



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

**Build
Something
Good Today**



**YMCA of Rowan County
2010 Annual Report**

Letter from the President

What a challenge 2010 has been for our YMCA. The economy has not recovered from the downturn and high unemployment, yet our YMCA has provided financial assistance valued at \$568,800 to those individuals and families that otherwise could not have participated in our programs and services.



As I talked with YMCA of the USA leaders this year, it became apparent that our staff has stayed ahead of the curve while operating in these tough economic times. They have been proactive and made the necessary changes to see that our YMCA continues to provide services and programs to our members.

We thank J. R. McMillan for providing countywide leadership to the 2010 Invest In Youth Campaign and all the other volunteers that helped make that campaign a success. We also thank the Rowan County United Way for their continued support and partnership.

To David Carpenter's Family:

His presence and dedication to our board, his love of sharing knowledge and teaching children, and his community spirit will be greatly missed.

To our Members:

Enjoy the YMCA and help us to keep Christian principals in all that we do.

To all of our volunteers:

Thank you - The many hours and tremendous excitement that you have given to the YMCA cannot be measured.

To our Staff:

Thank you - For the courage to make changes that keep our YMCA strong as we continue to positively impact our community; for taking on the extra work that has been placed upon you and for keeping the Christian Principals that you present to our members.

May God Bless,

Steve Staton

Steve Staton
President
YMCA Board of Directors

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



CEO Report

In 2010, the YMCA continued its commitment to the citizens of Rowan County by making its facilities and programs available to everyone, regardless of their ability to pay. While dealing with the financial challenges brought on by a struggling economy, our staff and volunteers worked together to come up with a plan to control expenses without sacrificing services to our local communities. In the end, we finished the year with a small deficit while continuing to fund reserves that are necessary to maintain our great facilities.



These tough times presented the YMCA with new opportunities to reach out and impact thousands of lives right here in Rowan County. By partnering with United Way, the YMCA was able to offer free memberships to workers that had been laid off from their jobs.

In a continuation in its battle against childhood obesity, the YMCA, Rowan Salisbury School System, Rowan Regional Medical Center and Food Lion expanded the **"Fit For Motion"** program. The goal of this program is to build ambassadors for healthy living in our elementary schools. The **Wellness Connection**, another collaboration between Rowan Regional Medical Center and the YMCA, was kicked off to provide a health and wellness outreach effort in our YMCA service areas.

Even though 2010 had its share of difficulties, it was tremendously rewarding to see our entire county come together to address the pressing needs of our communities. Now more than ever, I offer my heartfelt thanks to all of our staff and volunteers that have stepped up during this time of need. In 2011, we will continue to need your guidance, support and prayers.

Sincerely,

Jamie Morgan

Jamie Morgan
CEO





YMCA of Rowan County Financial Assistance

Membership Assistance	\$430,630
Program Assistance.....	\$138,185
Total Assistance.....	\$568,815

YMCA of Rowan County 2010 Summary of Financial Operations (*Unaudited)

Revenue

Membership.....	\$3,499,787
Program (includes Designated Grants)	933,104
Contributed Income.....	114,127
Grants (Undesignated).....	5,822
United Way	147,250
Transfer from Maintenance Reserve.....	63,301
Miscellaneous	61,995

Total Revenue* \$4,825,386

Expenses

Administration	\$1,715,474
National Dues	70,200
Maintenance Reserve Expenditures.....	62,321
Maintenance Reserve Allocation	92,000
Occupancy	869,966
Debt Service.....	240,436
Member Services.....	949,002
Program.....	905,387

Total Expenses* \$4,904,786

Net Operating Income (loss)* \$(79,400)

YMCA of Rowan County Membership

	Number of Members		Number of Units	
	2010	2009	2010	2009
Salisbury	8,531	8,275	3,959	3,916
South	3,461	3,329	1,631	1,574
East	4,305	4,158	1,950	1,857
Total	16,297	15,762	7,540	7,347



2010 Invest In Youth Campaign

THANK YOU!

CHAIRMAN'S ROUNDTABLE/FRANK B. MARSH SOCIETY

Gregory and Missie Alcorn

The Glenn E. and Addie G. Ketner

St. Marks Lutheran Church,

Anonymous

Family Foundation

China Grove

Robert and Jennifer Canipe

Jamie and Kathy Morgan

Fred and Alice Stanback

China Grove Civitan Club

Bryan and Meredith Overcash

Mr. and Mrs. William C. Stanback

Mr. David S. Clay

Powles Funeral Home Inc.

Steve and Vicki Staton

Larry Cloninger

Randy and Marcia Reamer

Charles Taylor

HD Supply

Shaver Wood Products

Wallace and Graham, PA

Bill and Amanda Hesse

Joe L. & Hester M. Sims

Mr. James G. Whitton

Mr. and Mrs. Gordon P. Hurley

Family Foundation

Mr. James F. Hurley, IV

South Rowan Y Service Club



PATRONS OF YOUTH

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Quality Clothing—Todd Johnson

Tonya R. Barber

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Martha Barringer

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Dick and Peggy Smith

Bret and Sarah Busby

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Steve and Lori Yang

Cornerstone Church of

Miller Davis Studios

Salisbury, Inc.

Nazareth Community Church

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Naomi Brown
Bryant & Bolick Financial
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Beverly & Ty Cobb
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Aaron Crowe
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Betty R. Davis
James Dennis
Bridget Dexter
Cynthia Dry
Heather Sparger Dyer

East Y Zumba Class
Ann Talbert Eidson
Tommy Ellis
ExLibris Book Club
F&M Bank
Faith American Legion
 Auxilliary
Frances & Craige Farmer
Dr. & Mrs. C. M. Farrington
Joe Finney
Lynn Fowler
Barbara Franklin
David Freeze
Dwight Garrison
Sam Gregory
Michael Hanzlik
James & Lisa Hardin
Kathy Hardwick
Tamara Harless
Walter Hart
Barry Haywood
Robert & Patricia Hedenskog
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Lewis B. Hill
Mr. & Mrs. Howard Hurt
Richard Jones
Bill Kenerly
Alan Lambert
R. L. Lassiter
Mr. & Mrs. David Lefko
Vance Lowe
Mr. and Ms. Kevin Marsh
Edwin Martin
Bill & Lynn Maycock
Barry & Marilyn Michael
Dan & Winnie Mikkelson
David & Rebecca Morton

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Phyllis Post
Dennis & Ingrid Redfern
Reid Bradshaw &
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David A. Roberts
Salisbury Post
Kenny Seagle
Pam & Bob Setzer
Douglas & Amy Shellhorn
Blanche Sherrill
Mike Shoaf
Bill & Donna Smith
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South Rowan YMCA Water
 Aerobics Class
Wayne Starnes, Jr.
Todd & Mary Heather
 Steinman
Helen Rae & Shotgun Talbert
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 Prints, Inc.
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Laurie & Cary Ward
Gloria Wilhelm
Annette Wilson
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Roger & Becky Withers
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Candace Bills
Faye Blackwell
John Bouk
Myrtle Braswell
Mary Elta Brigman
Jenny Buchanan
Micah Burgess
Retha Burkhammer
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Sylvia Couvier
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Sharon Foster
Melissa Causey
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Line Goodnight
Eileen, Hanson-Kelly
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Faye Heilig
Patricia Heilig
Jim Hetrick
Nicole Hill
Millicent K. Hoffner
Bob & Leah Ann Honeycutt
Steven Hopkins
David & Theresa Hurst
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Chemicals, Inc—
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Hillary Jaap
Frances R. Jackson
Karin Joyce
Crystal Karriker
Peggy Karriker
Judy & Dale Lefler
Edie Belk
Frankie Belk
Robbie Measmer
Andy Meng
Charlie Miller
Chuck & JoEllen Misenheimer
Sue Mitchell
Doris Morris
Kathy Osterhus
Jessica Perdue
Renee Phillips
Tom Pickett
Jennifer Puckhaber
Jill Rary

Tom & Martha Reddeck
Parker A. Reische
Earlene L. Rivers
Tina Ross
Michael Rothwell
Rowan Appliance Service
Kathy Rummage
E. G. Safrit
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Luanne C. Sides
Joan C. Small
Jack Smith
Patrick Snyder
Darren Solomon
James & Tamara Solomon
South China Grove Baptist—
Baptist Women
Joyce & Gilbert Sprinkle
Gale Spry
Donna Stallings
Tara Stanley
Blake F. Steen
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Steve Talbert
David & Ashlinn Trexler
Don & Nancy Trexler
Clara Turrentine
Sabrina Walter
Pam & John Ward
Nita L. Ward
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Scotti Webb
Scott & Carol Wehner
Diane Whitson
Amy Wilhelm
Ronald Williams
Tim & Becky Williams
Donald Yost
Brenda Yow
Sarah Zander



