



DISCOVERED TREASURES



YMCA OF THE SUNCOAST ANNUAL REPORT 2014

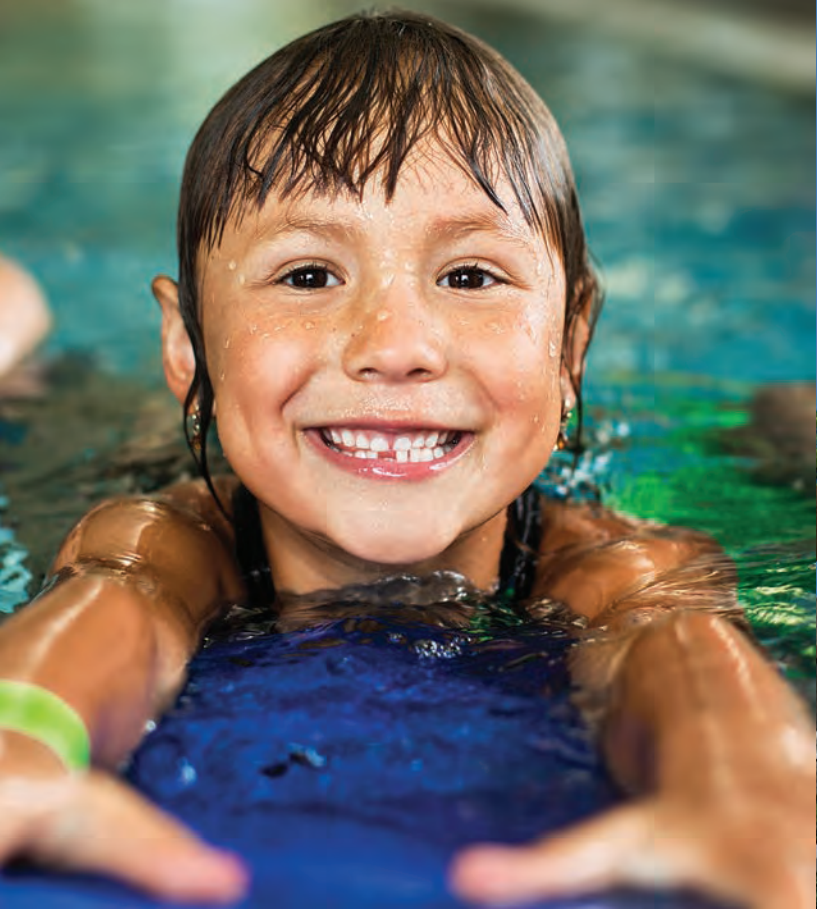


We discovered remarkable treasures **FOR YOUTH DEVELOPMENT** through our **Power Scholars Academy...**



We helped communities discover new habits **FOR HEALTHY LIVING** through **YMCA's Diabetes Prevention Program...**

...and the **Be Water Smart from the Start** water safety campaign.



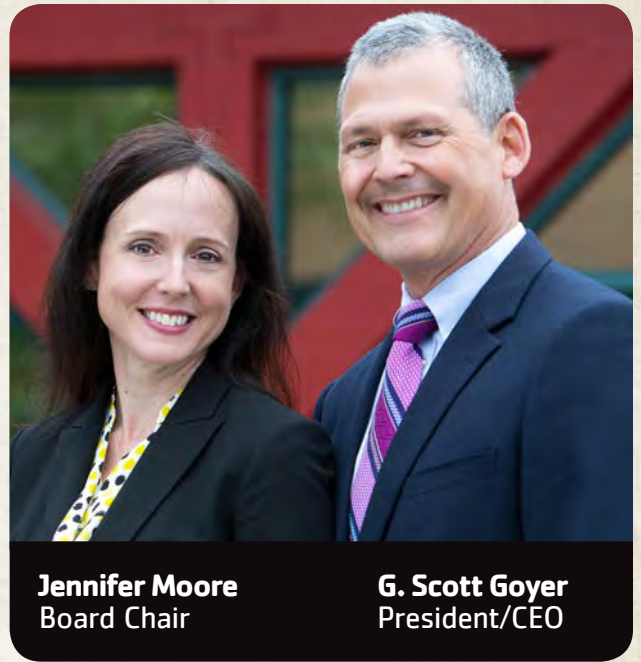
And we demonstrate our passion **FOR SOCIAL RESPONSIBILITY** by **Building What Matters** in Citrus County.



AHOY, MATEYS!

The YMCA of the Suncoast has much to celebrate. In this 2014 Annual Report, you'll see that "not all treasure is silver and gold." This report is a map that highlights the volunteers and their commitment to our Grand Plan for Success in youth development, healthy living, philanthropy and volunteerism.

We also welcome Jennifer Moore as our new captain. We look forward to her leadership in building relationships with the community and we graciously thank Charlie Robinson for guiding the YMCA of the Suncoast for the last two years.



Jennifer Moore
Board Chair

G. Scott Goyer
President/CEO

Jennifer and Scott visit the Early Learning Center at the High Point YMCA.



CHAIRMAN'S AWARD

Congratulations to "Captain" Charlie Robinson for his exceptional work sailing the YMCA of the Suncoast ship!

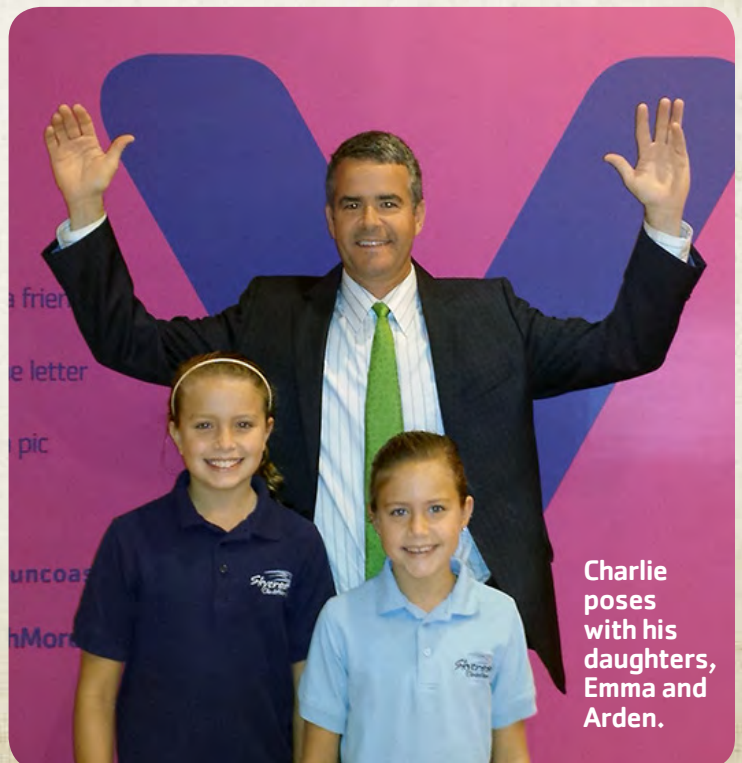
His passion for the Y and dedicated leadership and service to our organization has earned him the Chairman's Award for 2014-15.

Charlie's efforts as our Chief Volunteer Officer saw the Y enhance its position as a charity and more than just a gym and swim in the community.

At Gulfside Elementary School, 95 children closed the achievement gap by becoming Power Scholars! Our swimming pools calmed vast seas as more than 3,000 children learned that water can be fun.

More than 86 percent of our participants in YMCA's Diabetes Prevention Program agreed or strongly agreed the program has helped them meet their goals for a healthier lifestyle.

And in Citrus County, the Y began before- and after-school care in all elementary schools.





GPS VOLUNTEERS OF THE YEAR



FOR HEALTHY LIVING: AMERICA AND DANA DEUPREE

America and Dana have been members of the Y's Healthy Living committee since its inception in 2012. They own the Macula Center in Clearwater. Dana Deupree, M.D., is a board-certified ophthalmologist and retina specialist. America is also a physician and she serves on the association board of directors.

They have been extremely instrumental in helping the association expand its healthy-living partnerships. They have connected the Y to leaders of several health organizations in the Tampa Bay area.

They are strong advocates of the YMCA's Diabetes Prevention Program.



FOR YOUTH DEVELOPMENT: ALISON CRUMBLEY

Alison Crumbley is a strong advocate for education and youth development. She also represents Pasco County School Board District 4.

Her leadership was invaluable while helping the YMCA of the Suncoast become one of eight Ys that partnered with BELL and the YMCA of the USA to deliver the Power Scholars Academy to Gulfside Elementary in Holiday.

The program helps at-risk students gain the academic skills they need to succeed in school; the self-esteem they need to make healthy choices and set ambitious college and career goals; and the resiliency they need to maintain a positive and productive course in life.



GPS VOLUNTEERS OF THE YEAR



FOR VOLUNTEERISM: HENRY "HANK" CHOATE

Hank is 91 years young, and he has been a very active member of the Greater Palm Harbor YMCA since 2007. Hank has made it his mission to get to know all the members and staff of the Y and he is a regular at all special events and branch activities.

Hank knows what it takes to be a volunteer and serve. His tour in the Navy paid for his tuition at Georgia Tech. Hank believes a college education is important and paying for it can be a struggle. In 2010, his idea tied a youth's volunteer hours at the Y to a \$1,000 scholarship, and the Henry "Hank" Choate Youth Volunteer Scholarship Award was created. Every year since, Hank has personally invested his time into leading the selection and recognition of one college-bound student.



FOR PHILANTHROPY: STAN AND BETTY OLSEN

The Y is more than a place — it's a cause. Citrus County was one of the last counties in the Sunshine State where there was no YMCA. That was until a grassroots effort, formed in 2007, began to bring Y programs to the area.

Last November, the Olsens officially donated 18 acres of land to YMCA of the Suncoast. Thanks to their generous gift, Citrus County families will soon have their own YMCA.

The Stan and Betty Olsen Campus is in Central Citrus County on the north side of County Road 486 near 491. Construction will begin in May 2015 and the doors will open in early 2016.

VOLUNTEERS OF THE YEAR

CITRUS COUNTY



Rishi Gurnani
Youth

Aaron Shields
Adult

CLEARWATER



Daniel Abood
Youth

Maura Driscoll
Adult

GREATER PALM HARBOR



Christopher Kurtz
Youth

Todd McWhirter
Adult

GREATER RIDGECREST



Colby Boyd
Youth

Jim Dyson
Adult

HERNANDO COUNTY



Leah Huston
Youth

Don Delia
Adult

HIGH POINT



Alejandro Becerra
Youth

Gary "Allen" Wilson Jr.
Adult

JAMES P. GILLS FAMILY



Amanda Smith
Youth

Doug Chamberlin
Adult

NORTH PINELLAS



Connor Wells
Youth

John Margaritondo
Adult

PINELLAS SCHOOL-AGE



Monica Frary
Youth

Marvin Swartz
Adult

SUNCOAST COMMUNITY CHAMPIONS

In 2014, our staff and volunteers selected exceptional leaders during our YMCA Community Support Campaign.

Todd McWhirter and Paul Cash took lead roles in helping the Y raise funds to provide financial assistance to those in need.
That's strengthening community!



**TODD
MCWHIRTER**
Campaign
Champion,
Greater Palm
Harbor YMCA



PAUL CASH
Campaign
Champion,
Citrus County
YMCA

\$1.6 million

was distributed in financial assistance to YMCA of the Suncoast members in need during 2014.

BOARD AND STAFF LEADERSHIP

SUNCOAST ASSN. BOARD

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David Brandon
Kimberly Briggs
John Connelly
Kelly Crandall
Allen Crumbley
Matt Crum
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America Deupree
Bud Elias
Bill Hardy
Kevin Hayslett
Dr. Mark Hepp
Edward "Bebe" Hobson
Stephen Jefferies
Jewel Lamb
Amy Maguire
Laura Maiocco
Joe Marteski
Bernard McCabe
Gary Papa
Dev Pathik
Christina Rankin
Greg Richardson
Charlie Robinson Jr.
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Greg Showers
Peter Vosotas

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Don Taylor
Michael Tringali
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CITRUS YMCA STAFF

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Michelle Jones
Tara Milidantri
Misty Powers
David Reed
Debra Rumpf
Veronica Vore

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Henry Reitsma
Vickie Shire
Lisa Warren

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Henry "Hank" Choate
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Michael Little
Laura Maiocco
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Joe Meggison
Cassie Olsen
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Judy Ransom
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David Worobec

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James Macchiarola
Kevin Sugar
Jordyn Wood

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Jerry Booker
Rev. Benny Dyer
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Laura Ice
Wanda McCawthan
Marcus Paschal
Sarah Philpot
Maria Price
Ariella Sorrells
Rev. Casabell Taylor
Keith Thomas

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Amanda Arms

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Robert Foreman
Donna Gosnell
Carla Hayes
Raymond Heter
Lori Howell
Michael Maurer
John Mitten
Jeff Moore
Wendy Nugent
William Pardy Sr.
Jim Redmile
Linnea Senica
Mickey Smith
Anne Thetard

HERNANDO YMCA STAFF

Amber Slusser, Executive Director
Jonathan Pazmino Alvarez
Erin Goyeneche
James Panek
Jennifer Siem

HERNANDO SCHOOL-AGE PROGRAMS STAFF

Karen Shearer, Executive Director
Natisha Feacher
Maria Hall
Wendy Hallett
Jennifer Heaton
Nerrisa Ortiz
Keri Pascale
Cindy Perretti
Bonnie Townsend
Hillary Undestad
Darlene Williams

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Ruth Darretta
Erin Fitzgerald
Karen Gorenflo
Ann Luce
Beth Slovinac
Gary Wilson Jr.

HIGH POINT YMCA STAFF

George Garcia, Executive Director

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Melissa Alexander
Fawn Angel
Beverly Barnett
John Becker
Doug Chamberlin
Mike Freeman
Juan Flores
Danielle Kurzenberger
Matt Shaw
Chad Steinorth
Michael Stone
Mike Wells
Randy Wiemer
Jay Wijnmaalen

JAMES P. GILLS FAMILY YMCA STAFF

Julio Vega Jr., District Vice President
Angelina S. Duke
Denise Ferrara
Trenton Johnson
Huy Lu
Yukiko Schlotter

NORTH PINELLAS ADVISORY BOARD

Leona Wells, Board Chair
Debbie Bechtel
Jason Butts
Shannon Cuomo
Dan Downes
Alan Everton
Eva Krutchik
Mark Postma
Erin Root
Jonathan (Bryn) Warner

NORTH PINELLAS YMCA STAFF

Shannon Sprowls, Executive Director
Jaclyn Citarella
Veronica Condren
Summer Cruff
Michael Hlady Jr.

PINELLAS SCHOOL-AGE PROGRAMS STAFF

Beth Gettig, Executive Director
Tiffany Brown
Alicia Burke
Jennifer Crabtree
Susan DeLeon
Kevin Diebold
Geneé Encinas
Kelsie Fernandes
Dawn M. Frary
Tiffany Gordon
Leora Hart
Stephanie Herman
Mattie Herrar
Stephen Hutchinson
Sarah Jacobs
Jillian Kelly
Ruth Keyes
Angeliki Kontodiakos
April Leach
Tara Lineberry
Raymond Long Jr.
Morgan Perry
Andrea Procaccio
Susan Randolph
Clint Saenz
Linda Thomas
Lauren Thompson
Teonna Tucker
Alice Vokes
Sarah Walsh
Brittany Waters
Kylee Willis

FINANCIAL REPORT 2014

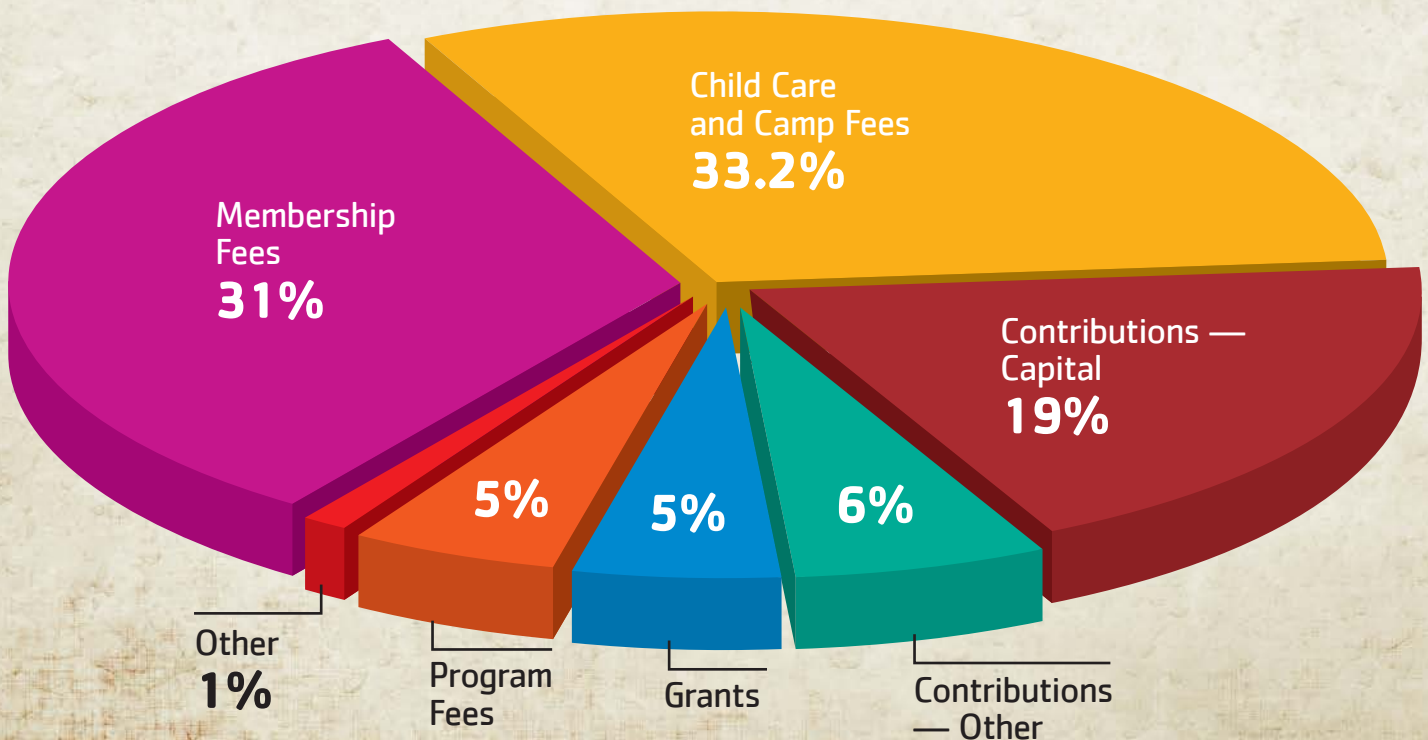
SUPPORT AND REVENUE

	2014	2013	% CHANGE
Membership Fees ¹	8,439,441	8,749,405	-3.5%
Child Care and Camp Fees ²	9,164,069	8,427,352	8.7%
Program Service Fees ³	1,504,661	1,572,709	-4.3%
Contributions - Capital ⁴	5,242,821	849,929	516.9%
Contributions - Other	1,587,028	1,605,534	-1.2%
Grants ⁵	1,278,088	1,165,286	9.7%
Other ⁶	<u>405,169</u>	<u>540,342</u>	-25%
Total Support and Revenue	\$27,621,277	\$22,910,557	20.6%

NOTES

1. The decrease in membership fees is related to the Bardmoor and SunTrust locations (\$195,000), which are no longer part of our association.
2. Child care and camp fees increased \$370,000 from new programming in Citrus County.
3. Program fees decreased because of the two branches that are no longer part of the association.
4. Capital contributions increased with new pledges, a gift of land, and \$2.8 million from the Citrus Memorial Health Foundation.
5. Grant income increased as a result of initiatives focused on education of youth through reading and enhanced programs.
6. Other revenue includes returns on investments which remained positive although lower due to reductions in earnings.

SOURCES OF SUPPORT AND REVENUE



2014 BY THE NUMBERS



2,017 Swim lessons given across the association

87,908

people across the four-county region were served by YMCA of the Suncoast programs in 2014. Of those...

47,153

were women and girls

40,755

were men and boys

20,066

were 65 or older

29,027

were younger than 18



3,762

Children attended summer camps

5,301

Children in our school-age programs



53,040

Volunteer hours clocked by **3,709** people. That equals...



6 years

of 24-hour service



6,630

8-hour work days



YMCA OF THE SUNCOAST
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