

Find the in you.



**YMCA of Central Maryland
Annual Report 2002-2003**

LEADERSHIP MESSAGE

What a significant year this has been for the YMCA of Central Maryland—a year of extraordinary service, careful expansion, and preparing exciting plans for our future. Such vitality is second nature to our venerable organization,



Lee Jensen and Don Hutchinson

which marks its 150th Anniversary this year. Today, we're reaching over 125,000 men, women and children, and we have the leadership, energy and commitment to increase that number substantially in coming years. We hope you will join us in sharing our pride in what we have achieved this year, and the positive differences that we have made in the lives of so many people.

2002-2003 Highlights & Achievements:

- 20th consecutive year of financial success.
- Recruited three outstanding Honorary Chairs for the *Strong Families—Safe Places* \$15 million capital campaign: Orioles Hall of Famer Brooks Robinson; Rosemore, Inc. Chairman Henry Rosenberg; and long-time Y volunteer Geraldine Young. Raised a total of \$10 million in pledges and land gifts.
- Held the groundbreaking for The Harry and Jeanette Weinberg YMCA at Stadium Place, our newest flagship YMCA. To underwrite this project, we raised \$5.5 million in pledges toward our \$11 million goal and obtained \$16.3 million interim bond financing from BB&T. Stadium Place will be built at 900 E. 33rd Street in Baltimore City, the former site of Memorial Stadium.
- Were awarded the Standards for Excellence seal from the Maryland Association of Nonprofit Organizations after we demonstrated compliance with 55 specific standards, based on honesty, integrity, fairness, trust, responsibility and accountability. To date, only 28 organizations have been so recognized in the state.
- Launched our new image enhancement campaign, "Find the Y in You." The Y message has been carried in print, broadcast, outdoor and transit media. You'll find images and messages of seven characters from the campaign in this annual report.
- Received accreditation from the American Camping Association (ACA) for six of our camps.
- Rolled out a comprehensive staff satisfaction plan, forming staff teams to insure 100% staff participation in the process.
- Increased overall membership retention from 55% last year to 60% this year.

- Committed association and branch board volunteers worked tirelessly this year to assure that the vision expressed in our strategic plan becomes reality.
- Continued emphasizing in Y programming our four core values: caring, honesty, respect and responsibility, as well as the Search Institute's 40 personal and community assets.

The YMCA of Central Maryland could not succeed without the support of its many constituents. Thank you all for finding the "Y" in you, and bringing it out in so many important ways. Together, we are building strong kids, strong families, and strong communities—strong enough, we expect, to last at least 150 more years.

Donald P. Hutchinson
Chair, Association Board of Directors

Lee Jensen
President & CEO, YMCA of Central Maryland

1853

Membership in Baltimore's fledgling nondenominational YMCA already tops 500—almost all laymen.

1859

YMCA ladies' auxiliary spearheads a fundraising effort, raising \$6,500 in four days toward design and construction of the West Baltimore YMCA—the first building in the U.S. designed and built exclusively for YMCA use.

1878

YMCA's Central Building at Charles and Saratoga Streets is completed in time for national YMCA's annual convention, held in Baltimore in 1879.

1882

YMCA hires William Morriss, an English Quaker, as general secretary. Morriss reaches out to a diverse group of young men, including African Americans. During his 41-year tenure with the YMCA, to reach as many as possible, he added athletics, housing, vocational training and education to the YMCA's programs, in addition to ministry.

1908

New YMCA Central Building at Franklin and Cathedral Streets opens; in addition to extensive facilities for educational purposes, meetings, and public functions, it includes 124 dormitory rooms.

1945

Druid Hill YMCA launches a "Building for Youth Campaign" to raise over \$500,000 to construct an annex adjacent to the original property. The cornerstone of the Annex was laid on August 14, 1949.

2003 Distinguished Service Awards

Each year, the YMCA of Central Maryland recognizes individuals in the public and private sectors whose commitment to our mission and vision has been exemplary. They receive our most prestigious recognition, the Distinguished Service Award. This year's recipients are Baltimore City's Mayor Martin O'Malley and Mr. Darrell Friedman.

Public Sector



Mayor Martin O'Malley

We honor **Mayor Martin O'Malley** because of his unyielding tenacity as an advocate on behalf of the YMCA of Central Maryland. Through his leadership and support of The Harry and Jeanette Weinberg YMCA at Stadium Place, former site of Memorial Stadium, he has assured the success of this signature YMCA project. When it is completed, the Weinberg Y will provide needed services that will positively impact the quality of life for thousands of Baltimore citizens.

In November 1999, at the age of 36, Mayor O'Malley was elected in a landslide victory—becoming the youngest big-city mayor in America, as well as the youngest in Baltimore's history. Since his election, the city has achieved national recognition in the areas of public safety, improvement of government efficiency, public education reform and economic development.

We consider Mayor O'Malley to be a champion of the YMCA of Central Maryland, helping us build strong kids, strong families and strong communities.

Private Sector



Darrell Friedman

We honor **Darrell Friedman** for his leadership of the YMCA of Central Maryland and his support for the Y's initiatives in the community. As a member of the President's Capital Campaign Cabinet, Mr. Friedman has provided strategic fundraising advice, and, for nearly a decade, he has been an advisor to the Y whenever asked.

Mr. Friedman, a nationally known leader among Jewish communal professionals, served as the president of THE ASSOCIATED: Jewish Community Federation of Baltimore from 1986 until his recent retirement. During his distinguished tenure in that position, he won the admiration and loyalty of the entire Baltimore Jewish community as he positioned THE ASSOCIATED as one of America's flagship Jewish Federations, leading it to unparalleled success in community building.

We greatly appreciate Mr. Friedman's staunch commitment to the Y.

1949

Towson Family Branch YMCA and White Marsh Family Branch YMCA open.

1960s

Carroll County Family Branch YMCA and Howard County Family Branch YMCA open.

1980s

YMCA of Central Maryland is first U.S. YMCA to revise its mission statement to be more inclusive of all religions.

1996

YMCA of Central Maryland charts the Anne Arundel Family Branch YMCA, following the bankruptcy of the independent Severna Park YMCA.

1999

Western Family Branch YMCA opens its Highlands Preschool. Harford Family Branch YMCA opens new camping and outdoor program center at Camp Millstad in Bel Air, Maryland.

2002

Groundbreaking is held for The Harry and Jeanette Weinberg YMCA at the site of the now-demolished Memorial Stadium in the Waverly neighborhood of Baltimore City.

For 150 years, the YMCA of Central Maryland has been...



...assisting teens to take bold steps toward successful futures through its youth debate teams, Teen Leaders Club, Youth in Government program and many more youth services.

Stephanie Mickens

For Stephanie Mickens there's no debating it: the Y builds confidence. Just listen to Stephanie tell you why the YMCA is so important to her, and you'll be convinced. Not only does the Y's debate team for metropolitan youth give her the chance to make new friends and study important issues, it gives her something much more valuable on the road to adulthood: self-confidence. Through its youth debate teams, Teen Leaders Club, Youth in Government program and many more youth services, the YMCA provides young people with a foundation on which to build successful futures.

More than 3,500 children this year reaped the benefits of the Y's after-school programs, summer activities and youth places.



Anne Arundel County Family Branch

Located on the Bay in scenic Sandy Point State Park, the YMCA's traditional day camp has been serving 300 children each summer for at least 10 years. The program provides unique opportunities for children to learn about and explore the Chesapeake Bay watershed area, including crabbing, fishing, canoeing, conservation projects, nature hikes and environmental education.

Baltimore City Head Start

As a Head Start agency in Baltimore City, the YMCA serves 321 preschool children and their families living in the northwest section of the city. Through numerous collaborations, the YMCA/Emily Price Jones staff provides comprehensive services in 7 locations, including the newly renovated New Shiloh Baptist Church. Additionally, after 35 years of working with Head Start, Barbara Smith retired as the director of the Emily Price Jones program.

Ken Harris

Ken Harris—Baltimore City Councilman and media company executive—was also a kid once, a boy who needed some structure in his life and a firm grasp of life's most important values. He found it all at the Y. Now, Ken gives back to the Y as a volunteer because, while the YMCA was keeping him out of trouble years ago, it was also giving him a foundation for the rest of his life.

The Y has provided fun and fundamental values for more than 15,000 children and youth this year.



Baltimore County Head Start

YMCA Baltimore County Head Start, which serves 572 preschool children and their families in 10 locations throughout Baltimore County, completed an intensive, five-day, Federal Review in March and was found to be outstanding in many components. As an early childhood education pilot site for the Core Knowledge Foundation, we are receiving services valued at more than \$1.5 million over the course of five years, to be used for intensive staff development, mentoring, resources, and outcome measurement.

Carroll County Family Branch

Under the leadership of Associate Branch Director Mike Walters, the Youth and Government program, which emphasizes leadership and civic responsibility, has expanded to include all YMCA of Central Maryland branches. During 2002-2003, this branch awarded \$57,000 in financial assistance to children and families within Carroll County, gave 55 scholarships to children to attend summer camp, and, in partnership with the *Carroll County Times*, served over 200 children in the YMCA "Begin to Swim" water safety program.

Druid Hill Family Branch

In March 2003, recording rap artist Fabolous held a free concert for area middle and high school students who made the honor roll and for participants in the Black Achievers program. The event, hosted by Druid Hill's Black Achievers in collaboration with Hip Fit Kids, a Cleveland-based organization that promotes nutrition and wellness for youth, attracted an audience of 200 young people. Fabolous performed, signed autographs, posed for pictures and shot some hoops.

For 150 years, the YMCA of Central Maryland has been...



...creating a place that celebrates family and helping parents provide their children with child care that instills good values.

Brad Ebersole

When Brad Ebersole wants to focus on his family, he knows where to start looking: the Y. The people he meets at the Y are more than like family—they are family. Chances are good that when Brad goes to work out, his wife, daughters—and even parents—are right there, taking advantage of everything the Y has to offer. It's a place where they can all find something that interests them, plus spend time together as a family.

More than 8,000 Central Maryland families spent time together as Y members this year.

Harford County Family Branch

The Harford County Family Branch touched the lives of more than 3,500 people in 2002, building strong kids, strong families and strong communities. Through the great programs and services provided by the YMCA, Harford County is now a safer and better place to live and grow.

Howard County Family Branch

In this branch, member retention is up to 67% due in part to consistent staffing and lower turnover in all departments, the on-time completion of its \$200,000 building renovations and FitLinxx®—where retention is up to 96% of registered members. New classes have been added for aquatics, fitness, tots, Child Watch, youth sports and teens. A Character Counts program, started in Child Watch, has expanded to include the preschool, membership and aquatics programs.

Towson Family Branch

Belly Dancing, Ballroom Dancing, Ashtanga Flow, Aquatic Kickboxing, African Rhythm Dance and Drumming and a Teen Basketball League are some of the new programs at the branch. In addition, the summer program was enhanced by new specialty camps, including Zoo Camp and Theater Camp as well as Survivor Camp for teens. On-site child care has achieved record enrollment, offering such programs as pre-school graduation, the Grand Holiday program, monthly storytellers, musicians and dance, as well as date nights for parents.

Teresa Richardson

Teresa Richardson chose the Y's child care because it's a place for her child to grow—not just a place to go. Having raised four children, she knew what she wanted most in a child care setting for her fifth child, Zach: a good learning environment. Four core values—caring, honesty, responsibility and respect—provide the foundation for the Y's child care curriculum at the earliest level, providing the best possible beginning in a child's education and giving parents peace of mind to be productive on the job.

The Y is Maryland's largest child care provider—serving more than 5,000 children and youth every day.



Urban Services Division

The Urban Services Division works with multiple partners to deliver services to 19 of the most disadvantaged communities in Baltimore City. In the past year more than 1,700 young people took part in YMCA activities. Urban Services director Kacy Conley, recognized as a champion of youth, has been appointed an Ambassador with the AfterSchool Alliance, a national initiative to raise the awareness of the impact of after-school programs.

Western Family Branch

This branch opened a new school-age child care center at Catonsville Elementary School at the beginning of the 2002-2003 school year. Opening with 12 children, the site now has over 30 enrolled. In addition, the Multiple Sclerosis (MS) swim program participants raised \$3,057 toward the purchase of a \$6,000 Hoyer Chairlift, with the Multiple Sclerosis Society contributing the balance.

White Marsh Family Branch

Teen Extreme Camp, an innovative program for middle school teens, was launched in the summer of 2002 on the CCBC-Essex campus. Dr. R. Wayne Branch, president of CCBC-Essex, and his staff merit special thanks for their support of this collaboration between the college and the branch, as does Kenneth N. Harris, Sr., director of business services for Comcast, who was named "Hometown Hero for 2002" and the branch's "2002 Volunteer of the Year" for his fund-raising leadership.

For 150 years, the YMCA of Central Maryland has been...



...providing a community that enriches seniors' lives through physical activity and volunteer initiatives.

Gwen Patillo

Gwen Patillo describes her 22 years at the Y quite simply as uplifting. At age 52, when most athletic careers are long over, she was just getting started. From the day she walked into the Y, Gwen quickly progressed from beginning weightlifter to power-lifting champion, setting records in state, national and international competitions. Twenty-two years later, Gwen now gives other athletes a lift, helping them to hone their weight training skills while creating new friendships.

More than 1,000 seniors found YMCA programs that matched their active lifestyles.

Annual Fund Contributors

Thanks to the generosity of our Annual Fund donors, the YMCA of Central Maryland is able to provide scholarships and programming so that all families can share in the Y experience.

GOLD TRIANGLE (\$10,000+)

The Baltimore Sun
Bank Annapolis
Coca-Cola USA
Comcast Cable Communications, Inc.
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Innovative Technologies in Print
JC Penney Afterschool Initiative
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Paula and Clem Ehoff
Elmore B Jeffery Trust

Geraldine Young

Geraldine Young proves that the strongest people are often those with the softest hearts. Having outlived her husband and three children, she knew what she had to do—find a family into which she could pour all of the love she was used to giving. She found it at the Y. Starting with her own donation, she helped raise \$3.5 million to renovate her local YMCA. She then led the effort to transform a city rowhouse into a safe refuge for mothers recovering from substance abuse and/or domestic abuse. Today, she is "house mom" at the Y's Geraldine Young Family Life Center. Volunteers like Geraldine have been the force behind the YMCA of Central Maryland's work to enrich lives and strengthen communities.

The Y has worked with 16 other not-for-profit groups to provide transitional housing to Central Maryland families in need. The YMCA of Central Maryland collaborates with over 175 for-profit, not-for-profit and public organizations to help build strong kids, strong families and strong communities.



Clinton C. Emich
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J. Steven and Terry Young
Richard T. Zink

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Dale Thompson Builders

For 150 years, the YMCA of Central Maryland has been...



...helping young people realize their potential in athletics, and in life.

Gary Lindholm

Gary Lindholm gained new self-confidence overnight, thanks to a YMCA camp. Five years ago, he was shy and unsure about spending a week away from home at YMCA resident camp. But, Gary quickly replaced his fears with fun. Not only did he love his Y camp experience, he gained self-confidence and interpersonal skills through camp activities and the attention and encouragement he received from Y counselors. Next year, Gary is eligible to become a counselor-in-training himself—and he isn't a bit bashful about tackling the challenge.

The Y was a "home away from home" for more than 3,000 day and resident campers this summer.

Marian D. Daniel
Karen Dates
Kelly M. David
Robert Davis
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Douglas Lawn & Landscape
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Bradley J. Ebersole
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M. Lynn Rill
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Patrick A. Roberson
Gail H. Sanders
Gary and Beth Sergott
Lana M. Smith
Gracemarie Sommerhof
Peter Sonntag
Christine Ader Soto
State Farm Companies

State Farm Insurance / J. Holman
Kerry D. Staton
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Sykesville South Carroll Rotary
The Obrect Family Foundation, Inc.
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Bradford I. Webb
Donna Wilson
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Jill K. Black
Blue Jay Electric, Inc.
Douglas W. Brinkley

Financial Summary 2002-2003

Audited March 31, 2002 Unaudited March 31, 2003

REVENUE:

Public Support

Contributions	\$1,278,389	\$2,824,882
Contributions (In-Kind)	1,186,425	1,288,187
United Way subsidy	520,290	469,259
Total Support from Public	\$2,985,104	\$4,582,328

Membership and Activities

Membership Fees	\$5,000,471	\$5,352,350
Program Fees	18,824,841	19,968,506
Total Memberships and Activities	\$23,825,312	\$25,320,856

Investment and Rental Income

Income from investments	\$35,238	\$2,554
Rental income	100,165	72,443
Total Support from Public	\$135,403	\$74,997

Miscellaneous Income

\$109,761	\$70,665
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Total Revenues	\$27,055,580	\$30,048,846
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Audited March 31, 2002 Unaudited March 31, 2003

EXPENSES:

Personnel

Salaries & Wages	\$13,556,760	\$14,453,434
Employee Benefits	1,698,128	1,934,026
Payroll Taxes	1,176,709	1,390,325
Total Personnel	\$16,431,597	\$17,777,785

Operating Expenses

Professional Fees	\$1,840,603	\$1,547,922
Supplies	1,897,959	1,971,931
Telephone	335,288	344,527
Postage & Shipping	68,199	56,296
Occupancy & Equipment	4,176,634	4,890,119
Interest Expense	313,203	337,573
Printing & Promotion	602,476	888,270
Travel & Transportation	618,222	600,304
Conferences & Education	302,227	289,150
National Dues	157,910	163,000
Miscellaneous Expenses	414,586	186,359

Total Operating Expenses	\$10,727,307	\$11,275,451
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Total Expenses	\$27,158,904	\$29,053,236
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This list includes donations and pledges between May 10, 2002 and April 10, 2003. If you see an error or would like your name listed differently in the future, please contact the Development Department at 410-837-9622, extension 244.

Angela C. Brogdale
Michael Bryant
Cactus Willies Steak Buffet
Vincent A. Campanella
David Carney
Joel Carpenter
Central Presbyterian Church
Carine Chen-McLaughlin
Dawn M. Chrystal
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Weinkam and Weinkam
Carol E. Whittington
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John Arthur Fricker
Georgia Jackson

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Kenneth V. Moreland	

Branch and Head Start Representation

Anne Arundel County	
Family Branch	Robert A. Kavetsky
Carroll County Family Branch	M. Lynn Rill
Druid Hill Family Branch	Marian D. Daniel
Harford County Family Branch	Fred Kern
Howard County Family Branch	Bruce A. Hollander
Towson Family Branch	Richard T. Zink
The Harry & Jeanette Weinberg	
YMCA at Stadium Place	Bradley Chambers
* Projected opening Summer 2004	
Western Family Branch	Bradley J. Ebersole
White Marsh Family Branch	John B. Gontrom
Baltimore City Head Start	Sandra M. Ray
Baltimore County Head Start	Cheryl Alford



OUR MISSION

The YMCA of Central Maryland is a human service organization dedicated to developing the full potential of every individual through programs that build healthy spirit, mind, and body for all.

YMCA of Central Maryland Staff Leadership 2002-2003

Association Staff

President & CEO	Lee Jensen
Chief Operating Officer	Robert J. Brosmer
Vice President of Family & Children's Services/Community Development	Christine Ader-Soto
Vice President of Development	Kathleen Ward Dragovich
Vice President of Business Development	Michael F. Kenyon
Branch Capital Campaign Director	Kelley E. Rickard
Vice President of Human Resources	Marjorie A. Ripalda, PHR
General Capital Campaign Director	Joanne M. Rosenthal, Esq.
Vice President of Marketing & Communications	Gail H. Sanders
Chief Financial Officer	Joseph M. Stella, CPA

Branch and Head Start Directors

Anne Arundel County	
Family Branch YMCA	Lana M. Smith, Branch Director
Carroll County Family Branch YMCA	Jeffrey A. Sprinkle, Branch Director
Druid Hill Family Branch YMCA	A. Antonio Coffield, Branch Director
Harford County Family Branch YMCA	Nancy A. Donnelly, Branch Director
Howard County Family Branch YMCA	Lyndon E. Murray, Branch Director
Towson Family Branch YMCA	William M. Leininger, Branch Director
The Harry & Jeanette Weinberg	
YMCA at Stadium Place	Michael F. Kenyon, Project Director
* Projected opening Summer 2004	
Western Family Branch YMCA	Marcia A. Meehan, Branch Director
White Marsh Family Branch YMCA	Paula Ehoff, Branch Director
Baltimore City Head Start	Ogu I. Okechie, Director
Baltimore County Head Start	Gail Reich, Interim Director
Urban Services	Kathleen S. Conley, Director