

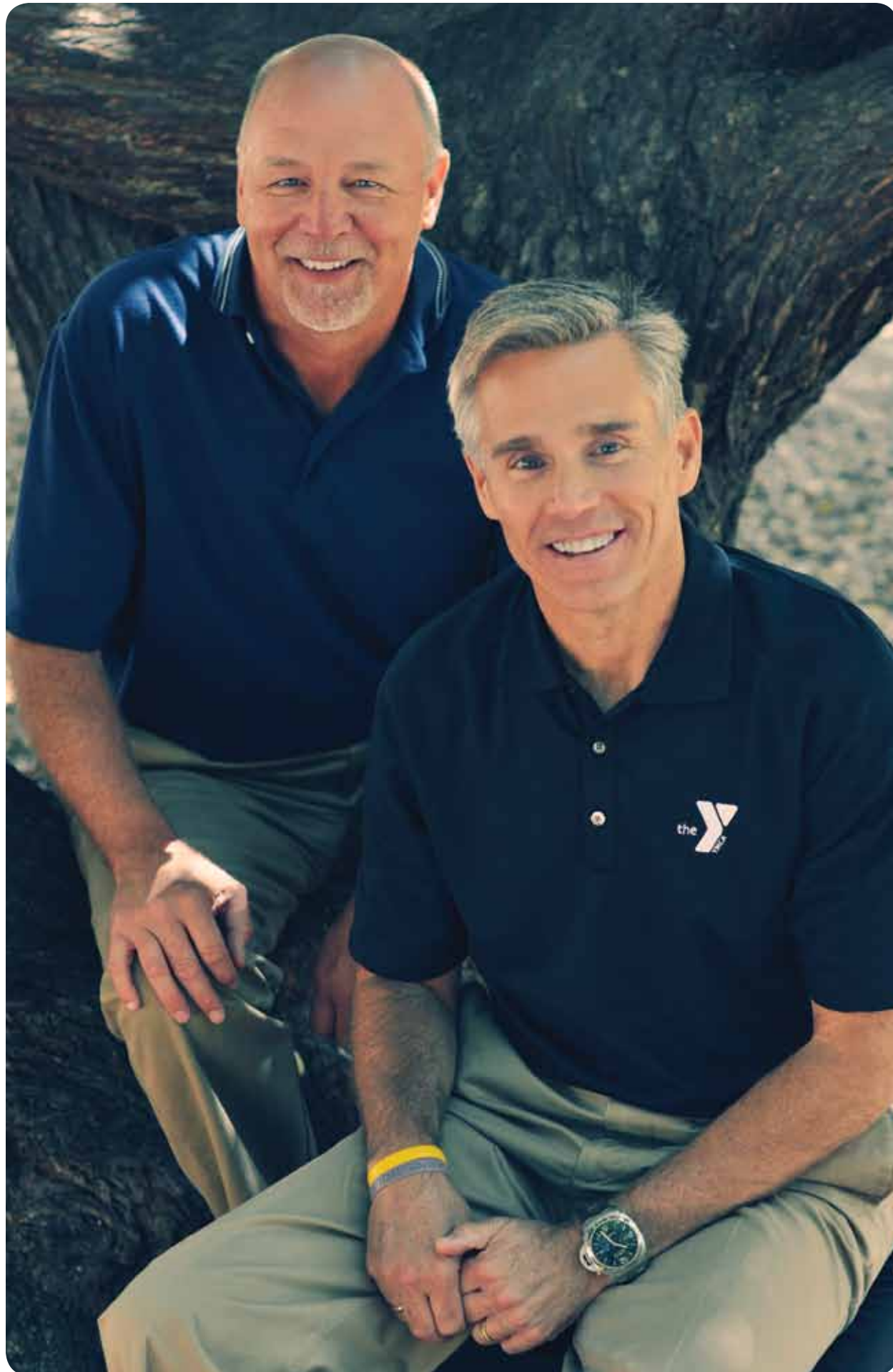


FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LIFE CHANGING EXPERIENCES

2010 Annual Report
YMCA OF SAN DIEGO COUNTY





Dear friends and supporters,

As many of you know, this year we celebrate **90 years of YMCA resident camping in San Diego**. It is a privilege to have three wonderful camps, YMCA Camp Marston, Camp Raintree and Camp Surf, as a part of our Association's focus on youth development, healthy living and social responsibility.

Ninety years ago, George Marston suggested that YMCA staff look at a possible camp site for the "Boys' Work Program" in Pine Hills near Julian, California. At first, the survey party had trouble finding the area because of poor road conditions. They followed a water pipeline from Pine Hills Lodge until they found a spot with a clearing. Impressed by the meadow and the tall pines, they consulted with landowner Ed Fletcher for permission to camp on the 2-acre site on a rental basis of \$1 per year.

That \$1 journey began years of life-changing outdoor experiences for both boys and girls that have created positive transformations in how they see themselves, their community, their environment and their world.

YMCA Resident Camp's rich history continues to strengthen the power of our Association. **Together with our communities, our shared commitment to nurture the potential of kids, promote healthy living and foster a sense of social responsibility has made the YMCA of San Diego County stronger than ever.** We work diligently to ensure that these opportunities to learn, grow and thrive remain for all to enjoy.

Our stellar overnight camping program is joined by 38 facilities comprising 13 branches and the Childcare Resource Service and Youth and Family Services Departments to create the YMCA of San Diego County.

Our Association is proud of the depth of all of our programs. Our countywide focus on our strategic plan will allow us to serve more people in more locations in an equal way. We know that as we continue to work together, our new synergistic leadership will allow us to lean on each other and achieve our goals more quickly. We will not rest until all of our programs and membership services are the very best and that they reach out to the community serving all families and individuals.

We thank the many volunteers, board members, donors and staff for their tireless work and energy to ensure that our mission is offered to everyone in our community.

Happy camping!

Together One Y,

PHILLIP SCHNEIDER | Board Chair

BARON HERDELIN-DOHERTY | President & CEO

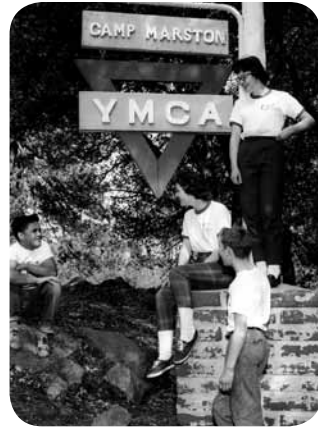
ENSURING A BRIGHTER FUTURE

With every new experience comes a chance to learn and grow. At the Y, we strive to give every child and teen opportunities to test their own limits and explore their potential. Every summer, YMCA Camp Marston, Camp Raintree and Camp Surf are home to thousands of kids, building leadership skills, taking on new responsibilities and experiencing independence. In fact, all of our youth programs work to develop leaders and pave the way for future generations.

Back in the early 1920's, the original charter of camp was "to provide a place for boys to spend a vacation where they lead a healthy and happy outdoor life, free from conventionalities but with a program and leadership that make for high ideals and development of Christian character."

YMCA Camp Marston and Raintree Ranch now encompass 236 acres of pristine mountain land. Joined by YMCA Camp Surf in 1969, our overnight camps welcome over 27,000 people each year. They all come to our camps for that same "healthy and happy outdoor life" that was called for in its original charter.

Generation after generation of campers have come back to Julian to enjoy programming filled with fun outdoor adventures, campfires and character development, all designed to allow every child and teen the opportunity to build relationships, learn new skills and learn to make a difference in their community.



ACHIEVING A NORMAL AND HAPPY FAMILY LIFE

"We are in our sixties raising our granddaughter, Tessa. It has taken lots of love and time to build her confidence to become a happy child. She has worked each day with a goal in mind. She wants to be like other kids, with a normal happy family life. She has achieved many things and continues to try hard and we are proud of her.

Tessa has endured so much since 2008, her first year at Camp. Tessa's father, a Marine, died a

week before Camp started that year. Her psychologist believed that Camp was exactly what she needed at the time. She would be able to get away for a bit, be a child and be free of daily stress.

Thankfully, with the financial support of the Y, we have been able to send Tessa to Camp year after year. Camp provides Tessa with care-free fun and companionship. It is that type of environment that only a special,

overnight camp experience can provide."

WE TRULY APPRECIATE THE WONDERFUL CAMP EXPERIENCES AND MEMORIES THAT OUR TESSA AND ALL KIDS CARRY AWAY WITH THEM EACH YEAR AND FOR THE REST OF THEIR LIVES.

DEVELOPING THE POTENTIAL OF KIDS

YMCA CAMP MARSTON HAS HELPED US SO MUCH. IT CONTRIBUTES TO THE WELL-BEING OF THOUSANDS OF KIDS, KEEPS A LOT OF THEM OUT OF TROUBLE AND MAYBE EVEN HELPS THEM TO AVOID A SUMMER-LONG DEPRESSION.

"A year ago I was laid off permanently and completely unexpectedly. I'm single with a 15-year-old son. There is no one to help, so we haven't been able to take little outings or day trips or even go to the movies since this

happened. We live in an area of town where only gang members 'play' outside, so my son can't go outside and be with other kids.

Camp is basically the only time this summer that he was outdoors, with

other kids and doing active things I can't take him to do. It was so nice for me to know he was out getting exercise and having fun! He came back excited to tell about it and with a really positive attitude."

CHERISHING THE MEMORIES

OUT OF THE 15 SUMMERS I'VE HAD IN MY LIFE, THIS SUMMER HAS BEEN THE BEST! I HAD SO MUCH FUN AND WILL CHERISH THE MEMORIES I WILL HAVE FOREVER.

"When I first arrived at Camp, I did not want to be there and begged my parents to take me back home.

I was in a very bad mood and one of my counselors tried to cheer me up and made a bet with me that if by the end of the week, if I had fun, I owed him \$5. On Thursday of that week, I told him I only had \$1 and owed him four more.

I have never had more fun. I challenged myself to do everything and experienced things that I would have never imagined."

Vital Support and Opportunities to Learn, Grow and Thrive



LIFE-AFFIRMING EXPERIENCES

12-YEAR-OLD DUSTIN CLIMBED THE ROCK WALL AT YMCA CAMP MARSTON ON AUGUST 9, 2004. IN MAY OF THAT YEAR, DUSTIN WAS INFORMED BY HIS ONCOLOGY DOCTORS THAT THEY WOULD HAVE TO AMPUTATE HIS LEG DUE TO SEVERE BONE CANCER. DUSTIN'S RESPONSE WAS, "OK, BUT CAN WE DO IT RIGHT AWAY SO THAT I CAN STILL GO TO CAMP IN AUGUST?"



The procedure was performed and Dustin was able to come to camp and attend the American Cancer Society's "Camp Reach for the Sky" program.

While he was climbing, a large group of teens stopped the activity they were doing on the field so they could watch. It was as if camp itself had stopped for a moment, as many more people gathered around the wall.

When he made it to the top, everyone cheered for him, and Dustin was smiling from ear to ear.

That day, when his cabin group friends finished climbing the 42-foot rock wall, Dustin asked the staff if he could try. After they determined a way to safely rig the harness, up Dustin went.

Tragically, two months later, Dustin lost his battle with cancer. Many of the staff and camp friends still remember Dustin's inspiring climb. The words, "OK, but can we do it right away so that I can still

go to camp in August?" remind us of how much camp can mean in the life of a child.



►► Association Community Impact & Benefit

FOR YOUTH DEVELOPMENT

Nurturing the potential of every child and teen

2,000+

We receive thousands of requests each year from parents in need of financial assistance so their children can attend Y camp. Through the generosity of others, we were able to assist over 2,000 kids with camp.

More than 400 Y Campers participated in breaking the Guinness World Record of World's Largest Marshmallow Roast. They joined hundreds of others all over the USA and Canada to skewer and roast thousands of marshmallows at exactly the same time.

400+

3,260

In 2010, more than 3,200 kids learned how to swim at the East County Family YMCA.



We assisted 2,419 families with child care subsidies making full or partial payment to qualified families who have a need for child care. 8,259 children benefited from the Alternative Payment Program run through YMCA Childcare Resource Service (CRS).

8,259

FOR HEALTHY LIVING

Improving the nation's health and well-being

12,000

YMCA Healthy Kids Day®, a free event that was held at 14 different Y locations throughout the county, encouraged more than 12,000 people to make play dates every day as a simple way to become healthier, more active and connected.

Serving more than 7,357 members, Y personal trainers provided 34,225 hours to guide and support people on their journey to a healthier lifestyle.

34,225

213,000

Each week, the Magdalena Ecke Family YMCA serves approximately 3,800 members through group fitness participation, totaling 213,000 members a year.

FOR SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors

5,762

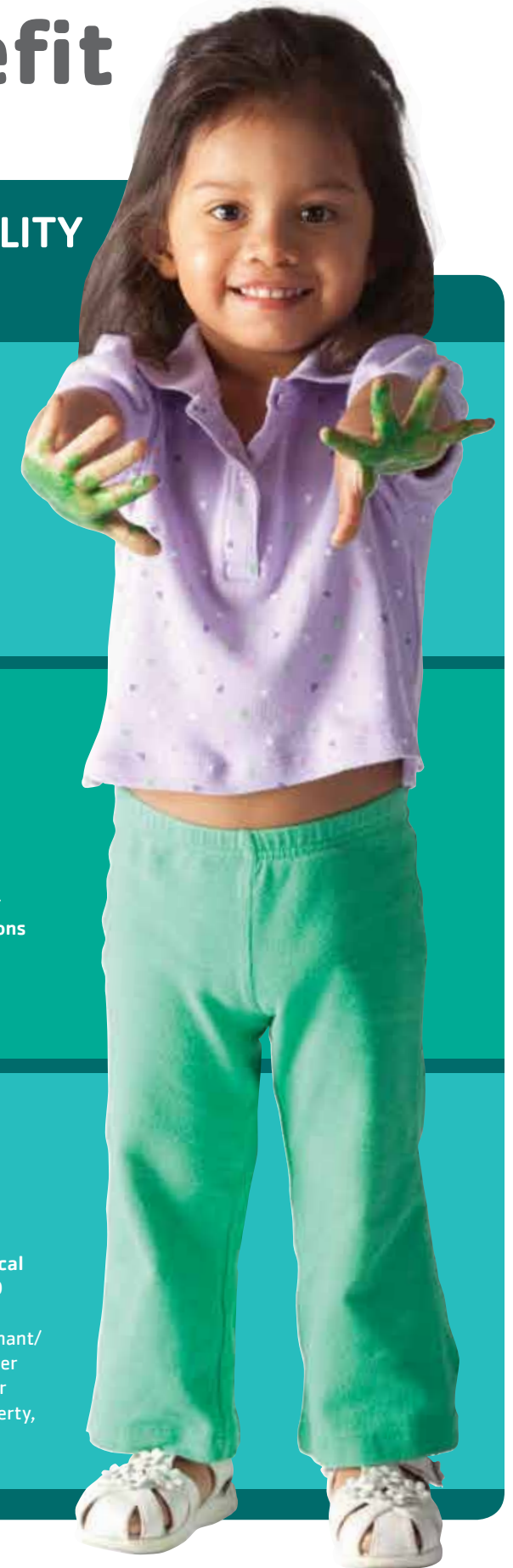
The YMCA of San Diego County has 5,762 policy, program and fundraising volunteers who take an active role in bringing about meaningful, enduring change right in their own neighborhood.

10,000

Serving a community that is home to 10,000 Somalian refugees, the Copley Family YMCA stays open late to groups of Somalians to play basketball and soccer after their last prayer of the day. These special accommodations offer those of Muslim faith the opportunity to the resources and support needed to be more healthy and connected.

30,000

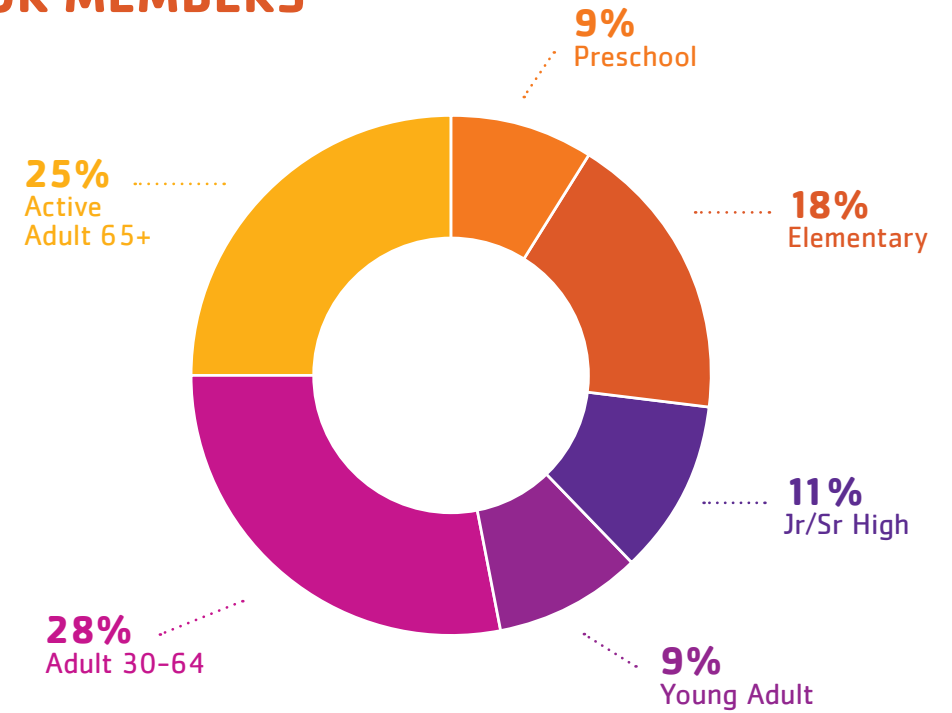
YMCA Youth and Family Services (YFS) provides critical support for families in crisis. Approximately 30,000 people were assisted last year. Through shelters for runaway/homeless teens, supportive services for pregnant/parenting youth, family counseling, free before and after school child care and so much more, YFS addresses our community's most pressing social issues including poverty, homelessness and child abuse.



We touch the lives of nearly **one out of every ten people** throughout San Diego County.



OUR MEMBERS



CHILD CARE & AFTER SCHOOL PROGRAMS

School District	Elementary	Middle	High
Carlsbad		1	
Chula Vista	66		
Encinitas	3		
Escondido	17		
Grossmont			1
Lemon Grove	1		
Oceanside	3		
Poway		2	1
San Diego	45	11	1
Sweetwater		3	5
San Ysidro		1	
Vista	1		
TOTAL	136	18	8
162	Campus Locations		
14	YMCA Onsite Locations		
176	LOCATIONS		

ACTIVE ADULTS

The YMCA of San Diego County has over 11,500 active adult members, age 65+. We provide these Active Adults with activities that are designed to enhance the spirit, mind and body and to create lasting friendships while encouraging fun. Our programming offers endless possibilities and social events that keep these members healthy, connected and engaged for years to come.



HERITAGE CLUB ROSTER 2011

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Omar Calleros
*Jorge Candon
Desiree & Art Castanaras
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Benjamin Green
Andrea & Matthew Henry
Rosemarie Hudson
Jennifer & Rich Loretta
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Sheila Naismith
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Mike Hood
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Troy Rippengale
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*Vercie Carmon Johnson
& Amos Johnson
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Zoneice Jones
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†Midge Finley
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Lauren & Andrew Hall
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† Denotes New Member

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† Denotes New Member

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 Alfredo & Laura Velasco
 Christine & Bill Vogelsang
 Christy Wagnon
 Fran & Fred Waller
 Goodloe Ward
 Myrtice & Bob Watts
 Art Welch
 Sandi & Peter Willis

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 Barbara & Ray Jones
 Karen Krug
 Virginia Weber
 Laskowitz & Cory Laskowitz
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 Leah Liersch
 Betty McCosker
 Jean McGregor
 Sandra & Douglas Pay
 Mary Jean & Rob Sauvajot
 Rebecca & Anthony Shuman
 Kim & Adam Simons
 *Don Tartre
 Shirley Tisdale

Mary Toomey
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 †Virginia & Edward Greaves
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 †Sandra Lee
 Kathi & Tom Madeyski
 Vi & Dan McKinney
 Sally McNutt

1,195 The number of individuals and families who are members of the YMCA Heritage Club. The club recognizes those who have designated a gift through their estate to support the \$25 million YMCA Endowment Fund.

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 Kathy Rumble
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 Elizabeth Striano
 Zayanne & Mark Thompson
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 † Denotes New Member

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 Tina Williams
 Michela & Tony Young

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 Sue & Bill Weber
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 *Walt Zable

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 Gladys & Breffni Barrett
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 Trish Butler
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 Carol Conner
 Katherine Davis
 Paul Davis
 Karleen Driggs
 Michele Engel
 Jill & Jerry Hall
 Marilyn James & Richard Phetteplace
 Emily Kentro
 Noelle & Travis Kester
 Sandra & Jerry McMillan
 Kim Morgan
 Michael Osoff
 Susan & Bill Pierce
 Margaret Pound
 Duane Rogers
 Marilyn & Richard Shea
 Stephen Shushan
 Kerry & Craig Smith
 Ruth Stoller
 Helga & Sam Strong
 Bonnie & Eric Swenson
 Naimeh Tanha
 Tina & Jeff Williams

FY11 STATEMENT OF ACTIVITIES (Unaudited)

	Unrestricted Net Assets	Temporarily & Permanently Restricted Net Assets	Total 2011
Revenue			
Contributions	\$9,227,000	\$5,848,000	\$15,075,000
Government funded programs	47,126,000	–	47,126,000
Membership dues	25,484,000	–	25,484,000
Program fees	52,421,000	–	52,421,000
Investment & other income	582,000	168,000	750,000
Net realized gain (loss) on investments	401,000	185,000	586,000
Other revenue	366,000	–	366,000
Net assets released from restrictions	11,365,000	(11,365,000)	0
TOTAL REVENUE	146,972,000	(5,164,000)	141,808,000
Expenses			
Program Services	129,152,000	–	129,152,000
Supporting Services	8,855,000	–	8,855,000
TOTAL EXPENSES	138,007,000	–	138,007,000
Change in net assets before net unrealized gain (loss) on investments	8,965,000	(5,164,000)	3,801,000
Net unrealized gain (loss) on investments	2,555,000	1,118,000	3,673,000
EXCESS OF REVENUE OVER EXPENSES (Available for capital development and future program development)	\$11,520,000	\$(4,046,000)	\$7,474,000

FY11 BALANCE SHEET (Unaudited)

Assets	2011	Liabilities & Net Assets	2011
Cash and cash equivalents	\$10,544,000	Accrued liabilities	\$15,368,000
Receivables	11,505,000	Deferred revenue	7,338,000
Investments	35,319,000	Net Assets:	
Investments whose uses are limited	2,645,000	Unrestricted	132,075,000
Other assets	648,000	Temporarily restricted & Permanently restricted	14,323,000
Beneficial interest in charitable trusts	4,829,000		
Land, buildings, and equipment	103,614,000		
TOTAL ASSETS	\$169,104,000	TOTAL LIABILITIES & NET ASSETS	\$169,104,000

FY10 STATEMENT OF ACTIVITIES (Audited)

	Unrestricted Net Assets	Temporarily & Permanently Restricted Net Assets	Total 2010	Total 2009
Revenue				
Contributions	\$9,589,000	\$4,437,000	\$14,026,000	\$17,159,000
Government funded programs	47,605,000	–	47,605,000	36,903,000
Membership dues	24,245,000	–	24,245,000	23,518,000
Program fees	49,445,000	–	49,445,000	49,805,000
Investment & other income	746,000	97,000	843,000	1,264,000
Net realized gain (loss) on investments	(185,000)	(58,000)	(243,000)	(881,000)
Other revenue	348,000	–	348,000	327,000
Net assets released from restrictions	9,700,000	(9,700,000)	0	0
TOTAL REVENUE	141,493,000	(5,224,000)	136,269,000	128,095,000
Expenses				
Program Services	123,430,000	–	123,430,000	113,808,000
Supporting Services	8,538,000	–	8,538,000	8,632,000
TOTAL EXPENSES	131,968,000	–	131,968,000	122,440,000
Change in net assets before net unrealized gain (loss) on investments	9,525,000	(5,224,000)	4,301,000	5,655,000
Net unrealized gain (loss) on investments	1,367,000	427,000	1,794,000	(2,446,000)
EXCESS OF REVENUE OVER EXPENSES (Available for capital development and future program development)	\$10,892,000	\$(4,797,000)	\$6,095,000	\$3,209,000

FY10 BALANCE SHEET (Audited)

Assets	2010	2009	Liabilities & Net Assets	2010	2009
Cash and cash equivalents	\$8,903,000	\$7,287,000	Accrued liabilities	\$17,368,000	\$13,665,000
Receivables	14,896,000	15,332,000	Deferred revenue	6,800,000	6,994,000
Investments	39,130,000	38,483,000	Net Assets:		
Investments whose uses are limited	2,367,000	2,299,000	Unrestricted	120,555,000	109,663,000
Other assets	390,000	479,000	Temporarily restricted & Permanently restricted	18,369,000	23,166,000
Beneficial interest in charitable trusts	4,805,000	4,694,000			
Land, buildings, and equipment	92,601,000	84,914,000			
TOTAL ASSETS	\$163,092,000	\$153,488,000	TOTAL LIABILITIES & NET ASSETS	\$163,092,000	\$153,488,000

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The Firehouse Teen Center

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Kari Lyn Sutherland Gymnastics Center & Sports Complex

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Chula Vista, CA 91914

Teen Center

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Chula Vista, CA 91910

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Julian, CA 92036

Camp Marston/Raintree
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Julian, CA 92036

Camp Surf
560 Silver Strand
Boulevard
Imperial Beach, CA 91932

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Debbie Macdonald,
Executive Director
3333 Camino Del Rio
South, Suite 400
San Diego, CA 92108

South County

2602 Hoover Avenue
National City, CA 91950

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Counseling Services
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• YMCA Kinship

Residential Services
Chuck Delong,
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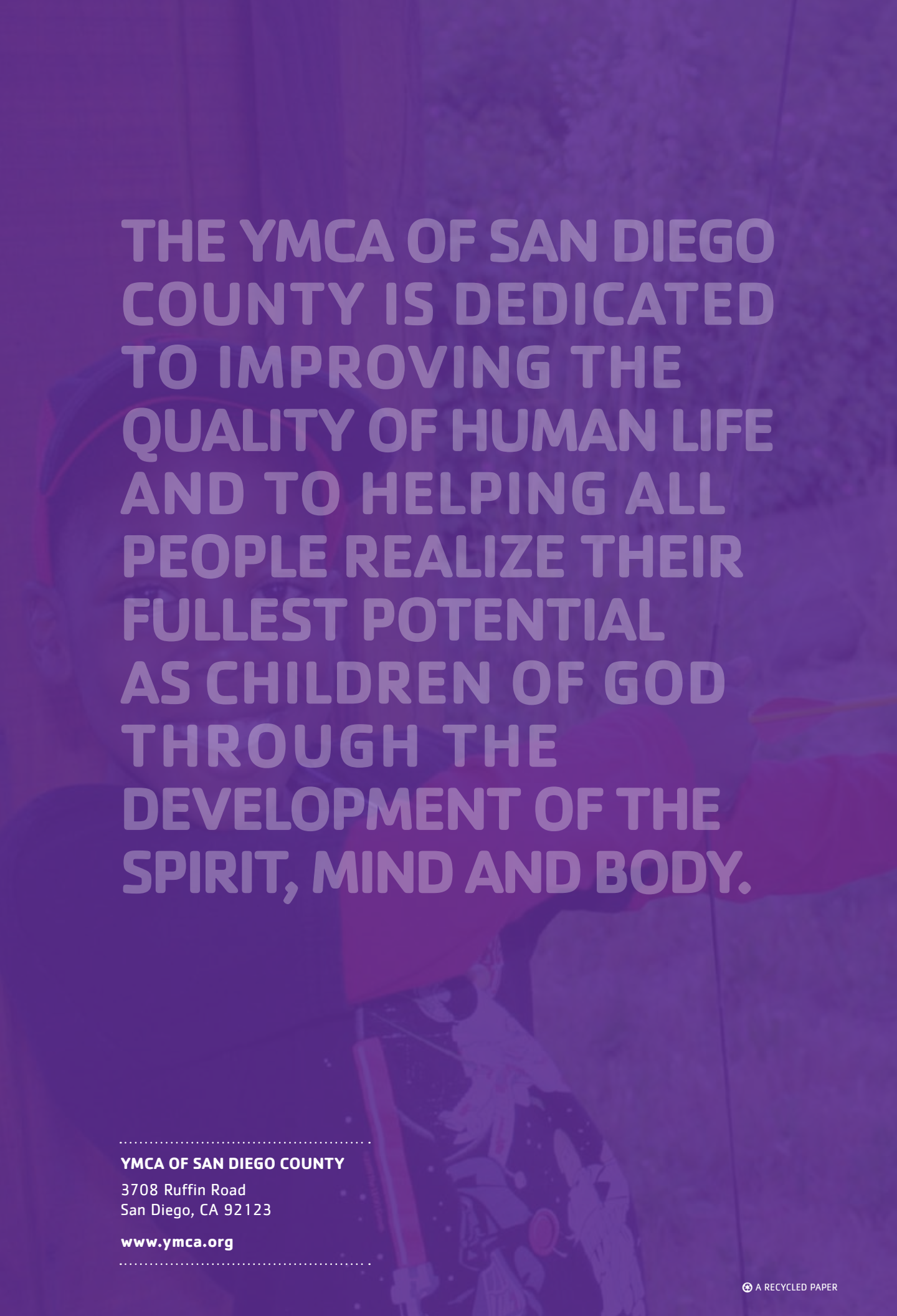
4145 Swift Avenue
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