



2023 Report to the Community



STRENGTH IN COMMUNITY

GREATER VALLEY YMCA

TO OUR MEMBERS, DONORS AND COMMUNITY,

At Greater Valley YMCA, our greater goal is to strengthen the communities we serve. In 2023 we expanded programs and partnerships throughout the Valley, including our grant and donor-supported community outreach for the individuals and families who rely on the Y the most.

This past year showed us how we strengthen community through **strength in service**, **strength in partnership** and **strength in numbers**. Investing in our relationships with schools and community organizations means the most participants ever in our annual Healthy Kids Day in Bethlehem. It means providing more high-quality school age child care and early childhood education in Lehigh and Northampton counties. It means more beds, meals and warmth during the winter months for the unhoused in Allentown. It means more wellness and socialization opportunities for active older adults at the Slate Belt branch. As you will read in this report, the list is robust.

This year **strength in partnerships** extended beyond the boundaries of our current service area. In September, upon the retirement of Greater Valley YMCA CEO David Fagerstrom, we signed a management agreement with the intent to merge with YMCA of Bucks and Hunterdon Counties, which serves our neighbors in Bucks County, PA to the south, and Hunterdon County, NJ to the east. Since that time we have been conducting our due diligence to determine how we can leverage each other's strengths to better serve all of our members and participants in the coming years.

We trust this report shares our Y's 2023 highlights through stories of service and partnership, and you will see how vital your commitment and participation are to strengthening our impact, which is felt throughout our communities.

Thank you.



A handwritten signature in black ink, appearing to read 'Zane Moore'.

ZANE MOORE

Managing President/CEO



A handwritten signature in black ink, appearing to read 'Peter Dent'.

PETER DENT

Chief Volunteer Officer

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FINANCIAL ASSISTANCE

By working together, your generosity enabled the Greater Valley YMCA to gift more than **\$780,000** in financial assistance and subsidy throughout 2023. Our Y also offered free meals for children and adults, volunteer services and free preschool swim lessons, among other essential programs. Through all this mission work, our Y provided over **\$5 million** in community benefit last year.

We also ensure day camp is accessible to children regardless of family hardship through our Y Financial Assistance program. Thanks to the generosity of donors, corporations and community funders, the Y awarded **over \$130,000 in day camp scholarships**, providing affordable high-quality educational experiences in 2023. We are thankful to all who made our 2023 day camp season scholarships possible!

YOUR SUPPORT HELPS CHILDREN LIKE MILA ATTEND PRESCHOOL

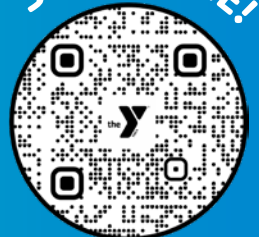


“Since 2017 I have been unable to work due to some medical conditions that I have. I wanted Mila to go to preschool. I have older children who went through preschool and I saw the benefits it did for them academically and socially. Unfortunately because of my situation, many places had turned me down.

I honestly don't know where we'd be without the Y's financial assistance. I really can't express enough how appreciative I am of the Y and how great the preschool program is. I do think it's important for the community to help if they can because my children wouldn't have some of the opportunities they did have because of the financial help.”

– Melinda Torish, Greater Valley YMCA child care financial assistance recipient.

SCAN HERE!



CLICK TO WATCH HER STORY!

WARMING STATION

In 2018, with the help of an anonymous donation of \$200,000, the Y took over operation of the Allentown Warming Station. With help from a number of local community organizations, the Y has sustained operations for the past five years.

The Y's Warming Station provides **overnight shelter, food, showers** and a **safe place** for those experiencing homelessness in our community. From January through April of 2023, the Allentown Warming Station served over **400 individuals**, and over **4,200 meals**. Opening for our sixth season on November 15, the Allentown Warming Station served 212 unique individuals and nearly 3,000 meals to our unhoused Allentown neighbors through the end of the year.

The Warming Station welcomes guests from November 15 through April 15. Our doors are open each night from 7 PM–7 AM (intake hours are 7–9 PM) to provide this critical service for our neighbors. The Allentown Warming Station is the only place in the city serving free supper meals to adults seven nights per week during the season.

“Thank you for everything that you do for the community. I appreciate the courtesy and all the help that you have given! Thank you so much for the time you take out of your lives to help myself and others.” –Marcus



“For the helpful staff...thank you so much for your time. You helped me through a difficult time, and I appreciate all of you”. –Carla



We Provided Over 1,000 People Free In-Person and Virtual Wellness with “Here For Our Community” Initiative

From November 20 through December 20, we welcomed 1,070 individuals into our branches to use the Y for free with the “Here For Our Community” initiative. With over 1,800 total visits, community members improved their physical, mental and emotional health during what can be a very challenging time of year.

“I was looking for somewhere I could continue my fitness routine,” explained Melike Ayan, who recently moved to the Easton area from New Jersey. “I tried lots of different places in the area. Then I tried the Y for a week in December and I was set. I decided to join after that because of the **variety of classes, the cleanliness and the friendliness of the staff.** It not only benefited me, but it is also benefiting my son, who I signed up after joining.”

As part of the initiative, the YMCA made fitness centers, pools, gymnasiums and classes available for free at all five branches located in Bethlehem, Catasauqua, Easton, Nazareth and Pen Argyl. Free virtual wellness was also open to the entire community through Y Wellness 24/7. The virtual platform provides thousands of weekly live and on-demand health and wellness programs for all abilities and interests.



Melike Ayan visited the Greater Valley YMCA Easton Branch for a week during the month-long “Here For Our Community” free wellness initiative in December

1,070

INDIVIDUALS PARTICIPATED

1,800

TOTAL VISITS

FREE FAMILY MEALS PROGRAM

In 2023, we provided over **210,000 nutritious meals and snacks** to children and adults at risk of food insecurity in the Lehigh Valley. Through these efforts we distributed food to **7,210 children** and **3,748 adults**; we estimate our program supported more than **2,700** unduplicated people Valleywide.

In the Lehigh Valley, 10.7% of residents are food insecure (pre-COVID 7.8%). The percentage of children who are food insecure is 15% (pre-COVID was 13%) (Feeding America, 2021 report). Hunger leads to more illnesses, as well as behavioral and emotional issues due to stress, exhaustion, poor attention and inadequate coping skills. In addition to the distribution of healthy meals and snacks, the Y held **28 nutrition education sessions** at Y child care centers, teaching children the importance of healthy food choices for their growth and happiness.

Our free family food programs work in combination with other Y programs to provide holistic support for our members and neighbors. Examples include fresh produce boxes and free meals distributed to seniors (see page 12 for more on Senior Hub programming), community gardens tended and harvested by Y children and seniors, as well as free supper meal distribution for children and adults. In turn, supper meals help support residents in our Single Room Occupancy Program (see page 15 for more) and guests in our Warming Station. We also partner with other local agencies, like the Southside Branch of the Bethlehem Public Library, to provide free meals to adults in need.

Thank you for helping us meet local needs during our largest food distribution year: **OVER 210,000 MEALS AND SNACKS IN 2023!**



END OF YEAR IMPACT

We Supported Children and Families During End Of Year Celebrations

The Y provided **holiday gifts and meals to over 1,000** individuals and families throughout the Valley during the 2023 holiday season. Holiday Hope Chests, produce boxes and gift cards were distributed in Allentown, Nazareth and Slate Belt (Pen Argyl) areas.

Holiday Hope Chests, packages of gifts and gift cards, were made possible thanks to the Volunteer Center of the Lehigh Valley's annual program, with the Y's specific donation made through the further support of Herbein Risk Management and Josh Early Candies. Nearly **600 Holiday Hope Chests** were donated to youth and teens in need.

Over **2,500 pounds of fresh, locally farmed produce** reached more than **700 individuals in 230 households**, with another **70 YMCA families receiving grocery store gift cards**, providing them access to food during the winter break school closures, when family food security can be vulnerable.

The Y also provided another **1,438 meals** to individuals and families at end of year events and celebrations at Greater Valley YMCA branches. These included free meals for families and financial assistance recipients, as well as holiday celebratory potluck events.

Additional partners who helped the Y make these endeavors possible included Highmark WholeCare, Lehigh Valley Food Policy Council and PPL Foundation. Additional financial support was provided by the federal Child and Adult Care Food Program (CACFP) and Federal Emergency Management Agency (FEMA).



ABOVE: Bethlehem Branch active older adult members share a nutritious holiday meal and social.



ABOVE: Students from the YMCA Pre-K Counts program in Allentown crafted thank you cards to the partners and sponsors of the Volunteer Center of the Lehigh Valley Holiday Hope Chest program donations

RIGHT: A child enjoys a meal at the Y.



END OF YEAR CELEBRATIONS:

600

HOLIDAY HOPE CHESTS

2,500

POUNDS OF PRODUCE

1,438

MEALS SERVED

COMMUNITY GALA

Greater Valley YMCA Raises Over \$125,000 at Record-Setting Community Gala with Larry Holmes as Keynote

Greater Valley YMCA hosted the third annual community gala at Centennial Catering & Conference Center in Center Valley, PA on November 11. The event, presented by Lehigh Valley Health Network, featured keynote speaker Larry Holmes, former professional boxing champion. The event raised over \$125,000 to support children, families and seniors throughout the Valley – **the largest amount the Y has ever raised at a gala event in over 100 years of serving the community.**

The “World of Pure Imagination” gala celebrated the 125th Anniversary of the Easton/Phillipsburg branch, as well as the contributions of 2023 Greater Valley YMCA “Y Champion Award” recipients. Lehigh Valley Health Network was awarded the Association Advocate Award for their continuous partnership in support of the health and well-being of Lehigh Valley neighbors.

Funds raised at the community gala **support free meal programs for children, financial assistance for families** to afford much-needed child care, and **operation of the YMCA warming station** in Allentown during the cold months, among other essential service program needs. Thanks to the generosity of attendees and an anonymous matching gift donor, the evening’s “Send A Kid To Camp” appeal raised **\$45,000 for 2024 Day Camp financial assistance.**

In addition to Lehigh Valley Health Network, Y Champion Award winners included Brosky Insurance Agency, GOLD Credit Union, Greater Easton Development Partnership, Martin Guitar & Co., Young Chiefs Group and Wind Gap Chevrolet.



Lehigh Valley Health Network, winner of the Greater Valley YMCA Association Advocate Award. Pictured (L-R): Greater Valley Y Board VP James Cotter, LVHN’s Kelly Shak, Joseph Pinto, Jim Miller, Lisa Liddington, Anne Baum, Amy Nyberg, Heather Sempe, and Greater Valley Y CVO Peter Dent (Gala photos courtesy of Marco Calderon)



“You had things to do when you went to the Y. I wrestled, played football and baseball at the Y, just to be together. Young people are the future, but kids don’t have a place to go. The YMCA is what they need.”

Larry Holmes, who grew up in Easton and frequented the YMCA, was internationally known as the “Easton Assassin.” Holmes was a professional heavyweight boxing champion from 1978-1985.

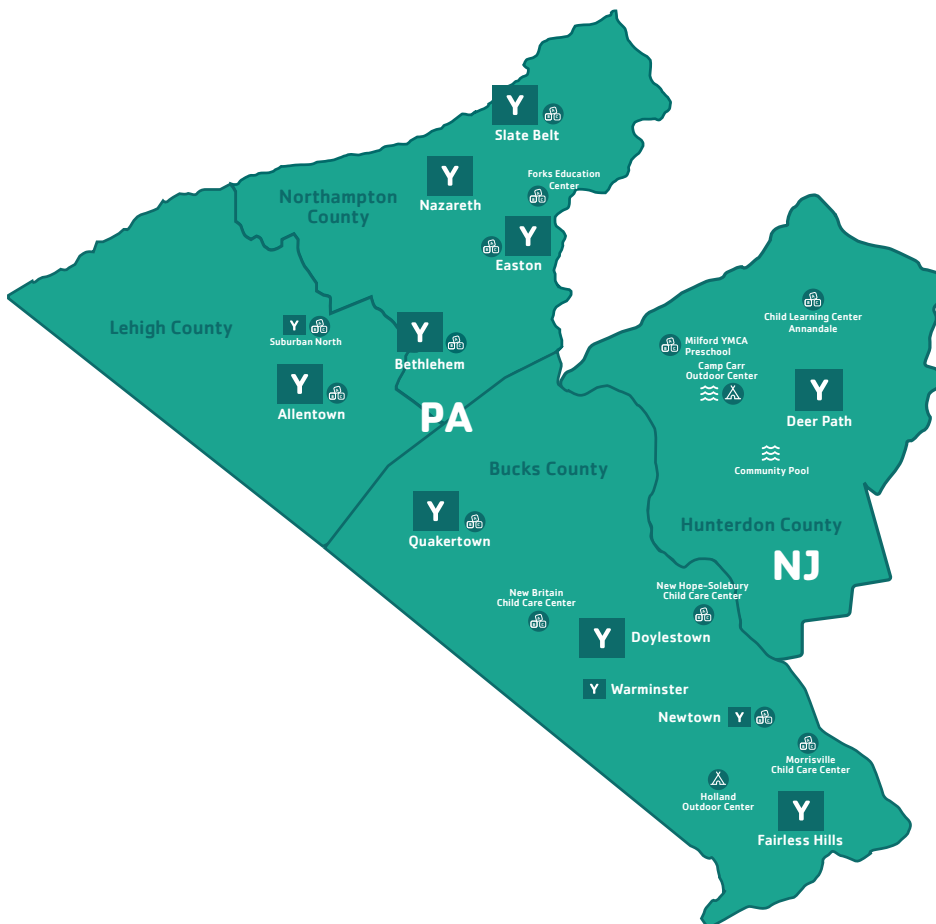
STRONGER TOGETHER

Greater Valley YMCA Signs Management Agreement with YMCA of Bucks and Hunterdon Counties

Following a 30-year career in YMCA leadership, Greater Valley YMCA CEO David Fagerstrom announced his retirement, concluding his tenure at our Y on August 31. On September 1, boards of directors from the two YMCAs entered a management agreement naming YMCA of Bucks and Hunterdon Counties Zane Moore as managing President/CEO of Greater Valley YMCA.

“Once I announced my upcoming retirement, we began thinking as an organization about the best way to move forward,” said Fagerstrom at the time of his retirement. “Following an extensive period of due diligence, we feel that entering into this partnership with neighboring YMCA of Bucks and Hunterdon Counties will lead our Y toward a strong future of growth and service to our community.”

The management agreement provided a unique opportunity for the two Ys, who already have a shared mission and commitment to positively impact lives, to explore the possible benefits of merging the organizations. Exploration includes assessing organizational alignment, shared resources and efficiencies, and opportunities for learning from proven practices.



“This is an exciting time for both Ys and will provide us with a great opportunity to learn from each other and establish collaborative connections.

Through this process, our goal is to strengthen both organizations, providing greater benefit and service to communities across Lehigh, Northampton, Hunterdon and Bucks counties.”

-Zane Moore, President/CEO of YMCA of Bucks and Hunterdon Counties.

ALLENTOWN FIRE RECOVERY

On the evening of June 6, a fire began on the roof of our Allentown branch's large gymnasium. According to Allentown Fire Captain John Christopher, "The cause of the fire was due to rooftop construction on the building and the fire is being ruled an accident." All individuals within the building were evacuated in minutes unharmed, and the fire was put out thanks to the Allentown Fire Department.

In response to the fire and necessary closure for remediation of the damage, a fire recovery fund was established. Y day camp continued thanks to local partnerships. Throughout the summer, local businesses like Wegman's, GIANT Foods and Red Robin donated lunch for our campers, who were relying on the branch kitchen to provide lunch. In addition to the recovery fund and business donations, many members of the Y have continued their monthly membership drafts, which have been converted to monthly donations in support of the branch's recovery efforts.

The Allentown branch remained closed to members for the remainder of 2023, with the exception of the child care center, which was remediated immediately by ServePro and reopened June 12. During the Fall of 2023, outdoor wellness classes were introduced for members and participants looking to continue classes and events at the Allentown branch. Warming Station operation resumed on November 15.



SENIOR HUB

Supporting Our Seniors Through Partnership

In partnership with the United Way of the Greater Lehigh Valley, the Slate Belt branch opened the Senior Community Hub in Pen Argyl, a place for full mind and body wellness for the Valley’s active older adults. Our Slate Belt branch was chosen by the United Way as one of five locations in the Valley to fund and support the creation of these hubs. The hubs were created to decrease widespread instances of social isolation in the senior population.

The Senior Community Hub at the Y in Pen Argyl provides a wide variety of classes, services and opportunities for Lehigh Valley’s older population to be connected with others in a warm, friendly YMCA environment. In its first year of operation, the “Aloha” senior program has served nearly 400 participants with group exercise classes, adaptive and accessible fitness equipment, live consultations, lunch and learns, and nutrition education.

Along with the detrimental impact of food insecurity on children and youth, the senior population in Lehigh Valley, many of whom are on a fixed income, often lacks resources to access fresh produce and more costly food items. We currently support more than 3,000 seniors, with most accessing the Y through insurance partnerships.

390+ SENIOR HUB PARTICIPANTS

Photos courtesy United Way of the Greater Lehigh Valley/ Marco Calderon Photography



“The staff is very friendly and also makes you feel welcome. The exercise classes are great and I always feel better after.”

- Slate Belt branch Senior Community Hub participant



“At my age, the exercise classes have been very beneficial. Classes like Zumba have been fun!”

- Slate Belt branch Senior Community Hub participant



“The people are supportive of everyone. They make you feel like a person, not a body.”

- Slate Belt branch Senior Community Hub participant



SUSAN WILD VISITS THE Y

Congresswoman Wild Visited the Bethlehem Branch to Discuss Federal Funding For Child Care

On October 31, Representative Susan Wild (PA-07) visited the Bethlehem branch of Greater Valley YMCA to hear about the community's needs and to highlight the urgency to pass the White House's supplemental child care funding request.

"Hearing the stories of child care providers and parents reinforces what I've said time and time again – that high-quality, affordable child care is necessary economic infrastructure for working families to reach their full economic potential," said Congresswoman Wild. "We must extend key child care funding, so care centers can stay open, providers can earn fair wages and families can access the care they depend on."

Congresswoman Wild held a round table discussion joined by Crystal Messer, VP of Child Care for Greater Valley YMCA, along with Kimberly Early, Senior Director of Public Policy and Advocacy for PA Association for the Education of Young Children (PennAEYC) and Pam Cho, VP of Early Learning Resource Centers at Community Services for Children.

"As programs spend down their last remaining [American Rescue Plan Act] stabilization dollars, child care providers like the Y will be challenged to continue meeting the needs of our Valley families while still experiencing staffing shortages and increased demand for services." – Messer

At the end of September 2023, key child care funding from the American Rescue Plan expired, leaving providers and parents struggling to make ends meet. The White House requested Congress pass \$16 billion in supplemental funding to extend these child care grants for an additional year. This supplemental funding would bring \$504 million to Pennsylvania, impacting approximately 7,000 providers that serve 375,900 children. Congresswoman Wild is pushing to pass this supplemental request, to ensure that child care centers in Pennsylvania and across the country can stay open and continue to serve working families.

"The YMCA helped me with preschool for years with all of my kids and they really even teach me so much as a parent. Seven years ago, the rent was \$1000 cheaper than it is now. I couldn't do child care without the YMCA and without the funding they help me with."

– Melinda Wood, a mother of three from Bethlehem.

HEALTHY KIDS DAY

April 22 and 29, Greater Valley YMCA hosted **over 2,200 participants** at the annual Healthy Kids Day. Y branches hosted free activities to inspire children and youth to get active, simultaneously teaching families how to develop healthy routines to foster strong physical and mental health.

Greater Valley YMCA's Easton branch was selected by YUSA to host representatives from Egglan's Best, the 2023 National Healthy Kids Day sponsor. Egglan's Best provided information and fun activities to educate families on healthy eating, including the various nutritious properties of eggs and all the different ways they can be enjoyed!

Branch activities included youth open swim, planting and gardening, outdoor obstacle courses and arts and crafts.

This year's event was bigger than ever thanks to support from our generous sponsors and collaborative partners including the Bethlehem Cops n' Kids event, Capital Blue Cross, Lehigh Valley Reilly Children's Hospital, Highmark Wholecare, City Center Allentown and National Event Sponsor Egglan's Best.



ADVOCACY DAY

August 24 found public officials visiting the Suburban North branch as part of YUSA's advocacy efforts around the country. YUSA encourages Ys all over the U.S. to host elected leaders during the month of August to bring them closer to our work and the felt needs of the community. State Senator Nick Miller, State Representatives Jeanne McNeill and Zach Mako, and Mayor of North Catasauqua Bill Molchany joined other community leaders at the Community Impact Advocacy Day hosted by the Suburban North branch of the Y! Visitors were treated to a garden tour, STEM experiments, storytime and volunteer opportunities.

Greater Valley YMCA was a winner of YUSA's 2023 Advocacy Photo Contest for photos taken that day, demonstrating how our elected officials are Y champions!



ABOVE: State Senator Nick Miller joins children for a science experiment at the Suburban North branch in Catasauqua

AFFORDABLE HOUSING

Since its founding in 1941, the Bethlehem branch has focused on helping people develop spiritually, mentally and physically. Many Ys offer rooms that are permanent residences for single adults as part of their mission and Greater Valley YMCA is no exception, helping to address the Valley's affordable housing crisis.

The Y's Single Room Occupancy Affordable Housing program, located adjacent to the Bethlehem branch, maintains **37 rooms and apartments** for qualifying low-to-moderate income individuals in the community. Amenities support the dignity of our occupants and include opportunities to participate in Y events and branch membership.

In 2023 residents of the Bethlehem Affordable Housing program were offered **free supper meals** made possible through the branch's free family meals program, **fresh produce distribution boxes**, and a new, small box donation station outside the building with **free, donated hygiene products** for residents. The hygiene donation station was created and initially stocked by a local Girl Scout troop. Residents are invited to participate in Y programs and events, providing a sense of community for those receiving this meaningful support from our Y.



2023 IN REVIEW

528

TEENS

23,449

MEMBERS/
PROGRAM
PARTICIPANTS

3,000+

ACTIVE OLDER
ADULTS

4,046

CHILDREN &
ADULT AQUATICS

1,773

FINANCIAL
ASSISTANCE
RECIPIENTS

760+

CAMPERS

625

SPORTS
LEAGUES



Early Childhood Educators from the Slate Belt branch celebrate their high quality PA Keystone 4-Star rating.

Slate Belt and Nazareth Child Care Centers awarded High Quality Early Childhood Education Ratings from PA's Keystone Stars Program

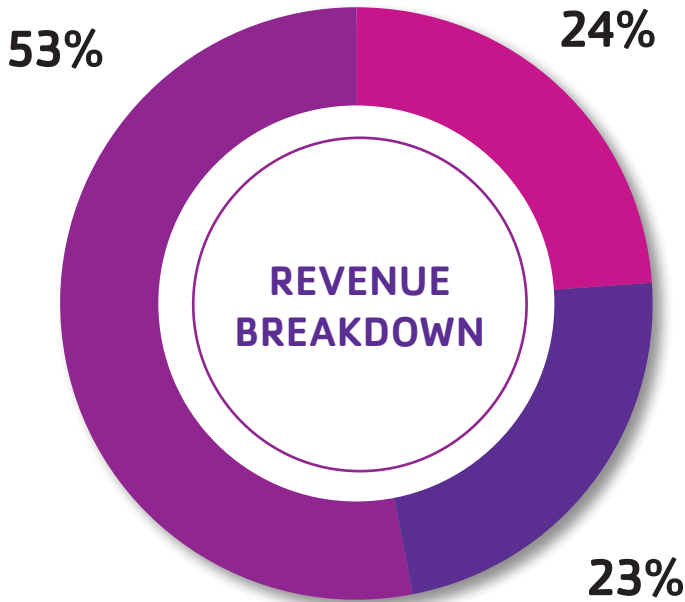


FIELD DAY

Greater Valley YMCA hosted our annual Field Day on July 12 at Louise Moore County Park in Easton. Y campers look forward to Field Day every year and in 2023 we had a glorious day for the festivities. Nearly **400 campers** from **10 Greater Valley Y camps** came together for fun, friendship and games galore, including pizza box relays, parachute tennis and the celebrated camp counselor lip sync battle. The day served as a great opportunity for campers to learn good sportsmanship skills and to meet youth from other communities and backgrounds.



2023 FINANCIALS



- Membership/Programs
- Child Care/Camp
- Development/Other

Development	\$5,936,191
Child Care	\$3,646,560
Memberships	\$3,079,863
Programs	\$809,218
Other	\$2,477,187
TOTAL REVENUE	\$15,949,019

Personnel and Benefits	\$9,105,758	54%
Other	\$5,116,370	31%
Occupancy/Depreciation	\$2,309,786	14%
Interest Expense	\$242,734	1%
TOTAL EXPENSES	\$16,774,648	

ORGANIZATION LEADERSHIP

OFFICERS

Peter Dent

Chief Volunteer Officer/President; Retired

James Cotter

Vice President; President, Jim Cotter Associates

Ellen Iobst

Secretary; President, Iobst Supply Chain Consulting, LLC.

MacKenzie Guyer

Treasurer; Director, Public Sector Field Marketing, Lumen

DIRECTORS

Julie Ambrose

Institutional Giving and Data Officer, Da Vinci Science Center

Stephen Bajan, II

Financial Advisor, Edward Jones Investments

Mark Fuller

Vice President/COO, Fuller Paper Company

Dr. Sedgwick Harris

Vice President Student Affairs, Northampton Community College

Jennifer Johnson

Retired Educator

Joe Pinto

President of Lehigh Valley Hospital, Hecktown Oaks Campus

Katie W. Santana

President, ASR Media Productions

Kelly Shak

VP, Rehabilitation Services, Lehigh Valley Health Network

Paul Story, Jr.

District Manager/Vice President, Wells Fargo

Ira S Wolfe

President, Poised for the Future Company

Dr. Jack Zilfou, J.D.

Attorney, Zilfou Law, LLC Advisory Council Chair-Allentown

CORPORATE OFFICERS

Zane Moore

Managing President/CEO

David Fagerstrom

President/CEO

Retired August 2023

Vanessa Boulous

Chief Operating Officer

Kate Cohen

Chief Development Officer

Tara Fleureton

Chief Financial Officer

Crystal Messer

Vice President of

Child Care

Gregg Perez

Vice President of People
& Culture



The Greater Valley YMCA is a volunteer-led, nonprofit, community organization. The Y is committed to strengthening community by positively changing lives every day. At each of our branches, we concentrate our efforts in three areas: Youth Development, Healthy Living and Social Responsibility. And we do so in a way that upholds the Y's traditional family values of Respect, Responsibility, Caring, and Honesty.

gv-ymca.org