When it comes to telling the story of the YMCA of Greater Tulsa, it’s not just one story—it’s a family of stories. Stories of social responsibility, healthy living and dynamic youth development. They’re told by kids, parents, volunteers, donors and, of course, you.

Together, we’re building stronger communities with a focus on future generations.

2015 was a year of great impact: membership increased and member retention reached 60%. Non-member participation grew in programs like swim lessons, youth sports and camp by 22%.

All of which brings friends and neighbors closer together in support of one another.

Committed to creating a healthier community and improving the education of our youth, we finished Year Two of our three-year Strategic Plan in 2015 and look forward to creating our next set of goals and objectives in 2016.

We are on track and on budget to open the new, state-of-the-art $21 million Tandy Family YMCA on the grounds of the Thornton Family YMCA, which remains open during construction. We are proud to share the results of what has been accomplished, some of which you will read about in the following pages:

• Our YMCA Diabetes Prevention Program partners with QuikTrip employees to combat the number one health concern of Oklahomans
• Y school-based sports leagues expand to six sites, serving more than 160 youth
• YMCA supports Growing Together initiative through aligning extended learning time partners to support critical learning
• As part of the nearly 1,000 kids who attended Y camps in 2015, we were honored to help provide Camp Hope, breaking the cycle of violence for the kids who attended this specialized summer resident program at Takatoka

Please read through this Impact Report and see how the vision and challenge we’ve given ourselves is being realized through the Y.
We are so happy to see children as young as the age of three playing youth sports at the Y—basketball, soccer, T-ball, volleyball and tae kwon do. Regular exercise and physical activity are keys to lifelong health and physical fitness, and our volunteer coaches emphasize the four core values of the Y with all their athletes: respect, responsibility, honesty and caring.

Thanks to the Y’s collaboration with the University of Oklahoma, third-year Physical Therapy students worked with our coaches to provide conditioning information to help prevent injuries in kids participating in our Youth Sports program. The program created by the PT students specifies different exercises for young muscles and includes proper stretching, warm-up and cool-down techniques.

“This is an example of what I envision could be one of the many win-win outcomes that grow from the Y-OU collaboration,” said Dr. Ken Randall, the instructor for those PT students. “Our students have access to the current evidence related to wellness promotion and fitness they need to complete assignments related to various courses in our curriculum—plus, they’re eager to have a real-world impact.”

Many OU physicians, physical therapists and medical students will work with patients and members at the soon-to-open Tandy Family YMCA, and this injury prevention program for our young athletes is a great beginning!

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The YMCA of Greater Tulsa is proud to be a part of Growing Together—a collective impact group of non-profits working in two neighborhoods in Tulsa to eradicate the cycle of poverty. The Y was brought in to the elementary schools of these neighborhoods to create a community hub that would serve all of the residents.

The Y is proud to change the lives of children every day through programs like Growing Together. Children like Darius, a 5th grader at Eugene Field, who has thrived because of his participation in the Growing Together program. Darius told us at Thanksgiving that he is thankful every day that he has a safe place to learn and grow, because without our after school program, he would have had to switch schools in the middle of the year due to a job change in his family.

Thanks to our program that extends learning time to 5:45 p.m. every day, kids like Darius are able to maintain a stable school environment. It’s more than just a place to go and hang out after school; Darius also improved his standardized math inventory score from a 20 to a 275 in just six months—an unbelievable leap!

YOUTH DEVELOPMENT
MORE THAN 1,000 KIDS ENGAGED IN OUR AFTER SCHOOL PROGRAMS THROUGH GRADUATE OKLAHOMA AND GROWING TOGETHER READ MORE, MOVE MORE AND ATTEND CLASSES MORE.

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1 IN 5 CHILDREN
One in five children spends time alone and unsupervised during the after school hours. The Y is working to change that.

4.3 OUT OF 5
External evaluators rank our program exemplary in safety, support, interaction and engagement: 4.3 out of 5!

565 STUDENTS
Total students served through Growing Together programs at Eugene Field, Sequoyah and Kendall Whittier.

2.1 MORE DAYS
Students attending GT activities attend 2.1 more days per semester than their counterparts.
Javier attended an elementary school in northern Tulsa and played in the YMCA’s elementary soccer league. In 6th grade, Javier stopped attending school, worrying his teachers and coach enough for the coach to reach out to Javier’s parents to check on him.

As it turns out, Javier’s father had started a landscaping company and it was important to the family’s immediate needs that Javier stop going to school in order to help his father make the company a success. This was in conflict with his father’s desire to have Javier excel in both school and soccer.

Through the YMCA’s elementary soccer program, Javier’s teacher was able to share the importance of school in Javier’s life and his ability to succeed both in the classroom and on the soccer field. Together, all the people in Javier’s life were able to reach an agreement so Javier could attend school, play on the soccer team and also help his father in the family’s new business after school and on weekends.

Javier has since graduated from the 6th grade and is now attending intermediate school. Happily, he still plays soccer and works hard to help meet his family’s needs.

82.7 PERCENT
Oklahoma’s high school graduation rate has dropped to 82.7 percent for the 2013-14 school year, with low-income students seeing the largest decline.

SOCIAL RESPONSIBILITY
WE FOCUS ON ACADEMICS, ATTENDANCE, BEHAVIOR AND FAMILY INVOLVEMENT TO KEEP KIDS ACTIVE AND IN SCHOOL.

TPS YOUTH SOCCER
In 2015, the YMCA expanded its TPS Youth Soccer program into 6 elementary schools and provided more than 170 kids the opportunity to play organized soccer in their own neighborhoods.

REQUIREMENTS TO PLAY
Open to all 4th, 5th and 6th grade students who maintain during the season: a grade level of C or above, one or fewer unexcused absences, and no disciplinary trips to counselor or principal.

OFF THE COUCH
Of the families who participated in YMCA sports, 60% saw their children achieve the recommended level of physical activity each day of the week, including the days they did not attend the program.
Your support means the world to us. As you read through the stories and data in this impact report, please know that these outcomes are all possible due to the generosity of a most generous city.

And what a year it has been! From the excitement of groundbreaking for the new Tandy Family Y, to reaching thousands of children as they take significant steps toward a successful life through our education and health driven programs...you own it. The Y’s impact on children and adults is well documented, and throughout this report we have tried to share some of our most significant findings. However, to “feel” the impact, we believe the stories will bring home the true strengthening of our kids and communities through Y programs.

One story is that of a young man who is a survivor. Jason survived 14 years of an abusive home life to turn into a shy teenager inseparable from his mom.

After Jason was chosen to attend Camp Hope at Y Camp Takotoka, Jason’s mom was filled with excitement and gratitude that Jason would finally have an experience at camp just like any other child. Camp Hope at the Y provided that experience. Jason’s first night was rough, but a well-trained and empathetic counselor stayed up playing cards with Jason until his anxiety subsided.

After that, Jason became a true camper as he swam, hiked and wakeboarded each day. Jason and the kids in Camp Hope found resilience and hope—the things needed to help break the cycle of violence.

Stories of impact are abundant in our Y. Again, we are extremely grateful to you for transforming lives and strengthening our community.

Leigh Goodson
Metro Board Chair
YMCA of Greater Tulsa

Susan Plank
CEO
YMCA of Greater Tulsa

CONTRIBUTIONS $1,114,299 11%
MEMBERSHIP DUES $5,301,168 51%
PROGRAM FEES $1,761,556 17%
SALES OF MERCHANDISE AND SERVICE $363,991 3%
GOVERNMENT GRANTS $1,004,638 10%
UNITED WAY $723,525 7%
INVESTMENT INCOME $52,570 1%
OTHER $88,106 1%
TOTAL INCOME $10,409,853

MEMBERSHIP AND HEALTH ENHANCEMENT $4,951,497 48%
CHILD CARE $1,840,809 18%
CAMPING $1,153,054 11%
SPORTS AND RECREATION $441,065 4%
OTHER $187,562 2%
MANAGEMNET AND GENERAL $1,206,801 12%
FUNDRAISING $66,334 1%
TRANSFER TO RESERVES $562,731 5%
TOTAL EXPENSES $10,409,853
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