



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

MISSION IMPACT



Tampa Metropolitan Area YMCA
2012 Annual Report

MISSION

OUR MISSION: To put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all.

At the Y, **strengthening the foundations of community is our cause.** We believe lasting personal and social change is best accomplished when we all work together and invest in our children, health and neighbors. Every day, we work alongside our community members to ensure everyone- regardless of age, income or background- has the opportunity to **learn, grow and thrive.**

In this annual report, the Tampa YMCA will capture the meaningful **IMPACT** we made in the community in our three areas of focus during 2012.

For Youth Development – nurturing the potential of every child and teen

For Healthy Living – improving the nation's health and well-being

For Social Responsibility – giving back and providing support to our neighbors



IMPACT

FOR YOUTH DEVELOPMENT

MISSION

To nurture the potential of every child and teen.

IMPACT

We believe all kids deserve the opportunity to discover who they are and what they can achieve. In 2012, 26,511 children and teens participated in Tampa Y programs, cultivating the values, skills and relationships that lead to positive behaviors, better health and educational achievement.

Key Strategies

The Tampa Y is committed to closing the achievement gap between children growing up in low-income communities and their middle/upper income counterparts. In order to do this we have to start early. Research shows kids from low-income neighborhoods enter kindergarten behind academically and routinely fall further and further behind. The Tampa Y is partnering with Champions for Children to help get more kids ready to learn and prepared for kindergarten.

On February 14th, 2012, Layla's House opened its doors to the Sulphur Springs community, one of Tampa's high-need neighborhoods. The early learning facility trains parents and caregivers to be their child's first teacher. Layla's House is the entry point for a pipeline full of programs and support that is helping break the cycle of poverty through education for youth growing up in the neighborhood.



Kellye and her son Ezekiel at Layla's House

Twice a week, Kellye and her son, Ezekiel, pack up the car and head from St. Petersburg to Tampa to participate in the Y's early learning initiative **Caring and Learning with Me**. Kellye says the long commute is worth every minute, "I have learned so much about my son. I watched my son take his first steps here. He has developed so much. He has learned how to transition more easily in routines."

Caring and Learning with Me is one of the caregiver/child interaction programs held at the Tampa Y's Layla's House. The evidence-based program supports parents and caregivers to help children, from birth to age five, enter school ready to learn and succeed. Held twice a week for two hours year-round, Caring and Learning with Me provides both child and caregiver with a developmentally-appropriate and culturally-sensitive curriculum. In addition, on-going learning opportunities back at home assure program quality and impact.

With support from YMCA of the USA and the Triad Foundation, the Tampa Y piloted a summer learning loss program for 1st and 2nd graders at Graham Elementary School in 2012. The YMCA summer learning program was designed as an enrichment program for children from low-income environments to support them in literacy and academics in an effort to mitigate summer learning loss.

For six weeks, students attend the summer program Monday–Thursday from 8am–4pm. Mornings are dedicated to literacy work, while afternoons are filled with enrichment activities including art, science, field trips, classroom visits from community partners and swimming lessons twice a week at a nearby Y. The program also places a strong emphasis on parental involvement. Parents pledge to read each night at home with their children. They also participate in family nights with a focus on literacy and healthy living.



Deidra is a Y Teen Achiever at the East Pasco Family YMCA.

“I am going to do whatever it takes to stay in school, graduate and go to college. I know that I will reach my goals. The YMCA’s help makes it easier and relieves a lot of stress. I see a bright future ahead of me. This opportunity is going to make a huge impact in my life and I can’t wait to see where this takes me.”

Documented results show learning gains were achieved versus learning loss that regularly occurs over the summer. For example, results indicate an impressive gain of 2.2 months in reading for all participating students and 3 months gain for youth who attended the program more than 85% of the time.

The Tampa Y will continue to work with the Hillsborough County School District and other community partners to reach children through year-round out-of-school programs to improve learning outcomes and close the achievement gap between lower and middle/upper-income households.

The **Tampa Y’s Teen Achievers Program** is modeled after a well-respected and proven national model that targets academically at-risk students who need intense academic and/or social support. The program improves students’ academic performance and builds employability skills through summer leadership workshops, afterschool academic assistance and Saturday Academies, which provide students with mentoring and job-shadowing opportunities.

Trends indicate approximately 80% of Blake High School Teen Achievers made gains during the 2012–2013 school year, including higher GPAs compared to state and school district averages. Blake Teen Achievers were also absent 50% less than the average student.

FOR HEALTHY LIVING

MISSION

To improve the nation’s health and well-being.

IMPACT

The Y is a leading voice on health and well-being in the Tampa Bay area. We bring families closer together, encourage good health and foster connections through fitness, sports, fun and shared interests. As a result, 163,548 youth, adults and families in Hillsborough and East Pasco counties received the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body in 2012.

Key Strategies

The Y has been listening and responding to our communities’ most critical needs for 124 years. In the Tampa Bay community, the Y is on the forefront of preventing chronic disease through signature programs where we find and help the people most in need in our community.

A huge wake-up call hit Joe when the doctor told him he was at risk of developing type 2 diabetes, so he quickly signed up for the Y Diabetes Prevention Program. “Three weeks into the program I had my blood chemistry checked because I have had high cholesterol for years. The results showed that I was no longer pre-diabetic – but I was officially diabetic,” says Joe. This encouraged Joe to stick with the program and it sure made a difference. He lost 20 pounds and his cholesterol and triglycerides levels dropped.



Best of all, Joe says, “I am no longer diabetic – exactly what the program claims to do. I’m proud of this accomplishment. I feel much better and my wife says I look much better,” says Joe who claims to be walking proof the Y program works. “I would highly recommend this program to the 79 million Americans who are suffering from this disease. Correction: the 78,999,999 who are suffering from this disease.”



Joe is a Diabetes Prevention Program participant at the Bob Sierra Family YMCA

Based on effective efforts researched by the National Institutes of Health, the **Y Diabetes Prevention Program** provides support and encouragement from both a trained lifestyle coach and fellow classmates. The Tampa Y offers a one-year program with the first 16 weekly sessions covering nutrition, physical activity, and behavior modification. The primary goals are to help participants reduce body weight by 7-percent and participate in regular physical activity. Upon completion of the 16 weeks, participants move into a maintenance program for the remaining eight months. Research shows the program reduces the risk of developing type 2 diabetes by 58-percent. That’s powerful medicine for a deadly disease.

Norma says coming to the Y brings a smile to her face. And that smile comes at least three days a week, when Norma attends SilverSneakers™ classes. In addition to losing more than 40 pounds through the program, Norma says, “I can see muscles where I didn’t have them before; in my stomach, in my side and in my legs.” She also notices a difference in everyday actions, like sitting, “Seniors will scoot to the edge and start rocking to get up. Since I’ve been going to YMCA Camp Cristina, I can stand up like a normal person. That’s amazing,” shares Norma.

Norma also credits SilverSneakers™ with keeping her type 2 diabetes in check and with boosting her self-esteem. “Mentally too, it makes you feel good. You go to class, saying ‘I don’t want to be here’ and then when the class is over you say, ‘Yes, I did it,’” says Norma.



Norma is a SilverSneakers member at YMCA Camp Cristina.

SilverSneakers is a fun, energizing program that helps older adults prevent chronic diseases and take greater control of their health. The award-winning program includes customized classes designed exclusively for older adults who want to improve their strength, flexibility, balance and endurance. Aging adults also have access to health education seminars, fitness events and online support to help them lose weight, quit smoking or reduce stress.

Childhood obesity is an epidemic in our country. One in three children are overweight or obese, leading kids to develop chronic diseases, such as heart disease, high blood pressure and type 2 diabetes. The Tampa Y understands kids model themselves after the adults in their lives – and that’s why we’re working together with parents to help our kids become healthier.



One of the ways we are tackling the epidemic head-on is through our commitment to the Nemours Hospital **5, 2, 1, Almost None** healthy living formula which calls for kids to have 5 daily servings of fruits and vegetables, limit screen time to less than 2 hours per day, perform at least 1 hour of physical exercise each day and consume almost no sugary drinks.

In 2012, we started limiting our facilities’ vending machine options to only healthy snacks and beverages. Kids participating in our youth sports, afterschool and summer camp programs now have healthier snack options and we’ve also eliminated TVs from those programs that do not have some sort of physical activity built around their use. In addition, we ensure all kids in our programs are getting at least 60 minutes of physical activity each day.



Shelbie participates in the Girls on the Run® program at the Sulphur Springs YMCA.

“I’m the kind of girl who eats a lot so...every time I’m running, it helps me lose weight. It’s really fun because (the Y) also teaches you how to eat delicious snacks, but it’s really healthy too. Every kid loves it!”

FOR SOCIAL RESPONSIBILITY

MISSION

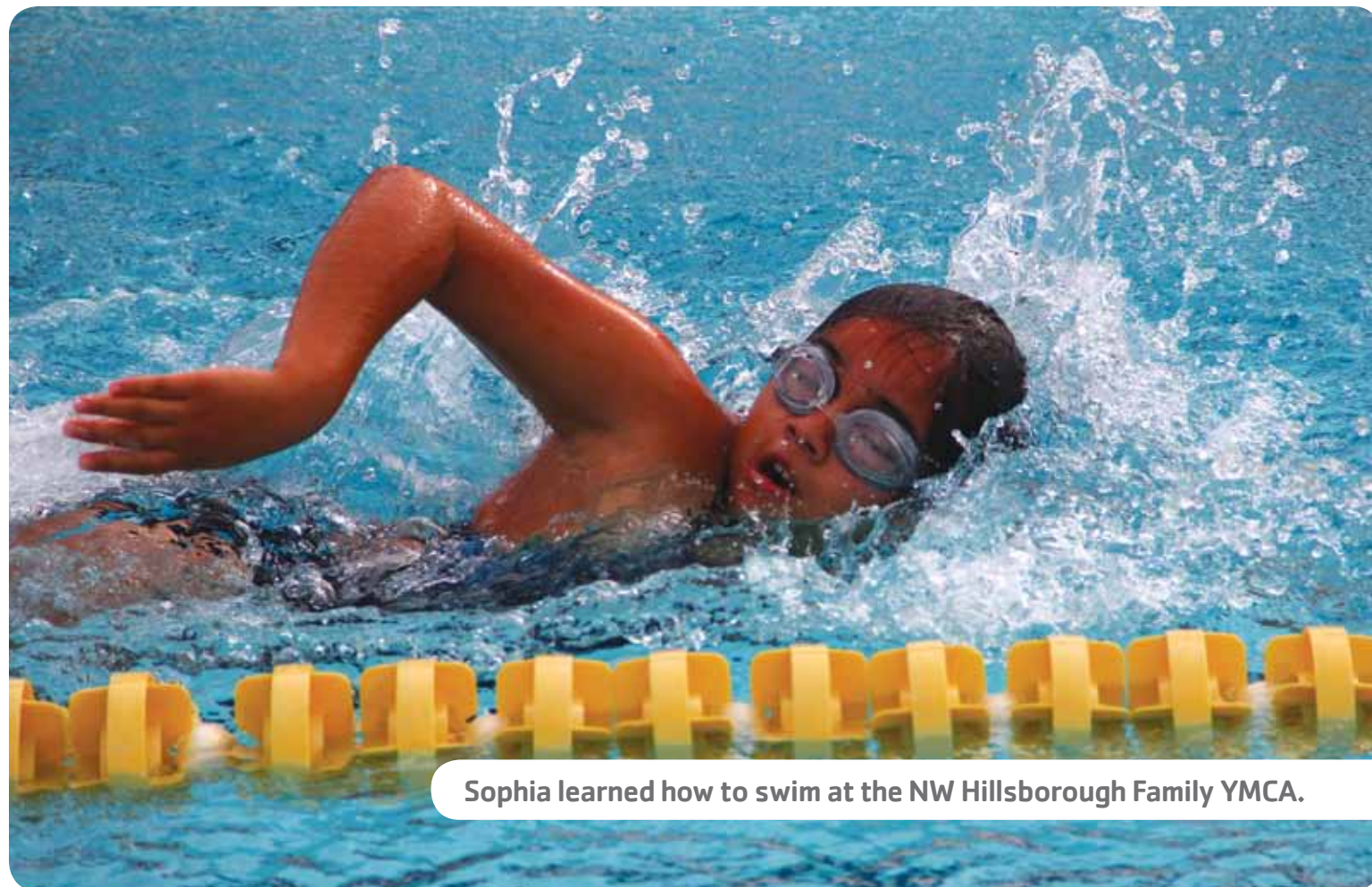
To give back and provide support to our neighbors.

IMPACT

At the Y, we believe everyone--regardless of age, income or background--should have a place to go to feel healthier, more confident, connected and secure. In 2012, the Tampa Y served 40,803 individuals (approximately one out of every four participants) at little or no cost to the participant, thanks to the charitable contributions and volunteer efforts of Y members, volunteers, community partners and foundation support.

Key Strategies

Drowning is Florida’s leading cause of death for children between one and four years old, according to the state’s Department of Health. More children in that age group die from drowning in Florida than in any other state. Since most drowning cases happen in residential swimming pools, it’s vital children, parents and families in our community adopt and practice as many water safety skills as possible. The Y wants to ensure not one more child drowns. It’s our social responsibility to increase awareness of the risks and preventative measures associated with pools and water recreation.



Sophia learned how to swim at the NW Hillsborough Family YMCA.

On Sophia's first day of swim lessons at the Tampa Y, she was understandably scared of the water. Sophia nearly drowned the year before and has been avoiding pools and beaches ever since.

Knowing her history, Sophia's instructor worked with her slowly and patiently. Her skill progressed slower than most kids her age, but she always showed up, got in the water and worked hard. Weeks later,

Sophia's mother embraced the instructor, thanking her repeatedly. She says she never thought Sophia would learn to swim. Now, she says her daughter loves showing off her hard-earned swimming skills to everyone.

Till this day, the Y swim instructor has a picture of Sophia up in her locker to remind her everyday of what her job really is all about: **saving lives.**

The Tampa Y stepped up our Drowning Prevention efforts in 2012 by offering Infant Swimming Resource in partnership with CrossFit Kids. ISR is an innovative approach to teaching children as young as six months old self-rescue skills should they fall into a body of water.

Steve was an avid construction worker in good health... until a diagnosis in 2005 of liposarcoma, a cancer of the fat tissue. It eventually led to the hard decision to amputate his right leg in 2008. After the amputation and an unfortunate lay-off due to the poor construction business, Steve hit rock bottom. Depression was weighing on him, and it finally took a family visit to help Steve get back on track.



Steve is a LIVESTRONG member at the Campo Family YMCA.

Steve began participating in **LIVESTRONG® at the YMCA**, which offers cancer survivors and family members a safe, supportive environment to build muscle mass and strength; increase flexibility and endurance; and improve confidence and self-esteem. With all of Steve's progress, he and the Y staff worked together to fulfill his wish to dance with his wife again. They did so to their wedding song in the Y pool – their first dance since Steve's cancer almost seven years ago. "The Y is keeping me on a straight path. It's a landing place for people in a void. I didn't have the financial means to come to the Y, but the Y opened the doors for me to come in," says Steve.

At the Tampa Y, we recognize accessibility to facilities, services and programs is a large part of strengthening the community. It is our goal to make sure everyone, regardless of their financial circumstances, has the opportunity to learn, grow and thrive. In addition to providing financial scholarships to families on a case-by-case-basis at all of our Ys, we also rolled out **Membership For All** pricing in 2012. This budget-friendly pricing plan targets specific communities in the greatest need, in which membership rates are automatically adjusted based on household income. We want everyone to have the opportunity to say, "I belong to the Y!"

Dear Friends,

As one of the Tampa Bay area's oldest and longest serving public charities, the Y's life-changing work is possible thanks to the generous contributions of donors, members and community partners. Contributions to the Tampa Y's Annual Community Support Campaign increased 15% in 2012. We are very proud to say every dollar given to the Tampa Y goes directly to help children and families participate in Y programs, regardless of their financial circumstances.

In 2012, the Tampa Y provided \$7,913,220 in financial assistance and subsidies to ensure participation in all programs among youth, adults and families facing financial hardship.

In my opinion, the annual campaign is the clearest evidence of the Y's charitable cause... raising money to help vulnerable youth, families and communities.



Tom Looby
Tom Looby,
 President & CEO

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Amy Standard
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Tom Trotter
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Cathy Valdes
 Hillsborough County School District

BRANCH VOLUNTEERS OF THE YEAR

The outstanding volunteers are committed to going above and beyond to help further the Y's mission and strengthen the community.



Kevin Sturgill
 Bob Gilbertson
 Central City
 Family YMCA



Nancy Favilla
 Bob Sierra Family
 YMCA



Tanya Doran
 YMCA Camp
 Cristina



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 Campo Family YMCA
 FishHawk Ranch
 YMCA



**Bill and Marilyn
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Kevin Barrett
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Troy Fowler
 The First Tee of
 Tampa Bay



**Lisa
 Shollenberger**
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 Family YMCA



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 Carmichael**
 North Brandon
 Family YMCA



Gina Sinadinos
 NW Hillsborough
 Family YMCA
 WestPark Village
 YMCA



Jim Scott
 Plant City Family
 YMCA



Heather Hepp
 South Tampa
 Family YMCA



Jeff Farrell
 Sulphur Springs
 YMCA

FINANCIAL SUMMARY

The Y's meaningful work is possible thanks to a strong financial foundation. The following summary shows our financial stability and growth in 2012.

STATEMENT OF ACTIVITIES

(for the years ending December 31, dollars in thousands)

Association Revenue and Support	2012	2011
Contributions, Public Support & Grant Revenues	7,302	7,138
Membership Dues and Program Fees	27,472	26,590
Other Revenues	729	613
Total Revenue and Support	35,503	34,341
Association Expenses		
Adult Wellness	5,701	3,274
Childcare and Family	15,506	16,257
Comprehensive Youth Development	6,400	6,581
Total Program Expenses	27,607	26,112
Supporting Services		
Management and General Fundraising	3,463	3,822
	599	697
Total Supporting Service	4,062	4,519
Depreciation/Amortization Expense	3,301	3,000
Net From Operations	534	710
Non- Operating Adjustments		
Investment Gains/Losses	1,068	(389)
Change in Derivative Liability	174	(724)
Change in Net Assets	1,776	(402)

STATEMENT OF FINANCIAL POSITION

(for the years ending December 31, dollars in thousands)

Assets	Audited 2012	Audited 2011
Current Assets	7,352	8,376
Investments	9,949	7,854
Property, Plant and Equipment	36,950	38,183
Total Assets	54,252	54,413
Liabilities		
Current Liabilities	2,183	2,387
Long Term Liabilities	20,458	22,191
Total Liabilities	22,641	24,578
Net Assets	31,611	29,835
Total Assets and Liabilities	54,252	54,413

2012 DONORS

The Y wishes to recognize our donors who have contributed \$250 and above to CHANGE THE ODDS in their community. The Y uses every gift to make a meaningful, enduring impact right in your own neighborhood.

HERITAGE SOCIETY

Through generous bequests, Heritage Society members ensure valuable life-changing programs and services will continue for future generations, enabling the Tampa Metropolitan Area YMCA to fulfill its mission.

Anonymous
George and Cassandra Banning
Bob and Karen Buesing
Estate of Ray Campo
Vince and Mary Cassidy
Estate of Betty Chambers
Michael and Darlene Charles
Maureen Chiodini
Roganne Clark
Al and Donna Colby
Gene and Judi Frame
Alix Franzblau and Ron Sherman
Bob and Delphine Gilbertson
Estate of David Heit
Guy and Debbie King
Angie Loflin
John and Tima Midyette
Wendy Nero
Terry Prueher
Jeff and Maureen Stewart
Billy Stone
Stuart Suls
Doris Torr
Quenton Wahl
Scott and Jennifer Warren
Estate of Helen Watts

\$25,000 +

Bank of America Charitable Foundation, Inc.
Board of Hillsborough County Commissioners
Children's Board of Hillsborough County
Community Foundation of Tampa Bay
Conn Memorial Foundation
Eckerd Community Alternatives
Florida Blue Foundation
Florida Medical Clinic Foundation of Caring, Inc.
Hillsborough Kids, Inc.
Joy McCann Foundation, Inc.
JPMorgan Chase
Publix Super Markets Charities
Rural Social Service Partnership
Sierra Foundation, Inc.
Tech Data Corporation
Triad Foundation, Inc. - Troy and Elizabeth Fowler
United Way of Tampa Bay
YMCA of the USA
YMCA of West Central Florida

\$10,000 - \$24,999

Anonymous
BP Corporation
Cargill Inc.
City of Zephyrhills
Everest University
Florida Commission on Community Service
Jim and Lori Gibson
Greater Brandon Community Foundation
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Land O'Frost, Inc.
Angie Loflin
Mosaic
Nestlé
Precor Incorporated
Neil and Leslie Spector
Cy and Joanne Spurlino
SunTrust Bank of Tampa Bay, Inc.
Tampa Housing Authority
World Golf Foundation, Inc.
YJS Corporation

\$5,000 - \$9,999

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Anonymous
The Bank of Tampa
Brandon Honorary Mayor's Race
Bob and Karen Buesing
CGM Services
CSX Transportation
Dade Amateur Golf Association
DeDomenico Orthodontics
George Etheridge
Hennessey Family Foundation
J.B. McKibbin Foundation
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Kohl's
Vicki Lindauer
Chris and Michelle Maingot
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PGA of America
Progress Energy
Psychological Assessment Resources, Inc.
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The Sebastian 'Buster' Agliano Foundation
Tampa Bay Heat
Tampa Bay Rays Baseball Ltd.
Target
Total Software Solutions, Inc.
TSS Photography of Southeast Tampa Bay, Inc.
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Verizon Foundation
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\$2,500 - \$4,999

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Beef O'Brady's - Northdale
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Dan and Sharon Campo
Maureen Chiodini
Cintas
Al and Donna Colby
CVS Pharmacy, Inc.
Nancy Favilla and Michael Kagan
FleischmanGarcia
Fred and Elizabeth Frankland
Gasparilla Distance Classic Association, Inc.
Hill, Ward & Henderson
International Paper
J. O. DeLotto and Sons, Inc.
Jersey Mike's
David and Liz Kennedy
Adam Klutts
Norma and Jim Koppel
KW Grader Foundation
The Looby Family
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M. E. Wilson Company, Inc.
Todd and Amy Marsh
Medexpress Urgent Care
Robert and Jennifer Murphy
National Black Golf Hall of Fame
New Tampa Pediatric Dental
New Walk Church
Northdale Civic Association
Nova Southeastern University -Tampa
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Kathy and Bruce Rabon
Red Elephant Pizza & Grill
Kay and Harold Ronson
Rooms To Go Children's Fund, Inc.
Ruffolo, Hooper & Associates M.D., P.A.
Sam Ash Music Corporation and Affiliates
Sam's Club Foundation
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The Sorensen Family
Patricia J. Summerville and Kip Eldridge
Tampa Bay Association of Health Underwriters
Tampa Bay Times
Tampa Electric
Tampa Kiwanis Foundation
Telecom Pioneers

Tom and Kathy Shannon Family Foundation
The Trey Curry Foundation
Tom and Lydia Trotter
United States Olympic Committee
WalMart Foundation
Chris and Dana Warner
World of Westchase, Inc.

\$1,500 - \$2,499

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Drs. Heather and Siviero Agazzi
Frank and Gabby Aguilar
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Amalie Oil Company
Amani MedSpa
Anonymous (2)
Arcis Investments, Inc.
Ardaman and Associates, Inc.
Baldwin, Krystyn, Sherman Partners
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William and Nickita Barker
Dr. Colin Beach M.D., P.A. Family Care at Tampa Palms
Ginger and Stuart Bean
Beef O' Brady's Fishhawk
Bill Nye Realty
Robert Bivins
Bloomingdale Pizza
Tad and Jane Bowling
Brandon Idol
Brandon Regional Hospital
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Keith Burkhalter
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MISSION

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French's Air Conditioning, Inc.
Stephen and Sandra Gardner
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Travis and Christina Godwin
Tom and Shera Goode
S. Gray and Associates
Chris, Jennifer and Giada Greco
Daryl and Tricia Guffey and Family
James Hammond
Mary Jane Harrington, Tampa
General Hospital
Elijah Heath
Hennessy Construction Services
Heather J. Hepp
Adam and Brie Hertz
Hillsborough County Sheriff's Office
Tom and Linda Hiznay
Royce and Martha Hodge
Paul and Tammy Holmberg
Mike and Neina Hurlburt
Benjamin and Jacky James
Jarrett-Scott Ford of Plant City
Jerusalem Military Lodge No. 100
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John Cochrane Golf Schools
Julia Best Chase, P.A.
Randy and Cheryl Kehrmeier
Kyle and Sarah Keith
Ken Foster, Inc.
Jay and Ronna Kennedy
Dan and Deenna King
Eric and Lori Kishel
Gary Koch
Paul and Melanie Kucera
L.V. Thompson Family Foundation
Lago Systems, LLC
Wayne Lee, MD
Rick, Edie, Jake, and Dylan Lewis
Nancy Ling MD and Juan Ling MD
Logos Dei Community Church, Inc.
Love First Christian Center, Inc.
J. Russell Lowrey, D.P.M., P.L.C.
Jerry and Annie Maass
Joe and Melanie Mangione
Ernie and Amy Marquart
Joe and Erin Marshburn
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Matrix Fitness
Maureen's Younger Friend
McConnie Fence Co.
McEnany Roofing, Inc.
Brendan McLaughlin
Microsoft Matching Gift Program
J.C. and Sue Misero
Moretrench Environmental Services

Charlie Mulfinger, Graystone
Consulting
Jeff and Betty Narrow
Don and Vilcy Nelson
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Northern Trust
Stephen and Laurie Nunno
Olin Mott Tire Store – Brandon
Chase D. Oliva
Pasco Regional Medical Center
Patterson Trucking
Vince Pennino, Coldwell Bank
In Celebration of Martha
Andrew Perry
Danny Persaud
Pfizer Matching Gifts Program
Physiotherapy Associates –
University
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Grayson, Parker and Avery
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Christopher and Karen Thompson
Thompson, Sizemore, Gonzalez, and
Hearing, P.A.
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Rob and Kathy Wiggins
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Steady, P.A.
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\$1,000 – \$1,499

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Richard and Mary Clement
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Mary Colby
Copper Bell Cafe
Tripp Crouch
Travis and Michelle Elrod
Scott Emery
David and Claire Enick
Exxon Mobile Corporation
Fishhawk Hash House Harriers
Desmond Garcia
Joe and Anne Garcia
The Geller Family
Gordon Chevrolet

Greater Riverview Chamber of
Commerce
Nathan, Jaclyn, Ryder and Lila
Grinnell
Maurice Guy and Ursula Kania-Guy
Summer and Jay Hamilton
Norman and Jessica Harris
Judy Hudson
David Hull
David and Marie Hyman
John Ismaili
Jeff and Libbie Jae
Shantel Johnson
Kona Ice Tampa Bay
Thomas and Inez Leto
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