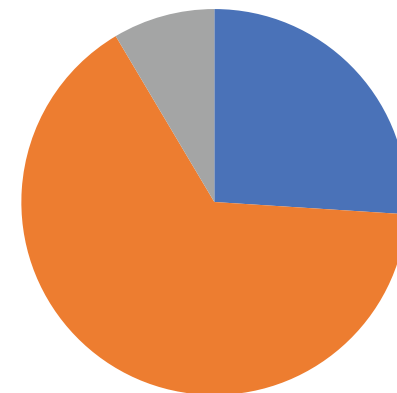
<b>TOTAL REVENUE</b>	<b>\$33,267,093</b>	<b>100%</b>
<b>CHILD CARE</b>	<b>\$11,056,417</b>	<b>33%</b>
<b>MEMBERSHIP</b>	<b>\$9,124,756</b>	<b>28%</b>
<b>PROGRAMS AND CAMPS</b>	<b>\$5,878,419</b>	<b>18%</b>
<b>CONTRIBUTIONS/GRANTS</b>	<b>\$5,434,467</b>	<b>16%</b>
<b>INVESTMENT INCOME</b>	<b>\$960,085</b>	<b>3%</b>
<b>OTHER</b>	<b>\$812,949</b>	<b>2%</b>

## 2023 EXPENSES



<b>TOTAL EXPENSES</b>	<b>\$28,161,132</b>	<b>100%</b>
<b>PROGRAM</b>	<b>\$23,483,679</b>	<b>83%</b>
<b>MANAGEMENT</b>	<b>\$2,810,257</b>	<b>10%</b>
<b>Y LEVEL</b>	<b>\$1,156,607</b>	<b>4%</b>
<b>FUNDRAISING</b>	<b>\$710,589</b>	<b>3%</b>

## 2023 TOTAL PROGRAM



<b>TOTAL PROGRAM</b>	<b>\$24,600,000</b>	<b>100%</b>
<b>YOUTH DEVELOPMENT</b>	<b>\$16,100,000</b>	<b>65%</b>
<b>HEALTHY LIVING</b>	<b>\$6,400,000</b>	<b>26%</b>
<b>SOCIAL RESPONSIBILITY</b>	<b>\$2,100,000</b>	<b>9%</b>

# Board of Directors

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Jaclyn Kugell-Yezerski

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Jose Gonzalez

Dr. William Heineman

Mauro Lance

Joseph Mendonca

Sean Reid

Josephina Romero

Carolina Trujillo

Steve Valenti



**Demakes Family YMCA**  
40 Neptune Blvd.  
Lynn, MA 01902 (781)-842-8811

**Melrose Family YMCA**  
497 Main St.  
Melrose, MA 02176 (781)-665-4360

**Saugus Family YMCA**  
298 Main St.  
Saugus, MA 01906 (781)-233-9622

**Torigian Family YMCA**  
259 Lynnfield St.  
Peabody, MA 01960 (978)-977-9622

**YMCA of Metro North Gymnastics Center**  
298B Main St.  
Saugus, MA 01906 (781)-218-7263

**Y Academy Melrose**  
106 Main St.  
Melrose, MA 02176 (781)-665-8522

**Y Academy Stoneham**  
100A Maple St.  
Stoneham, MA 02180 (781)-279-2002

**YMCA of Metro North**  
10 Centennial Drive, Suite 105  
Peabody, MA 01960 (978)-775-3701



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