



BECAUSE OF YOU

2023 Annual Impact Report





THANK YOU

Because of you, the contributions received created another successful year for the communities we serve. We could not have done it without you.

Helping Kids Succeed

Preparing Teens for Life

Preventing Drowning

Helping People Grow Healthier in Spirit, Mind, and Body

619

Bright Beginnings Participants



3,360

Youth Sports Participants



202

Children in Preschool

1,401

Before and After School Participants



1,981

Summer Camp Attendees



5,562

Swim Lessons Taught



118

Teens in Teen Leaders Club



2,111

Second Grade Learn to Swim Participants



OUR COMMUNITY IMPACT IN 2023

108

Lifeguard Certifications Awarded



55

Teens attending Blue Ridge Leaders' School



1,124,973

Visits to Our Centers



1,239

Wellness Orientations Attended

2,664

Wellness Challenge Competitors

301,331

Attendances in Group Exercise



YEAR IN REVIEW

A Letter From the Chief Volunteer Officer and President and CEO

Dear YMCA Friends,

At the YMCA, we are driven by a commitment to nurturing the potential of every child and teen, improving the nation’s health and well-being, and giving back and supporting our neighbors. This past year, we’ve seen incredible growth and success in our areas of focus, signaling a bright future ahead.

Helping Kids Succeed: Our youth development programs have reached new heights, providing a nurturing environment where even more children can learn, grow, and thrive. From after school to summer camps, we ignite the spirit of adventure; we are proud to foster spaces where the youth feel valued, understood, and empowered to achieve their fullest potential.

Preparing Teens for Life: In 2023, we continued growth in teen programs. Our Youth Outdoor Leadership Academy grew by almost 50% in enrollments, and our association hosted the Virginia Leaders Club Kick-Off Rally that served 217 teens. Our association sponsored nine of our teens to attend the Model General Assembly, to introduce high school students to the legislative process of the Commonwealth of Virginia. Legislation is debated in committees and on the floors of the actual Virginia Senate and House of Delegates.

Preventing Drowning: With thousands of miles of water facing shoreline in our service area, teaching children and adults to swim and be safe around water is critical. In 2023, our Second Grade Learn to Swim served over 2,000 children, and in partnership with Newport News Public Schools, we expanded from four to 16 schools and will support all 24 schools during the 2024-2025 school year. This will include over 1,900 second graders.

Helping People Grow Healthier in Spirit, Mind, and Body: We’ve expanded our health and wellness initiatives, offering a wider range of programs that cater to all ages and fitness levels. Our efforts to promote a holistic approach to health have resulted in stronger, healthier communities. From fitness challenges encouraging physical activity, our Y In Motion connecting with those that can’t get to us, to our LIVESTRONG program supporting cancer survivors as they reclaim their health, we are making strides toward a healthier tomorrow.

As we reflect on these achievements, it’s clear that none of this would be possible without the dedication, passion, and support of our entire YMCA family. From our staff and volunteers to our members and donors, your commitment drives our mission forward.

Thank you for being an integral part of this journey. Your ongoing support inspires us daily, and we are immensely grateful for the opportunity to serve alongside you.

With deepest appreciation,

LaMonte Williams – Chief Volunteer Officer

Adam Klutts – President and CEO

HELPING KIDS SUCCEED

Leilani was struggling to learn her ABCs, having challenges with communication and separation anxiety. I decided to enroll her in the YMCA Preschool program.

She started learning and thriving at Preschool. When the school year ended for the summer, I quickly enrolled her in the YMCA Summer Camp. She grew socially and academically and formed bonds with staff and other children.

The Y's Preschool and Summer Camp programs helped her succeed and transition into Kindergarten more easily.

-Jaclyn, Leilani's mother



STRENGTHENING THE BRAND

HELPING PEOPLE GROW HEALTHIER IN SPIRIT, MIND, AND BODY

I've tried many places but never felt as comfortable as I do at the Y. When I started my fitness journey, I weighed 565 pounds and struggled physically and mentally.

I knew I needed to make a change. I started coming to the Y and have lost over 300 pounds. Throughout my journey, people at the Y have accepted me for who I am and encouraged me if I was having a bad day. The motivation kept me going.

I wanted to help others, so I became a licensed group exercise instructor. I am making a positive change; the Y is helping me be the best version of myself, and I can help others do the same.

-Atoya



PREVENTING DROWNING

I always worried about Michael around water and water safety because he's fearless and loves the water. Like many other parents, I feared he'd jump into the water, not completely understanding the consequences since he couldn't swim.

Now, I can't believe ... he can swim.

I was amazed when I saw him jump into the deep end and swim to the other side of the pool. I feel confident now that he has the skills to save his life. I am so grateful that donors support the Y's Safety Around Water program, which helps children learn water safety and how to swim.

-Yeribeth, Michael's mother



THE Y IS AN IMPACTFUL ORGANIZATION

PREPARING TEENS FOR LIFE

Even though we are triplets, we are still like most teens. We want to show that we're unique, find our potential, and shine in our own way. Leaders Club is when we can be together, show that we're different, and have our voices.

Leaders Club has helped me with my personal development, confidence, public speaking, and personal relationships. It has made me be seen as an individual. - Ella

It helped me develop my leadership style. I found a love for fitness that helped me pass my Air Force fitness test, which will help me with college. - Rebecca

It instilled a love for leadership and community service. My leadership style can help create a better life for others. - Makayla



THANK YOU TO OUR ADULT AND TEEN VOLUNTEERS

Service to others has always been the foundation of the Y. Volunteers are our eyes and ears in the community and the hands and heart of the Y. These outstanding individuals are being honored as Volunteers of the Year with our deepest appreciation for their outstanding leadership and service to the mission of the Y.

ADULT VOLUNTEERS OF THE YEAR



Bill Rinehart
First Tee - Virginia Peninsula



Dominic Herring
Greater West Point Family YMCA



Merle Ledebuhr
Hampton District YMCAs



Nicole Talton
Luter Family YMCA



Shirley Ryan
Mathews Family YMCA



Kathy Swinehart
Middlesex Family YMCA



Jeff Brown
Northern Neck Family YMCA



Wendy Newsome
Northumberland Family YMCA



Paige Kirkpatrick
R.F. Wilkinson Family YMCA



Brent Brown
Richmond County Family YMCA



Lexi Brown
Richmond County Family YMCA



Katherine Henderson
Tom & Ann Hunnicutt Family YMCA



Vimal Patel
Victory Family YMCA



Bernie Luna
Westmoreland Family YMCA



Donna McGrath
YMCA/APYC Camp Kekoka



Iris Lundy
Community Health

TEEN VOLUNTEERS OF THE YEAR



Olivia Wasson
First Tee - Virginia
Peninsula



Corey Daniel
Greater West Point
Family YMCA



Kaleb Lucas
Hampton District
YMCAs



Leilah Holm
Luter Family YMCA



Mason Perry
Mathews
Family YMCA



Ethan Jones
Middlesex Family YMCA



Bryant Lane
Northumberland
Family YMCA



Nora Middleton
R. F. Wilkinson
Family YMCA



Robert Tucker
Tom & Ann Hunnicutt
Family YMCA



Lila Harmon
Victory Family YMCA



Sawyer Laster
YMCA/
APYC Camp Kekoka



RED TRIANGLE AWARD

A Lifetime of Giving



Rob Brown, Sr.

The Red Triangle Legacy Award recognizes long and admirable service, outstanding contributions, and achievement in the community. Those achievements honor the YMCA’s legacy of helping people grow healthier in spirit, mind, and body. The recipient’s actions have visibly and undeniably strengthened our community.

Shaping the Future: Rob Brown, Sr.’s Impact

The definition of a mentor is a person who can support, advise, and guide you. They take the time to get to know you and the challenges you’re facing and then use their expertise and understanding to help you. Rob has been a mentor and a friend to many, including our current and previous YMCA CEOs, as well as many volunteers who have followed in his footsteps for board leadership.

Rob’s leadership has been invaluable throughout the years. Rob is a valued and long-time leader of the YMCA of the Virginia Peninsulas; his leadership began in the late 90’s and has been consistent ever since. For over 20 years, Rob led the Capital Development Committee. He has served on the Executive, Audit and Finance, and Endowment Committees. He was Vice-Chair and Chair of the Association’s Board of Directors. Since the early 2000s, Rob has played a vital role in creating and developing many of our YMCA family centers.

Rob’s commitment to the community can be illustrated through his involvement with countless local organizations. Over the years, Rob has been active in various real estate and community activities. He has served as President of the Commercial Multiple Listing Service, the Virginia CCIM Chapter, and our YMCA. Rob was the first President of the Graduate Business School Alumni Association at the College of William and Mary and the first President of the Coliseum Central Business Improvement District. In addition, Rob has served as President of the Christopher Newport University Real Estate Foundation, Trustee of The John Leland Seminary for Theological Studies, Chairman of the Hampton Roads Economic Development Alliance, and a member of the Executive Committee for the Peninsula Council for Workforce Development. He is a trustee for his church and is a member of the Administrative Lead Team and Personnel Committee.

Rob Brown, Sr., a true pillar of the YMCA of the Virginia Peninsulas, has made a lasting impact that will continue to shape our community. His selfless dedication and unwavering commitment have made our YMCA stronger and more vibrant. We are forever grateful for his contributions.



Robert F. Shuford, Sr.
2022 Award Recipient



Charles R. Spencer, Jr.
2021 Award Recipient



Doug Monroe
2019 Award Recipient



LEAVING A LEGACY

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DIVERSITY, EQUITY, AND INCLUSION

Respecting and Appreciating our Differences



DEEPEN IMPACT

Our Y's commitment to diversity, equity, and inclusion grew even stronger in 2023 with guidance from the Equity Builders Team, a coalition of Y staff and volunteers committed to advancing equity in the communities we serve and seek to serve as outlined in our strategic plan. Focused on the pillars of conversations and listening, staff and volunteer training and education, YMCA messaging, diversity reflective of our community, and community partnerships, the team provided various opportunities for stakeholders to help bring our "for all" mission to life.

Staff representing Ys throughout our service area attended the Regional Multicultural Leadership Experience conference. Participants had the opportunity to participate in roundtable discussions with subject matter experts, hone their skills in career development sessions, and network with multicultural leaders throughout the Y movement.

In 2023, we developed an Equity Advancement Committee comprising the Association Board of Directors, Center Advisory Board members, and staff. The purpose of the Equity Advancement Committee is to support the association's strategic plan by ensuring the YMCA is an inclusive organization open to all by cultivating an environment of acceptance, appreciation, and inclusion. Our association co-chaired the 2023 REMLE, which was hosted in Newport News; over 300 YMCA staff and volunteers attended from across the region.

DIVERSITY, EQUITY, AND INCLUSION PLAN



Conversations and Listening

Strategy – Create forums for listening within our YMCAs and throughout our communities. Facilitate opportunities for continuing conversations.



Staff / Volunteer Training and Education

Strategy - Develop staff and volunteer training opportunities to support diversity, equity, and inclusion and the Y's commitment to being an anti-racist organization.



YMCA Messaging

Strategy - Communicate the Y's social responsibility intentionally to support the YMCA's anti-racist commitment and diversity, equity, and inclusion efforts.



Diversity Reflective of our Community

Strategy - Reframe the perception of serving the YMCA of the Virginia Peninsulas as an employee or volunteer by focusing on expanding the Y's footprint through inclusive programming and resources.



Community Partnerships

Strategy - Prioritize advocacy and inclusion efforts through presence and communication with area agencies and organizations.



BUILDING OUR FUTURE SERVING COMMUNITIES FOR GENERATIONS

Maybe it’s the smell of chlorine or the flapping of pool shoes on wet tile. Perhaps it is the dull thudding of a basketball being dribbled just before the swoosh of a shot that’s nothing but net. It could be the unmistakable aroma of craft glue and crayons.

Many people have memories of the YMCA—a smell, a sound, a feeling that transports them back to childhood afternoons spent in the safe embrace of their community Y. That’s because the Y is here for everyone and has been for more than 125 years. The YMCA of the Virginia Peninsulas is the “third place” outside of work and home where people can gather and know they will be welcomed and embraced. The Y is a leveling place of safety and acceptance for everyone, regardless of race, persuasion, faith, and economic status.

Today, many societal challenges to unity, inclusion, and equity threaten to divide us. Consequently, the Y must be prepared to sustain our communities and serve the common good. That’s why we plan to renovate and expand some of our facilities. The work of the Y is built on our purpose, people, places, and programs. Our places are the tools that allow our people to provide our programs, which fulfill our purpose. We are planning a multi-year, multi-million-dollar renovation project that will enable us to make needed upgrades.

Our vision is bold. In six communities, we endeavor to uplift our spaces, the vehicles through which we create change. The \$20 million campaign goal will impact these communities for generations through life-changing programs and services. We need you to walk alongside us as we commit to this bold vision for the future.

It is together that we build our future.



“More than any other time, we need this ‘third place’ right now. We’re being bombarded with so many issues that are causing division. We really need a place that shows what our country is all about—unity, diversity—and a place of respect and love.”

LaMonte Williams
Chair, YMCA of the Virginia Peninsulas

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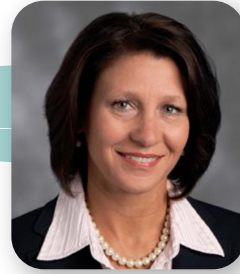
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Jennifer Haynes, Chair*

OUR MISSION

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

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*Advisory Council Member

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 Doretha Spells
 St. Johns Episcopal Church
 St. Stephen's Episcopal Church
 State Farm-Jimmy Ray
 Rick Stearns & Andrea Crawford
 Kathy & Len Swinehart
 Paul Szabo
 Karen Tanaka
 Stan Terhune
 The Allen Group
 The Elshanti Family
 The Marion and Leland James Fund
 The Smithfield Women's Club
 Michael Torbet
 Wadina Thompson
 Greg Toulson
 Town of West Point
 Tom & Liz Tragle
 Virginia Natural Gas
 Marion Wall
 William Walsh

Walter Franklin & Dorothy G. Covington Foundation
 Richard & Jo Wenzel
 Dwight West
 WestRock Corporation
 White Stone United Methodist Women
 LaMonte & Simone
 Williams
 Mario & Lesha Williams
 Shauntrice Williams
 Womans Club of Smithfield
 Bryan & Kimberly Wood
 James "Chris" & Dianna Yoko
 YorkMinster Presbyterian Church

Grand Club

1st Advantage Credit Union
 Afton United Methodist Church
 Altria Group, Inc.
 Pat & Roland Anderson
 Nakia Ayisumo
 Amanda Barth
 Blair Bartlett
 Diane & Paige Basheer
 Bay Internists LLC
 Michael & Sondra Bennett
 Bill Black
 Grayson Blount
 Jame & Jennifer Bolds
 Michael Bombay
 Patricia Bowman
 Windsor Brabson
 Jeff & Sheila Brown
 Kimberly Brown
 Harry Burns
 Carolyn Lackey Trust

for Outreach
 C & F Bank
 Chesapeake Bank, Williamsburg
 Church View Septic Services
 Mark & Pam Cockrell
 Kenneth Coleman Jr.
 Stanley & Chyrel Coloff
 Middlesex Lions Club
 Dr. Mary A. Cox
 Katherine Craig
 Bill Cronheim
 Bill & Blair Curdts
 Richard Curry
 Larry Dillon
 Mary Katherine Dlugos
 James & Lydia Dudley
 Frederick & Linda Edwards
 David Elshanti
 Dan & Katherine Eskridge
 Ed Feddeman
 Deb Frank
 Debra Garber
 Dawn Gerbing
 Kailen Gildersleeve-

Denton Board
 Authur Glatt
 Jim & Fran Goforth
 Dr. Steven Griswold & Carolyn Rowe
 Robyn Hansen
 Andreas & Margaret Hantwerker
 Robert Harper
 David Haskins
 Kelley Healey
 Valerie Hinson
 Stephany Holguin
 Leigh & Laurie Houghland
 John Hutcheson
 Amos & Tina Hutchins III
 Irby Family Fund
 Shawn Jarrell
 Aime & Doug Jenkins
 Jackson Creek Marine
 LaVar G. Johnson
 Ruthann Kellum
 Amy Kelly
 Gregory Kirkbride
 Kiwanis Club of Grafton

Kiwanis Club of the Northern Neck
 Amy Lamb
 Lamberth Building
 Materials
 Jerry & Andrea Latell
 Nicole & Tony Leona
 Candace Mangum
 Scott Liebold
 Darren & Janna Lindsay
 David Lowmand
 Walter Malinowski
 Mathews Rotary Club
 David McInnis
 Conrad Meek
 Mildred Church
 Richard Miles
 Ralph & Nancy Millar
 Eoghan Miller
 Walter Miller
 Tim Minor
 Matt Needy
 Sherri Nelson
 Wendy Newsome
 Omega Protein Corp.

Oracle
 Ranae Paladino
 The Rev. Pilar Parnell
 Vimal Patel
 Billy Payne
 Janice Phillips
 Fred Pratt
 Karen Pusey
 Eddie Richards
 Gary & Lynne Richardson
 Bill Riddick
 Terry Rodgers
 Chris Sapp
 James & Celia Sease
 Dr. Tracy Seitz
 Cora Simpson
 Margaret Socey
 Richard Spencer
 St. Andrews Presbyterian Church
 State Farm-Tim Minor
 Andrew Sykes
 Nicole Talton
 The Bolds Family
 Russel Tinsley

Sherri Tribble
 Wilma Tripodi
 Tri-Star Supermarket
 Trust
 Cynthia Tyler
 Cullen & Kathleen Walker
 Wall Foundation
 Jingzhu Wang
 Robert Wayland
 J Whitten
 Rob Wiggins
 Mervin & Edith Withers
 Ethan Woodman
 Liz Young & Bob Lovell
 Stephen Young

FINANCIAL SUMMARY

The Y's meaningful work is possible thanks to a strong financial foundation.

2023 Financial Statement Unaudited

Association Revenue and Support

Contributions, Public Support and Grant Revenue	2,908,050
Government Grants and Support	2,840,016
Membership Dues and Program Fees	18,588,751
Other Sources	2,229,391
Donated Facilities	1,781,012
Total Revenue and Support	28,317,220

Association Expenses

Adult Wellness	6,424,305
Youth and Family	7,422,262
Child Care	8,072,624
Management and General	2,943,862
Fundraising	583,246
Depreciation	1,909,416
Reserves	796,244
Financing	165,262
Total Expense	28,317,220

2023 Statement of Financial Position Unaudited

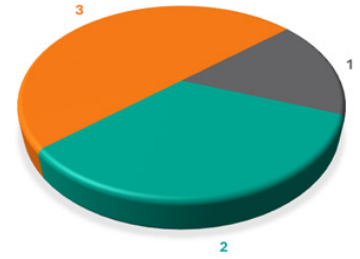
Assets

Current Assets	3,382,675
Investments	11,787,838
Property, Plant, and Equipment	36,818,339
Total Assets	51,988,852

Liabilities

Current Liabilities	3,251,226
Long Term Liabilities	2,636,356
Total Liabilities	5,637,216
Net Assets	46,351,635
Total Net Assets and Liabilities	51,988,852

1,227,119 service opportunities were fulfilled through programs.



1 HEALTHY LIVING – 1,097,096

- Health, Well-Being, and Fitness
- Sports and Recreation
- Family Time
- Group Interests

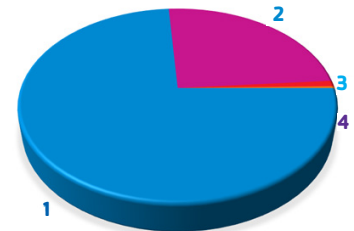
2 YOUTH DEVELOPMENT – 129,005

- Child Care
- Camp
- Swim, Sports, and Play
- Education and Leadership

3 SOCIAL RESPONSIBILITY – 1,018

- Activities and Events
- Social Services
- Global Services
- Advocacy

51,069 scholarships totaling \$1,671,023 were invested in our community.



1 MEMBERSHIP – \$1,218,479

- Guardian Membership – \$881,387.15
- Membership For All – \$169,424
- Military Initiative – \$167,688

2 YOUTH DEVELOPMENT – \$409,353

- Child Care – \$118,427
- Day Camp – \$84,626
- Camp Kekoka – \$82,830
- Safety Around Water – \$110,425
- 7th Grade Initiative – \$698
- Swim, Sports, and Play – \$12,329

3 HEALTHY LIVING – \$15,612

- Chronic Disease – \$15,247
- Health, Well-Being, and Fitness – \$365

4 SOCIAL RESPONSIBILITY – \$5,000

2023 ANNUAL CAMPAIGN

Donations to the YMCA Annual Campaign allow for children, teens, and adults to participate in Y programs regardless of their ability to pay. In 2023, the Annual Campaign raised over \$1.6M to provide financial assistance for participation in YMCA membership and programs.

YMCA OF THE VIRGINIA PENINSULAS

41 Old Oyster Point Road, Suite C, Newport News, VA 23602 • 757-223-7925 • ymcavp.org

Association Leadership

Adam Klutts
President and CEO

Skip Ferebee
Sr. VP/Chief Strategy Officer

Davetta Rinehart
Sr. VP/Chief Human Resources Officer

Marco Ramirez
Sr. VP/Chief Operating Officer

Richard Shaw
Vice President of Finance/
Controller

Nancy Byrum
Vice President of Operations

Rosabeth Ward
Vice President of
Mission Advancement

Craig Payne
Vice President of Property

Buzz Lambert
Group Vice President

Betsy Peters
Group Vice President

Shauntrice Williams
Group Vice President
and Equity Advancement

Erica Maynard
Director of Executive
Administration

Center Leadership

Betsy Peters
Group Vice President
Northern Neck Family YMCA

Allison Cockrell
Center Executive
Northumberland, Richmond County,
and Westmoreland Family YMCAs

Shauntrice Williams
Interim Center Executive
Luter Family YMCA

Buzz Lambert
Group Vice President
Middlesex and Mathews
Family YMCAs

Rob Wiggins
District Executive
R.F. Wilkinson and Greater
West Point Family YMCAs

Paul Parzik
Center Executive
Victory Family YMCA

Shauntrice Williams
Group Vice President
and Equity Advancement
Hampton Family and Fort
Monroe YMCAs and YMCA
Health & Wellness Center

Ana Mae Morrow
Center Executive
YMCA/APYC Camp Kekoka

Steven Udeogu-Britton
Center Executive
Tom & Ann Hunnicutt
Family YMCA

Austin Stinnett
Center Executive
First Tee - Virginia Peninsula

Program Leadership

Elizabeth Elam
Aquatics Executive

Kelly Gies
Wellness and Community
Health Executive

Virginia Harrell
Executive Director of
Marketing and
Communications

Connie Kennedy
Membership Executive

Sam Prada
Youth and Teen Experience
Executive

Caitlyn Leavens
Associate Vice President of
Child Care

Facility Locations

Fort Monroe YMCA
8 Ruckman Road
Fort Monroe, VA 23651

Northumberland Family YMCA
6348 Northumberland Highway
Heathsville, VA 22473

Greater West Point Family YMCA
3135 King William Avenue
West Point, VA 23181

R. F. Wilkinson Family YMCA
301 Sentara Circle
Williamsburg, VA 23188

Hampton Family YMCA
1 YMCA Way
Hampton, VA 23669

Richmond County Family YMCA
45 George Brown Lane
Warsaw, VA 22572

Luter Family YMCA
259 James Street
Smithfield, VA 23430

Tom & Ann Hunnicutt Family YMCA
7827 Warwick Boulevard
Newport News, VA 23607

Mathews Family YMCA
33 Cricket Hill Road
Hudgins, VA 23109

Victory Family YMCA
101 Long Green Boulevard
Yorktown, VA 23693

Middlesex Family YMCA
11487 General Puller Highway
Hartfield, VA 23071

YMCA Health & Wellness Center
4001 Coliseum Drive
Hampton, VA 23666

Northern Neck Family YMCA
39 William B. Graham Court
Kilmarnock, VA 22482

Program Locations

First Tee - Virginia Peninsula
1003 Brick Kiln Boulevard
Newport News, VA 23602

Westmoreland Family YMCA
18849 Kings Highway
Montross, VA 22520

YMCA / APYC Camp Kekoka
1083 Boys Camp Road
Kilmarnock, VA 22482

**YMCA Wiley Child
Development Center**
458 Harris Road
Kilmarnock, VA 22482

