



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# LET'S WORK TOGETHER

Annual Report to the Community 2010  
YMCA OF GREATER ERIE

See more in others.  
See more in yourself.  
Because when we see more,  
**WE CAN DO MORE. TOGETHER.**



## MESSAGE FROM THE YMCA CVO & CEO

Dear Friends,

It's a brand new day at our YMCA! Leadership volunteers and staff joined hands to begin the hard, but joyful, work of transforming our 150-year-old YMCA into a more cause and relationship-driven organization.

While we've always been about strengthening the foundations of community by offering kids development programs, providing the means to achieve a healthy lifestyle and advocating social responsibility, we wanted to begin to dramatically change the way that our employees, volunteers, members and community viewed the Y.

We learned along our journey that many people recognized the YMCA name; but very few knew what we stood for. Most wildly underestimated the scope of our impact – an impact that extends well beyond our gyms and pools and into City of Erie neighborhood parks, public housing complexes, classrooms throughout Erie County and senior centers.

The Y isn't just the name on our building. We're a spirit, a movement and a cause. Members join because they believe in us and the values we stand for: caring, honesty, respect and responsibility.

The Y is a powerful association of men, women and children of all ages and from all walks of life joined together by a shared passion: to strengthen the foundations of community by nurturing the potential of kids and teens, improving our community's health and fostering a sense of social responsibility.

**Richard Merwin**  
Chief Volunteer Officer

**Gerry Vandemerwe**  
Chief Executive Officer



# TOGETHER WE ARE . . .

## NURTURING THE POTENTIAL OF KIDS & TEENS

**In the summer, kids flock to Walczak Park, a popular neighborhood park located in the City of Erie. They arrive, often before Y Summer Parks and Recreation Counselor Shannon Zoltowski, “They know my car by now and often are waiting for me when I get there,” she says. “It makes me feel good.”**



*Shannon Zoltowski with co-worker Zac Miller and neighborhood kids.*

For the fourth summer, Shannon joins other Y staff for a summer of fun and friendship, creating memories and activities for kids with little other than her natural surroundings and playground balls.

“Kids would not come to the park if it was not for this program,” she says. “They would never know each other. They’d spend their summer inside playing video games. In fact, when they bring their handhelds to the park, we take them away and get a game of dodgeball going.” Shannon’s park program has grown from eight kids to an average daily attendance of 30-35 kids from all over the city.

“That’s what’s great – the diversity. Kids come from different backgrounds, different schools. There’s a real sense of community at my park. This program exposes kids to new experiences...there are kids who come who have never been on a boat!” Shannon loves playing with the kids and organizing games.

“I hope I am a positive role model – many of them are going through awkward middle school years...these kids want a friend.”

In 2001, the YMCA of Greater Erie welcomed a collaboration with the City of Erie to provide summer lunch and recreational programming at nine City of Erie neighborhood parks, including Walczak Park. The program offers youth ages 6-18 the convenience of free recreational programming within walking distance or a short bike ride of their home. Caring and trained Y staff lead youth in a variety of activities, including sports, board games, group games, arts and crafts, tournaments, field trips and monthly special events. The summer lunch program ensures

that youth receive a free lunch daily. Over 600 youth are impacted through the YMCA’s collaboration with the City of Erie summer, lunch and recreational programming.

Recreational swimming at Bayview and Columbus parks is an extension of the Y’s collaboration with the City of Erie. Aquatics-certified YMCA staff supervise open, recreational swimming for youth. More than 150 youth are impacted through the YMCA’s collaboration with the City of Erie’s swimming program. Summer 2011 brings an additional collaboration to provide over 1,000 additional youth with recreational swimming at Rodger Young Pool in partnership with the City of Erie and the Erie Housing Authority.

**“I hope I am a positive role model – many of them are going through awkward middle school years...these kids want a friend.”**

**—Shannon Zoltowski**

# TOGETHER WE ARE . . . IMPROVING COMMUNITY HEALTH

**“For far too long, fluctuating blood sugar levels has been my main obstacle in managing my Type 1 diabetes,” recalls Erie County Diabetes Association patient Carol Alloway. “Exercise was the solution that I evaded. I knew it was necessary, but I always felt too physically and emotionally drained to incorporate it into my daily lifestyle.”**

Carol is now a participant in the Y’s Taking Charge for Life: A Healthy Lifestyle Program for those Living with Diabetes. “Were it not for the Basic & Brief workouts, I’d never have reaped the benefits: NORMAL pre/post meal blood sugar readings for an entire day at a time, less insulin requirements, less stress generated by trying to cope with the roller coaster swings of high and low blood sugar readings, a full night of restful sleep, and, of course, the occasional extra splurge of carbohydrates!” she says.

“I’m already impressed with the results I’ve been able to achieve thus far. Notably, I have more stamina and less fatigue than I can remember in a long time. I’m now able to walk further distances in less time and with greater ease – those stops to catch my breath or rest are quickly becoming a memory of the past.”

“Finally, I’ve found the community of support that surrounds me is a valuable resource keeping my motivation from waning. We share laughter, we share tears and we offer support to those who are in need of a kind word or encouragement when the difficult times of managing diabetes present themselves.”

Diabetes is a growing health concern in our community. That’s why the Erie County Diabetes Association (ECDA) and the Y are working together to support diabetic patients in managing their diabetes through physical and nutritional wellness. More than 1,200 diabetics currently receive educational, pharmaceutical and medical support through the ECDA. What’s missing for those served by ECDA is access to physical activity and the supportive atmosphere for a beginning exerciser.

*Carol Alloway with Y Program Director Kelly Gheres.*

**“I’ve found the community of support that surrounds me is a valuable resource keeping my motivation from waning.”**

**—Carol Alloway**

Through a grant received by United Way of Erie County’s Women In Action Fund, the Y and the ECDA offer diabetic women a structured, group-based, beginner exercise and behavior change program aimed at facilitating lifelong behavior changes related to health, physical activity and nutrition – Taking Charge for Life: A Healthy Lifestyle Program for those Living with Diabetes.

**While we are in the beginning stages of this pilot program, we expect to demonstrate outcomes such as:**

- Develop a network of peer support
- Learn strategies for developing lifelong healthy behaviors
- Lower the risk of long-term diabetes complications, such as blindness, heart disease and kidney disease.



# HELPING NEIGHBORS

**“The County YMCA has the true meaning of Christmas at heart within its members and staff. My family has been blessed this season and throughout the year with the generosity that is shown by these wonderful people. There is a sense of true caring throughout the year.**

“We have had hard times this past year. Because a staff member was aware of our situation, they (the County YMCA members) helped give our children a wonderful Christmas. I have never seen such giving of the County YMCA members and staff. My husband and I were so touched and overjoyed, I am not sure if we could ever repay them for what they have given to us. These wonderful people have given my husband and me a chance to see our children laugh and smile on Christmas Day, a chance I’m not so sure would come this year. Our lives have been forever changed by this one small act of kindness that will last the rest of our lives.

“The County YMCA lives up to its motto when they say they help build strong kids, strong communities and strong families. They have made my family stronger and blessed. I am forever grateful for the kindness shown by the staff every day. Someone is always there to lend an ear, which is sometimes what is needed most. I thank each and every member and staff at the County YMCA for making our holiday a joyful one.”

We believe that real change can only come about when we all work together. That’s why, at the Y, strengthening community is our cause. We know that when we work together as one, we can move people forward. Together, we are having a meaningful and tangible impact in our community.

How do we measure the impact an organization like the Y has on our community? It’s often this question that is most difficult to answer when we think about the Y’s reach in our neighborhoods. We feel a sense of social responsibility – of giving back and supporting our neighbors, whatever their need.

Through affordable pricing and membership scholarships, we ensure that all people have access to the YMCA. In addition, community service projects, special events like YMCA Healthy Kids Day and Y-SPLASH and help extended to individuals and families like this Edinboro family allow us to broaden the scope of our mission.



**“These wonderful people have given my husband and me a chance to see our children laugh and smile on Christmas Day, a chance I’m not so sure would come this year.”**

**—An Edinboro Family**

# 2010 IMPACT HIGHLIGHTS

The YMCA of Greater Erie is comprised of four membership branches, 18 early care and school-age enrichment centers and one public camping and recreation facility. The YMCA engages more than 30,000 men, women and children – regardless of age, income or background – to nurture the potential of children and teens, improve the community’s health and well-being and provide opportunities to give back and support neighbors. Deeply rooted in the community for 150 years, our Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change.

## Financial Assistance

Everyday, we work side by side with our neighbors to make sure that everyone, regardless of income or background, has the opportunity to learn, grow and thrive. In 2010, thousands of children and adults engaged in Y membership and programs like camp, afterschool, youth sports, early learning, teen clubs, family activities and wellness programs as a result of \$898,271 provided in financial assistance through the Y to those in need; this is up from \$728,603 awarded in 2009 – a 23% increase.

## New Look, New Messaging

For the first time in 43 years, the national YMCA unveiled a new brand strategy to increase the understanding of the impact of the YMCA in our community. Through our new brand strategy and framework, we’ll extend our reach into communities to nurture the potential of kids and teens, improve the nation’s health and well-being and provide opportunities to support neighbors.

## Membership and Program Participation

During 2010, over 30,000 youth, families, adults and seniors engaged in YMCA programs and membership. Membership exceeded 20,000 individuals and retention held at 62 percent, well within the standards of the national YMCA.

## Senior Adult Programming

Seniors at the Y receive the opportunity to stay active and socialize with friends, new and old. The SilverSneakers Fitness Program grew nearly eight percent during 2010. The program provides a unique opportunity for seniors to focus on building muscle strength, balance, coordination and conditioning, and cardiovascular health.

## Early Care & School-Age Enrichment/Camping

Y Early Care & School-Age Enrichment provides the critical foundation for children to grow and develop in a safe and encouraging environment. Last year we served over 2,650 children in our 18 Early Care and School-Age Enrichment Centers and a variety of preschool classes and programs. Our centers at the Downtown and Eastside Family Ys sought and earned accreditation from the National Association for the Education of Young Children (NAEYC), paving the way for the other centers. NAEYC accreditation is a widely recognized sign of high-quality early childhood education.

During the summer months, Y summer camps were filled with young people singing songs, meeting new friends, learning new skills and living the Y’s four core values. In 2010, we provided 100 families with financial assistance and subsidies for children who attend our Day Camps. We served 650 children throughout Erie County at YMCA Summer Day Camps.

## Unique Partnership Blooms with Goodell Gardens & Homestead

A unique partnership with Goodell Gardens & Homestead bloomed in 2010 for the County Y in Edinboro. Set among the beautiful flowers and expansive grounds, Y staff offered holistic programming, such as yoga, meditation, pilates and music. The tranquility of the atmosphere enhanced the spiritual and physical benefits of these very popular programs. The partnership continues for the summer of 2011.

## 10-Year Anniversary Celebrated of YMCA Kids Clubs

YMCA Kids Clubs serve youth residing in the neighborhoods served by the Erie Housing Authority. As many as 75 youth a day (more in the summer months), ages 6-18, spend up to six hours per day participating in activities and programs that enhance their overall well-being. Additionally, youth are served snacks and meals, have access to many collaborative community programs and are loved by the caring staff.

## Play & Learn Program Ensures a Brighter Future for Youngsters

A grant received from Boeing International seeded the Y’s popular Play & Learn program. The program, for youth up to age five and their caregivers, is a free community program that provides a supportive atmosphere for interactive, imaginative play between the child and caregiver. The program builds on the child’s natural desire to play and become more self-reliant. In 2010, 95 children and their care givers participated in this free program at the Eastside Family Y and collaborative site at the Christian & Missionary Church Alliance in Union City.

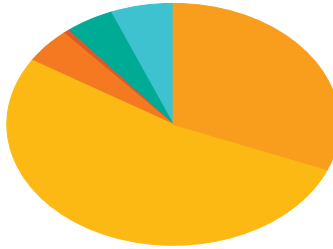
## Giving Back to our Neighbors

We’ve been working alongside our community neighbors and Y members to support other nonprofits with donations of time and treasure throughout 2010. With a renewed commitment to social responsibility, the Y partnered with more than 25 nonprofits in 2010. Some highlights include: back-to-school bookbag collection, Community Shelter Services, Toys for Tots, Second Harvest Food Bank, Junior League of Erie, Erie City Mission and the Upper Room. **Thank You!**

# 2010 OPERATING REVENUE

## REVENUES

Membership.....	\$5,119,475
Childcare.....	\$8,606,970
Program.....	\$779,924
United Way.....	\$106,675
Community Support.....	\$763,096
Other.....	\$984,265
<b>TOTAL .....</b>	<b>\$16,360,405</b>



## MEMBERSHIP (as of Dec. 31, 2010)

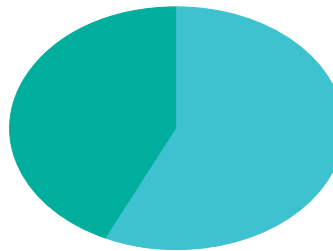
Membership Units	2009	2010
	7773	7782
<hr/>		
Total Members	20,824	20,999



YMCA of Greater Erie's new Natural Healing Therapeutic Center opened in 2011.

## EXPENSES

Salaries & Benefits.....	\$8,869,401
Other Operating Expenses.....	\$6,701,147
<b>TOTAL .....</b>	<b>\$15,570,548</b>



# 2011 EMPLOYEE & VOLUNTEER RECOGNITION

## EMPLOYEES OF THE YEAR

- Gail Kimmy, *YMCA Wattsburg Early Care & School-Age Enrichment Center*
- Bill Moats, *County*
- Dan Monroe, *Eastside Family*
- Monica Olesnanik, *Downtown*
- Brian Showman, *Glenwood Park*

## VOLUNTEERS OF THE YEAR

- Larry Finnazo, *County*
- Chris King, *Eastside Family*
- Jim Murphy, *Downtown*
- Mike Sparks, *Glenwood Park*

## VOLUNTEER FUNDRAISERS OF THE YEAR

- Jeff Craft, *County*
- Tony Gilmore, *Eastside Family*
- Julie Lewis, *Glenwood Park*
- Jim Orth, *Downtown*
- Gary Popson, *Metro*

## YMCA SPIRIT AWARD

- Del Birch, *Downtown*
- Adam & Dayna Conn, *County*
- Linda Farnen, *Glenwood Park*
- Josie Lubiejewski, *Metro*
- Richard Merwin, *Metro*
- Tina Slaney, *Eastside Family*

## EMPLOYEE 5 YEARS OF SERVICE

- Erin Anderson
- Lisa Bailey
- Carrie Baker
- Maria Batista
- Michelle Beddick
- Craig Berarducci
- Elisabeth Buhl
- Amanda Clark
- Angela Durkin
- Michelle Fernandes
- Virginia Flowers
- Alisha Glover
- Ruth Gray
- Kara Hall
- Theresa Hinspeter
- Tracey Hodapp
- Mary Kathleen Iszkula
- Greg Johnston
- Melissa Kelley
- Kathleen Kuhn
- Jennifer McBride
- Cheryl McGranor
- Vanessa Nelson
- Gail Smith
- James Watson
- John Watson
- Tara Wetzel
- Stephanie Wilhelm

## EMPLOYEE 10 YEARS OF SERVICE

- Linda Burling
- Sue Hagle
- Robyn Parsons
- Norma Schriefer
- Victoria Stilson
- Carol Wyant

## EMPLOYEE 15 YEARS OF SERVICE

- Tim Mackey
- Debra Mcintosh
- Laura Powierza
- Dana Songer
- James Volgstadt

## EMPLOYEE 20 YEARS OF SERVICE

- Judith Boboshko
- Linda Farnen
- Louisa Salmon

## EMPLOYEE 30 YEARS OF SERVICE

- Ann Berndt

## YMCA METROPOLITAN BOARD OF DIRECTORS

- Richard Merwin, CVO
- Gary Popson, *Immediate Past CVO*
- Ken Slaney, *First Vice Chair*
- Ron Lord, *Secretary*
- Josephine Lubiejewski, *Assistant Secretary*
- Mary Fiorenzo, *Treasurer*
- Brian Glowacki, Esq., *Assistant Treasurer*
- Peter Bates
- Ron Bielanian
- Joe Butler
- John Dill
- Jeffrey Evans
- Charles Faulkerson
- Michael Fetzner, Esq.
- Erin Fessler
- Marshall Fryer
- David Haller
- Bob Herbstritt
- Dr. Jim Johannes
- Councilman Curtis Jones
- Lisa Koshan
- David Matthews
- Ginny McGarvey
- Tom Myers, Esq.
- Tom Peyton
- James Piekanski
- Jeff Plyler
- Paul Sallie
- Kathy Sibbald
- Dan Sloppy
- Mike Sparks
- Todd Swanson
- Bill Taylor, Jr.
- James Trieber
- Everett Walker
- David Waples
- Dennis Wilkins
- Carl Wolfrom

## YMCA BOARD OF TRUSTEES

- Honorable Warren Bentz
- Susan Dunn
- Michael Fetzner, Esq.
- John Finn
- David Matthews
- Ginny McGarvey
- Richard Merwin
- Tom Myers, Esq.
- Gary Popson
- Bill Taylor, Jr.
- Everett Walker

## YMCA HERITAGE CLUB MEMBERS

The following individuals have made a lasting investment in our community through their commitment to the YMCA Endowment Fund. Below is a partial list of members, as some prefer to remain anonymous.

- Peter & Mary Bates
- Paul Bowers\*
- Carl Cannavino
- Louis Close
- Lyman & Marilyn Cohen
- Andrew Connor, Esq.
- Gordon & Barbara Osborn
- Charles Dailey
- Mary Beth Danowski
- John Dauber
- Joe & Lisa Dobrich
- Tom & Carol Doyle
- Gary & Emy Dougan
- John & Susan Dunn
- Harold Durst\*
- Jeffrey Evans
- Marjorie Ferguson
- Michael & Sandy Fetzner, Esq.
- Jack & Jeanne Finn
- Jim & Carla Fryling
- Fletcher & Elsie\* Gornall, Esq.
- Jack & Sharon Gornall, Esq.
- Barbara Gunnison
- Betty Haller
- Allen & Beth Hawthorne
- Bill\* & Audrey Hirt\*
- J. Douglas James \*
- Dr. Jim Johannes
- Sheldon Kaercher
- Tom & Kim Kennedy
- Frank Knauer\*
- Bob & Betty Kilgore
- Bill\* & Verle Lander
- Craig & Kathy Latimer
- Dick & Sharon Levick
- Mark Lucas
- Bob & Gayle Magee
- Ritchie Marsh, Esq.
- David & Margaret Matthews
- Ray\* & Ginny McGarvey
- Richard Merwin
- Tom Myers, Esq.
- Gary & Charlene Popson
- Elizabeth Reslink
- Don\* & Betty\* Robins
- Allan & Pat Schell
- James & Frances Schlabach
- Ken & Tina Slaney

- Albert Straus
- Robert Taft
- Bill & Cathy Taylor, Jr.
- Arloween Todd
- Gerard & Natalie Uht, Sr.
- William\* & Janice Underhill
- Gerry & Amy Vandemerwe
- Bob Wagner
- Everett & Susan Walker
- William E. Walker
- Rich & Suzanne Weber
- Cyrus & Susan Wellman
- Walt & Martha Wydro
- Douglas Ziegler

*\*Denotes deceased*

## YMCA CHAIR'S ROUNDTABLE

Recognizes donors for contributing \$1000 or more to the Y's annual community support campaign We Build People or special events, projects and programs during calendar year 2010.

- Paul Bates
- Peter & Mary Bates
- Beth Baldwin
- Ron Bielanian
- Jeff Blake
- Blake Family Foundation
- BNY Mellon Wealth Management
- Coca-Cola Bottling
- Custom Imprint & Design
- Michele Curtze
- Pat Davis
- Joe Dobrich
- Edinboro University
- Electrical & Mechanical Systems, Inc.
- The Erie Community Foundation
- Erie Insurance Group
- ETG Communications
- Ginny Flowers
- Cassadra Garrison
- GE Transportation Systems
- Jeff Gibbons
- Jim Gillette
- Brian Glowacki, Esq.
- Edwin Gray
- Erie Bank
- First Niagara Bank
- Tom & Susan Hagen
- Harrington Industrial Laundry & Linen Rental

- Healthways
- High Pressure Equipment Company
- Highmark Blue Cross Blue Shield
- Dennis Howard
- Kern Family Foundation
- Knox, McLaughlin, Gornall & Sennett
- Scott Lasher
- Life Fitness
- Paul Lorei
- Jeff Marsden
- Seth Marshall
- David & Margaret Matthews
- Marquette Savings Bank
- McGarvey Family Fund
- Glenn & Ruth Mengle Foundation
- Merwin Foundation
- M.J. Surgala Trust
- Tom Murray
- Tom New
- Northwest Savings Bank
- Vern Petersen
- Plyler Overhead Door
- Philadelphia Insurance Companies
- Gary & Charlene Popson
- PNC Bank Foundation
- Redwoods Group Foundation
- Dave & Kim Riley
- Basil Ronzitti
- Bill Sapone
- Travis Law Firm
- Gerard Uht Family Fund
- United Concordia
- United Way of Erie County
- Gerry & Amy Vandemerwe
- Everett Walker
- Weber Murphy Fox
- Louise Wells Fund
- Cy & Susan Wellman
- Wells Fargo Insurance Services
- Dennis Wilkins
- Bill Wilson
- YMCA of the USA

*The YMCA makes every effort to ensure that each contributor's name is listed properly. If your name is omitted, listed incorrectly or misspelled, we offer our sincere apologies and ask you to advise us of corrections by calling Tammy Roche at (814) 452-1432.*

### OUR MISSION:

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

### OUR FOCUS:

Youth development, healthy living and social responsibility

### YMCA OF GREATER ERIE

31 West 10th Street  
Erie, PA 16501  
(814) 452-3261  
[www.ymcaerie.org](http://www.ymcaerie.org)