

# YOUR COMMUNITY. YOUR YMCA. YOUR LEGACY.

THE YMCA OF GREATER TOLEDO  
Legacy Capital Campaign



Serving local communities for nearly 160 years, the YMCA of Greater Toledo is a \$26-million organization. With more than 30 family and wellness, child care and camp sites across five counties in Ohio and Michigan, we serve people of all ages, walks of life, faiths and more. We welcome and serve all.

- 110,000+ people participate in Y classes, clinics, activities and outings annually
- 25,000 people receive Financial Assistance to be able to address their needs
- 10,000 active older adults participate in YMCA fitness classes and social events
- 2,700 children were served by our 20 child care sites across our communities
- 800 2<sup>nd</sup> graders attended Safety Around Water sessions, reducing the risk of tragedy
- 500 local businesses, nonprofits and government agencies partner with the Y
- YMCA programs nearly double kindergarten-readiness scores and high school graduation rates

**These results have positioned the YMCA to do so much more.**

[ymcatoledo.org](http://ymcatoledo.org)

# ALIGNING COMMUNITY NEEDS WITH POSITIVE OUTCOMES

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Ten years ago, the YMCA of Greater Toledo began a journey to better align with community needs. It has since transformed how we serve and connect with communities throughout the NW Ohio and SE Michigan region.

Today, the Y's continuous improvement model has strengthened our community impact by deliberately focusing resources and measuring outcomes (versus outputs) in three key areas:

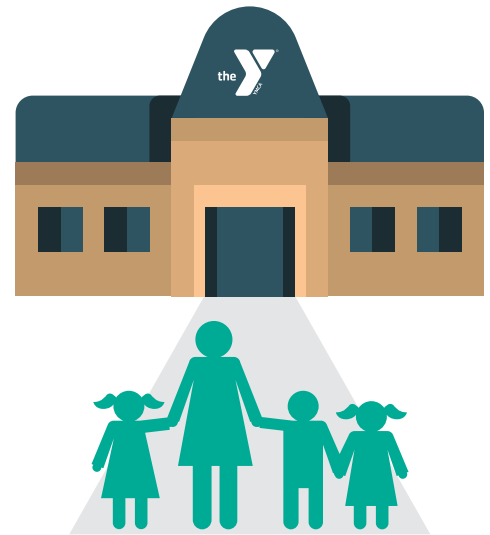
- Helping kids succeed in school
- Improving people's health and well-being
- Bringing people together



# HELPING KIDS SUCCEED IN SCHOOLS

The YMCA has offered early childhood and school-age programs since the 1980s and teen programming since 2001. Today, our “Success in Schools” focus area still has three parts with specific objectives:

- **Preschool:** All children enter kindergarten ready to learn
- **School-age:** Every child continues to develop and learn at each grade level
- **Teens:** High school students graduate on time with a clear path to college or a career



We’re committed to ensuring every child has an equal chance for success throughout their education journey. Likewise, we’re teaching kids values that build the foundations for success: caring, honesty, respect and responsibility.

**With a diverse curriculum, safe places and positive role models, kids in the YMCA’s care develop emotionally, cognitively and physically.**

- 2,700 children are served by our 20 sites in partnership with local school districts and churches
- Almost 40% of our youth receive financial assistance to be able to attend Y child care
- In our tech-heavy world, kids need time to have fun and learn outdoors. YMCA Storer Camps serves thousands of children and teens every year
- The loss of pre-K access during the pandemic will be felt for years, but the YMCA has taken steps to address this gap in our classrooms. Kindergarten readiness has improved from 44% to 80% as measured by the State of Ohio. Pre-pandemic, this metric was almost 90%.



**Y Achievers** helps teens improve academic performance, develop a positive sense of self, build character and explore college and career options – all while interacting with caring adults who serve as role models.

The overall goal is to help participants create pathways and build a plan to achieve their goals after high school. The program is currently offered at three YMCA locations – free of charge.

- 90 high school students are currently enrolled, and the Y is expanding the program with more sites

# IMPROVING PEOPLE'S HEALTH & WELL-BEING

With a focus on prevention, we give individuals, kids and families the resources they need to improve their health and well-being. We provide this support whether their goal is to maintain or reclaim good health or reduce the risk of chronic disease.

The Y provides people of all ages with evidence-based health intervention (EBHI) programs to maintain and improve their health. 1,400 people participated in these accredited programs last year – up 10-fold since before Covid.

## DIABETES PROGRAMS



- Diabetes Management
- Diabetes Prevention

Offered year-round

## BLOOD PRESSURE AND HEART HEALTH



- Heart Attack and Stroke Prevention
- Blood Pressure Self-Monitoring

8-week program

12-week program

## HEALTHY LIFESTYLES FOR ALL



- Exercise Class for Parkinson's Disease
- LIVESTRONG® at the YMCA  
(cancer survivors)

Participants join whenever they're ready

## YOUTH PROGRAMS



- Healthy Weight and Your Child
- Teen Healthy Lifestyle

12-week program

12-week program

## OTHER PROGRAMS



- Freedom from Smoking

7-week program

These wellness programs measurably improve people's lives:

- 54% of Blood Pressure Self-Monitoring participants improved their readings
- 41% of Diabetes program participants lost at least 5% of their total body weight (an average of 8-10 lbs.)
- 94% of kids in Healthy Weight and Your Child reduced their BMI
- 79% of LIVESTRONG participants improved quality of life through physical activity and healthy diet





**20,000 children and teens grow through our youth sports, arts, overnight camp and swimming programs**



**Nearly 10,000 active older adults enjoy the Y's fitness classes and social events annually**



**1,500 YMCA members have taken advantage of our free Smart Start behavior change program, which helps them succeed with their health goals at the Y**







## BRINGING PEOPLE TOGETHER

We believe diversity enriches the YMCA and our communities. At the Y, meaningful relationships flourish in a safe place where people connect and support one another.

- \$10 million in fee assistance is provided annually so everyone that wants to participate in Y programs can. This includes income-based memberships, financial assistance, 3<sup>rd</sup>-party insurance reimbursements, public funds and grants
- 29% of members take advantage of “Y for All” memberships to pay reduced, income-based rates
- Several hundred YMCA volunteers enjoy a sense of purpose and camaraderie, while giving back in meaningful ways to their neighborhoods
- More than 5,000 people attend overnight retreats available to groups, families, and individuals at YMCA Storer Camps

**No matter age, race, ethnicity, gender, religion, physical or mental ability, or economic status, all have been welcome at the YMCA for a very long time.**









# A CAPITAL IDEA FOR SUSTAINABLE COMMUNITY IMPACT

According to the CDC, interventions that address the conditions in the places where we live, learn, work, and play have the greatest potential impact on health. By focusing on these social determinants of health, we can help improve the health of everyone living in a community.

**With sufficient resources, the YMCA can do so much more to address our most pressing community needs:**



Toledo ranks 99<sup>th</sup> of 100 Ohio communities in the Gallup Well-Being Index



Kindergarten readiness and high school graduation rates are too low to break the cycle of poverty



72% of adults are overweight or obese



36% of low-income families are concerned with having enough food



28% of youth reported they feel sad or depressed for two weeks in a row

Aging facilities stunt our program and membership growth and hinder our community impact.

According to an independent third-party market study, modern, well equipped, and family friendly facilities will grow the Y's membership by 35%, or nearly 24,000 additional people served







This membership growth will generate an additional \$3.5 million annually, with 40% devoted to ensure all YMCA facilities operate in peak condition to maximize member growth and retention, and 60% to be further invested in our outcomes-driven approach with our partners in education, health and well-being, and human connections.







# TRANSFORMING FACILITIES

The Y has embarked on a \$50.6 million Legacy Capital Campaign to increase our capacity and reach. Generous support for this campaign will renovate and expand the following facilities, which again will spur growth across our association.

## Initial Investments

### Wayman D. Palmer Community YMCA – Central Toledo

- Create an all-new facility – with programs comparable to other city and suburban branches – that shows the YMCA's commitment to inner-city, low-income families
- Transform this central-city facility into a vibrant, safe and fun community center
- Add state-of-the-art preschool and school-age enrichment spaces

### Sylvania YMCA/JCC – serving Sylvania, Ottawa Hills and Northwest Toledo

- Add an indoor pool for water fitness, swim instruction, lap swimming and family fun
- Expand the wellness space and modernize the equipment to reduce or eliminate wait times
- Expand family program space – arts, dance, fitness and social spaces







## Completing Our Transformation

### Wolf Creek YMCA – serving Maumee, Holland, Monclova and Southwest Toledo

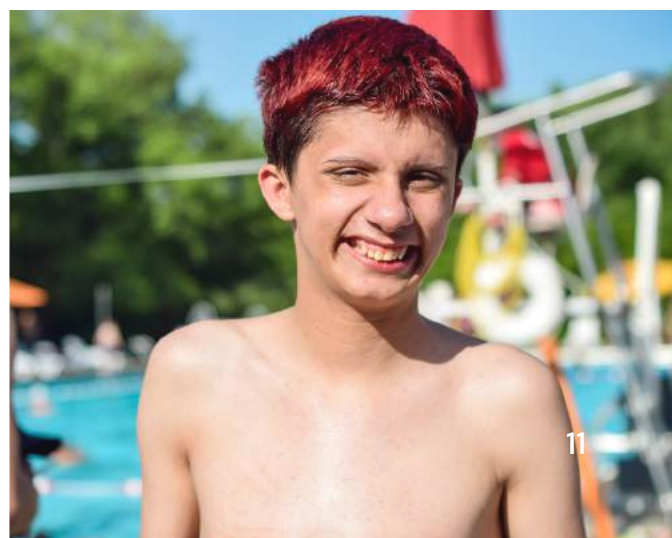
- Upgrade the facility overall, including a larger wellness area, more multi-purpose spaces, modernized indoor pool, and revamped locker rooms and restrooms to meet the needs of all

### Eastern Community YMCA – serving Oregon, East Toledo, Rossford and Northwood

- Update and modernize the overall facility with particular emphasis on better aquatics amenities, expanded wellness area, and upgraded locker rooms and restrooms

### YMCA Storer Camps – Napoleon, Michigan (Irish Hills area)

- Our vision includes an adventure arena for year-round, indoor activities, more lodges, and new outdoor features such as bike trails, ziplines and a snow tubing hill





With sufficient resources, the Y can do so much more to address our most pressing community needs.

Modern, well equipped, and family friendly facilities will grow the Y's membership by 35%, or nearly 24,000 people.

## OUR MISSION

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

## INCLUSION STATEMENT

The YMCA of Greater Toledo welcomes all individuals. We invite people with disabilities who need accommodations for programs and facilities to please call their branch.

### YMCA OF GREATER TOLEDO

Development Office  
6465 W. Sylvania Ave.  
Sylvania, OH 43560  
419.725.7816  
[ymcatoledo.org](http://ymcatoledo.org)