



KENTUCKY YMCA YOUTH ASSOCIATION

IMPACT REPORT

PROGRAM YEAR 2018-2019



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LETTER FROM OUR CEO



“We are fired up about this new programming year, and energized to tackle these opportunities head on so we can more fully become a Y built with all Kentucky youth in mind.”

Dear Friend,

During the 2018-2019 programming year, we at the KY YMCA challenged ourselves in new ways. We are the nation’s largest Youth and Government program in terms of reach and programming, but **there is a difference between ‘all are welcome’ and ‘we built this with you in mind.’** So, we sat down and asked ourselves: Who are we serving? Are we meeting their needs? Who are we not yet serving, and why? Are we providing a safe and welcoming space for all of our participants, volunteers, and staff to grow, be challenged, and thrive?

I am happy to share we have many reasons to celebrate!

- We are serving over 10,500 unique teens from 111 of Kentucky’s 120 counties, and our participant makeup mirrors that of our Commonwealth’s.
- Our program reach continues to grow at the individual level at a rate of 3-5%, and our average scholarship award increase means we are supporting more high-needs youth.
- We are recognized and consulted as a national leader in Youth and Government programming, and frequently engaged by Y-USA as they develop a national framework for teen programming.
- We were again recognized by Y-USA as a DIG Innovation Y, for our ongoing commitment to diversity, inclusion, and the global Y community
- Our fund development efforts led to 106 new donors, 10 sponsors, 9 Community Roadmap Partners, \$244,286.96 annual fund total, and the successful passage of the Kentucky Youth Assembly (KYA) as an income tax check-off option.

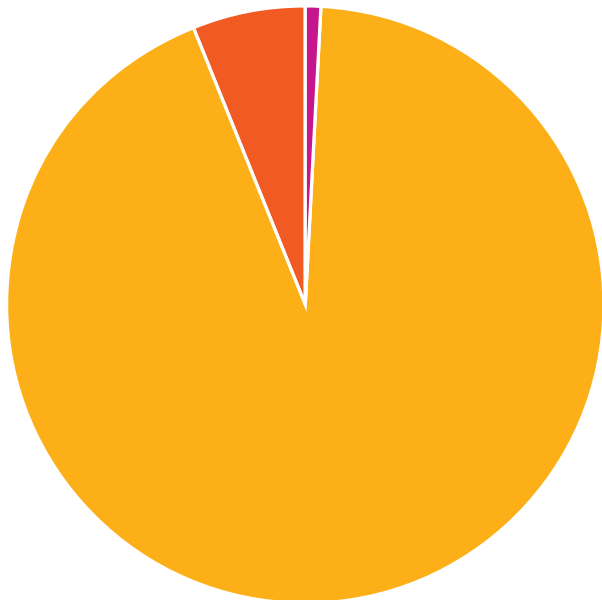
We know there are challenges and shortcomings to face. We are not yet reaching all 120 counties, and we are actively serving only 3% of Kentucky teens. Although our demographic makeup does mirror that of Kentucky overall, we are underserving some groups and communities. Our engagement model is limiting our capability to significantly broaden our reach, and we continue to find ways we can better uplift our youth and volunteers. We are fired up about this new programming year, and energized to tackle these opportunities head on so we can more fully become a Y built with all Kentucky youth in mind. The groundwork we have laid this year will evolve into purposeful recruitment, marketing, fundraising, community partnership development and volunteer engagement efforts; and we are already seeing positive responses to our new initiatives.

Looking back on this year I am in awe of everything we have undertaken and accomplished, and humbled by the community of supporters who help to make this work possible. I am confident that together we can continue to build on our powerful legacy of scaffolding young change makers who will make our communities better for all of us. Thank you for sharing this journey with us, and for making it possible for the Kentucky YMCA Youth Association to dream boldly, act courageously, and celebrate the endless potential of our youth. Thank you for being a change maker in your own right.

Yours in service,

Beth Malcom

2018-2019 FINANCIALS

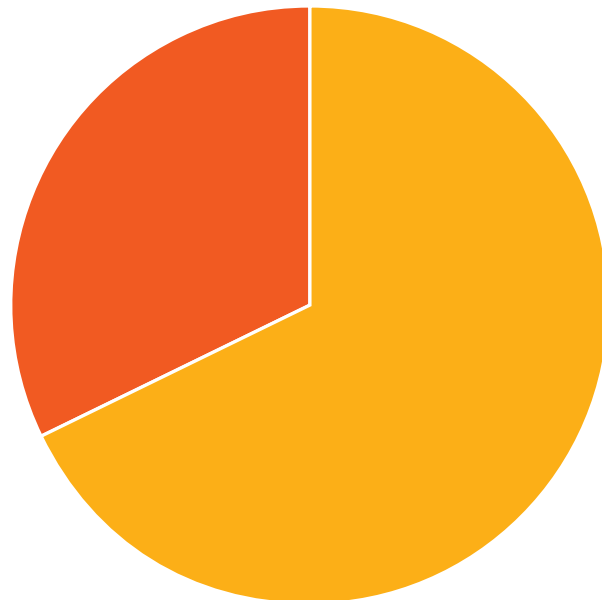


REVENUE

● Administrative Revenue	\$ 4,240.00
● Total Contributed Revenue	\$ 244,286.96
– Individual Donors	\$ 170,088.00
– Grants, Foundations, Corporate Partnerships	\$ 74,197.00
● Program Revenue	\$ 3,582,123.37
TOTAL REVENUE	\$ 3,830,650.33

\$95,890.59

Total Net Income



EXPENSES

● Indirect Program Expenses	\$ 1,159,832.18
● Direct Program Expenses	\$ 2,574,927.56
TOTAL EXPENSES	\$ 3,734,759.74

NEED-BASED SCHOLARSHIPS

KYA Student	\$ 68,123.00
KUNA Student	\$ 56,915.00
GFI Student	\$ 4,050.00
LTC Student	\$ 5,455.00
KYA Teacher	\$ 50,895.00
KUNA Teacher	\$ 34,155.00

TOTAL AMOUNT AWARDED \$ 219,603.00

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2018-2019 BOARD OF OVERSEERS

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YOUTH AND GOVERNMENT: KYA & KUNA

Our Youth and Government programs continue to inspire and challenge thousands of Kentucky youth each year. This past year was the **72nd gathering of KYA and the 64th gathering of KUNA**, and we are incredibly proud of the legacy our students continue to build upon through their advocacy, constructive civil discourse and commitment to creating a better Kentucky.



OVER **95%**

of KYA students agree or strongly agree that "It is important to me to listen to and respectfully discuss policies and political issues with my peers, even if we disagree on them."

48% Percentage of teachers who received financial aid

16% Percentage of students who received financial aid



632

Bills written, sponsored, and debated at our conferences



HALF

of Y-students are more likely to contact a public official about proposed legislation.

\$119,018

Total financial aid received by students and teachers



SERVICE LEARNING: Y-CORPS

For over 25 years, Y-students have been placed at the intersection of community, culture and need that make up our Commonwealth and country through the Y-Corps program. **This movement has transformed the lives of thousands of Kentucky teens** and hundreds of communities, and it continues to demonstrate our program motto that, "work is love made visible."



80%

Percentage of Y-students who volunteer throughout the year

Y-Corps students raised
\$81,000
that funded over
1,150
student scholarships to KYA, KUNA, GFI and LTC.



40+

Communities served by Y-Corps teams.



30,000+

Hours of service completed throughout the year



CHARACTER & DEVELOPMENT PROGRAMS: GO FOR IT! & LTC

Our character development programs, Go For It and the Leadership Training Conference, provide Kentucky youth spaces to test-the-waters, build relationships across the Commonwealth and reflect on their own personal growth. These programs continue to be popular and continue to provide many Kentuckians a family they didn't know they needed.



“The Y is a home and I feel closer to the Commonwealth every day because of conferences like LTC”
– Jacqueline C.



LTC Theme:

Your One Wild and Precious Life

GFI Theme:

The Fire Within

\$5,455

Financial aid awarded to LTC attendees

\$4,060

Financial aid awarded to GFI attendees



286

LTC attendees

305

GFI attendees



THANK YOU, DONORS!

\$1-99

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THANK YOU, DONORS!

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Lucy Helm
Kentucky Bar Foundation

Donors between July 2018
and June 2019 (2018-2019
Programming Year).

We make every effort to ensure
that our donor and volunteer
list is accurate and up-to-date.