



Southern District YMCA
56 Linden Street
Exeter, NH 03833



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



BUILDING STRONG FUTURES

2021 Impact Report
SOUTHERN DISTRICT YMCA

Welcome to our very first annual report for the Southern District YMCA. It has been quite a journey from the weathering of a worldwide pandemic, labor crisis, to political and social unrest. Last year represented another year of getting through it all and yet building for the future. We recognized the need to do things differently. We invested in putting people and tools in place so that we could build a stable environment in which to increase our presence in the community, to serve in a better way that goes beyond just surviving. We are so much more than a gym—we are a cause. We are thankful for the support of our donors in the community. We continue to be a community center, a provider of quality “before and after school” education, and a camp with a rich legacy, that soon approaches 100 years of history. In this report we share with you some highlights of our 2021 partnerships, programs, and successes, together we will promote healthy living, youth development and social responsibility to benefit our community.

Sincerely,

Kimberly Masucci Meyer

NOTE FROM OUR CEO



Kimberly Masucci Meyer
CEO

Southern District YMCA is a 501(c) (3) nonprofit organization.

OUR IMPACT STATEMENT The SDYMCA is a community resource for all connecting and partnering with businesses, schools, towns and individuals to encourage everyone to learn, grow and thrive.



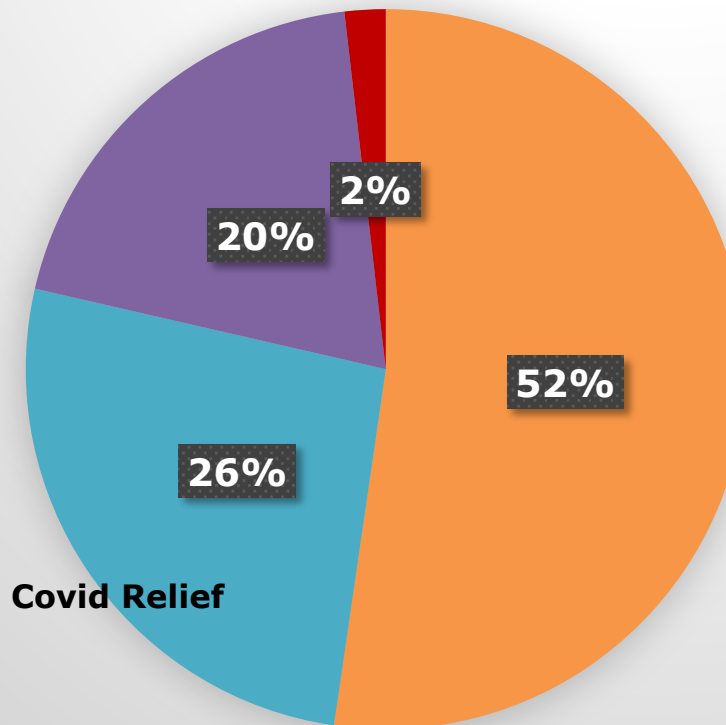
FINANCIALS



SDYMCA Revenue

January-December 2021

Total Revenue: \$3,518,226



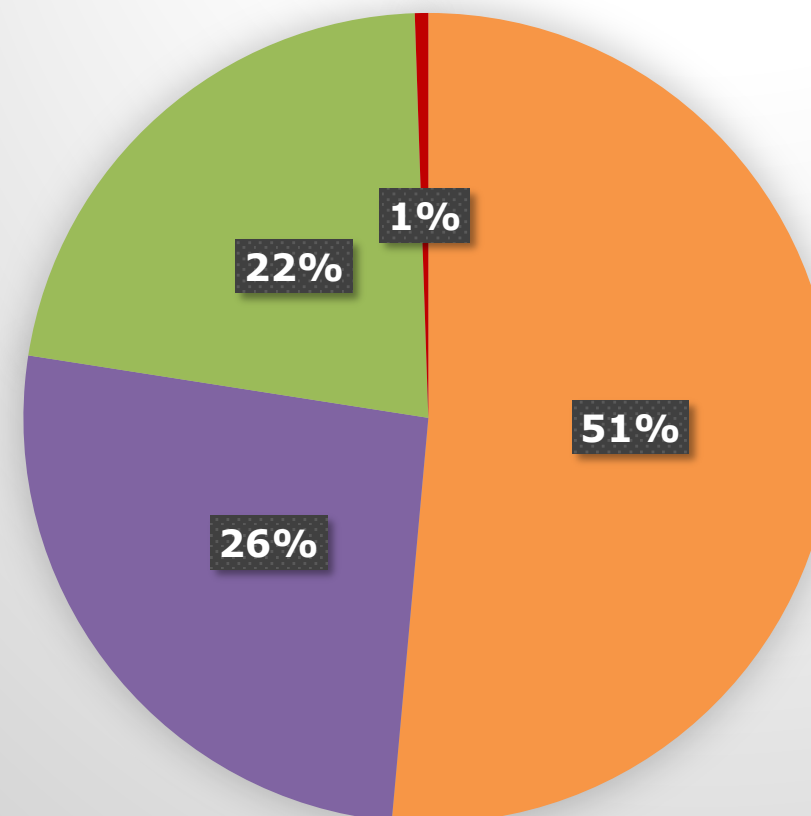
- Youth Development
- Contributions and Grants*
- Healthy Living
- Other Revenue

* Includes Covid Relief

SDYMCA Expenses

January-December 2021

Total Expenses: \$2,980,465



- Youth Development
- Healthy Living
- Management and General
- Fundraising

FINANCIALS



Southern District YMCA Balance Sheet December 31, 2021

Assets

Cash	1,798,811
Accounts Receivable	14,208
Prepaid Expenses	23,586
Fixed Assets	6,533,654
Total Assets	8,370,259

Liabilities

Accounts Payable	32,677
Accrued Expenses	88,080
Current Liabilities	3,077
Deferred Revenue	592,104
Bonds and Notes Payable	3,458,597
Total Liabilities	4,174,534

Total Net Assets without Donor Restrictions	4,049,055
Total Net Assets with Donor Restrictions	146,669
Total Net Assets	4,195,725

Total Liabilities and Net Assets	8,370,259
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CAMP LINCOLN

YMCA Camp Lincoln has been the setting for summer fun to generations of campers since 1926. Lasting memories and friendships have been forged around campfires and on the calming waters of Kingston Lake in Kingston, NH. Every summer, more than 600 kids and teens spend part of their summer at Camp Lincoln where they explore the natural world, make new friends and challenge themselves to learn new skills. It is through these challenges that kids develop confidence, independence, and resilience – critical skills for a successful adulthood.

Screen-Free Connections

Camp provides an opportunity to unplug from devices and connect to others, away from outside pressures and their everyday routine. While the times have changed over the last 96 years, the need for kids to have a place where they can just be kids is more important than ever.



Support from friends and family

While the camp continues to deliver every year, we know that upkeep is vital. We still rely on your financial support to help make necessary repairs to our buildings, activity areas and, to add to our programs to continue to support our campers and their families. This very special place is here for our campers, year after year, because of the generosity of our donors. THANK YOU from the bottom of our hearts!

COMMUNITY IMPACT



**RICK LANG
CAMP LINCOLN
ALUMNI AND
MAJOR DONOR**

What Camp Lincoln Means to me...

"My experience with camp goes back to my childhood when I was about 10 or 12. My family sent me to camp, and I learned a lot of things and made a lot of friends, and it made an impact on my life which is with me today. My wife and I donated because we wanted to give back and help other young people have that same experience. Now my grandchildren attend camp and are extremely excited to tell us about their day there. Camp stays with you, you may give up things at different stages of life; but you never give this up and it is a good sign."- Rick Lang Check out his story here: <https://youtu.be/WJFpdE8QVLQ>



**CAMP LINCOLN
HOME SCHOOL
PROGRAM**

What the YMCA Homeschool program means to me.....

"Emme absolutely loves camp!! She is up for any adventure you suggest. I love the skills she's learned, the confidence she has gained, and the bond she's formed with all the boys. She will definitely sign up again next year!"

- *Camp Lincoln Home School Parent*



SCHOOL AGE CHILD CARE

The School Age Childcare (SACC) program was impacted significantly by the COVID-19 pandemic and staffing shortages. We served 4 school-based out of school programs through spring 2021, then opened 5 programs in fall 2021. While demand for childcare existed, staffing shortages prevented the YMCA from opening all sites. Serving our families' childcare needs is important. We are working hard to open new sites as we emerge from the crisis and have opened 7 sites in early 2022. Recruitment of staff remains our top priority.

We delivered quality programming to the sites we served last year. Never has it been more important that we provide curriculum and a safe place to be surrounded by caring adults. We provided the social and emotional learning that children desperately needed after being isolated at home. Families also benefited by having a safe place for their kids to be while they were at work. We provided childcare services to families in need regardless of their ability to pay. We served 350 kids in our out of school programs and we provided 35 jobs to young people starting their careers in education.

COMMUNITY IMPACT



SACC BEFORE &
AFTER SCHOOL
PROGRAM
SUPPORTER

What the YMCA SACC Means to me...

"We can't thank you enough for being open this year. In a world of craziness, the YMCA was a steady source of support. Thank you for accommodating our families' needs and keeping everyone safe. We will be back next school year!" –SACC Parent



Aria
EXETER AREA YMCA LITTLE
RIVER PARTICIPANT

What the YMCA SACC means to me.....

"I meet lots of friends and learn about respect, caring, responsibility, and honesty".- Aria SACC Little River participant.

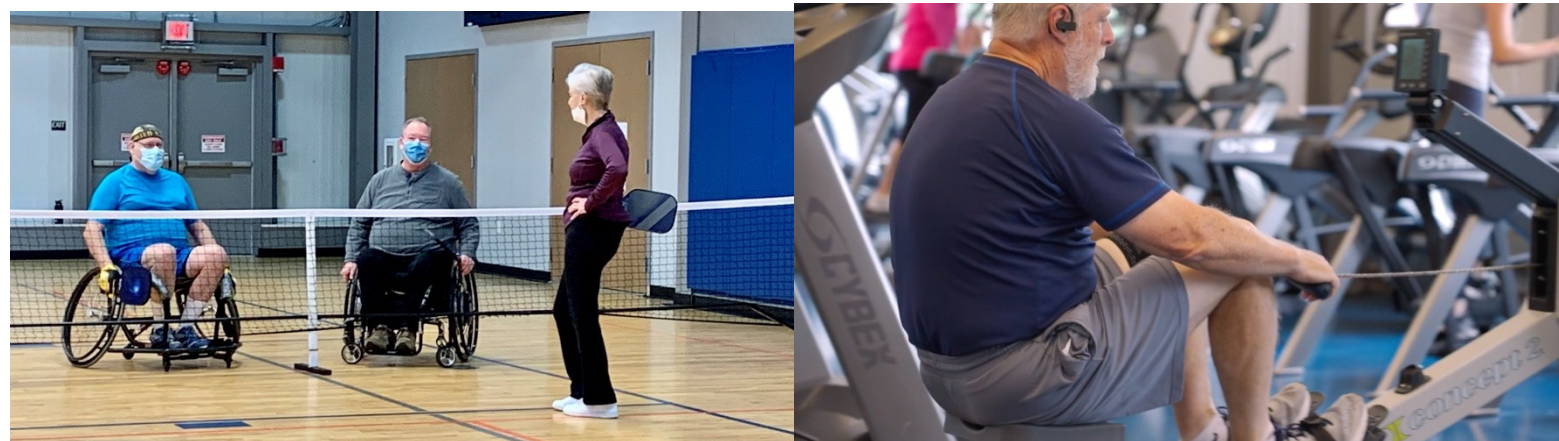
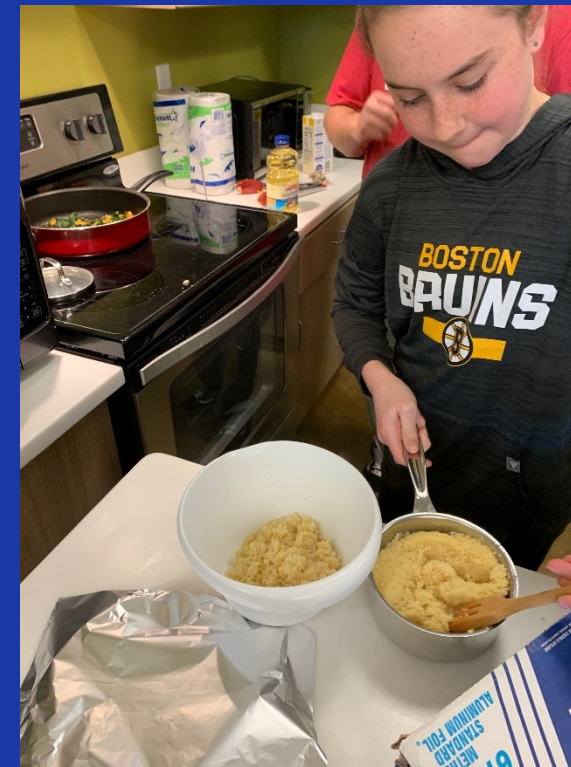
"I know that my kids are safe, that they are with good people and are learning things and making new friends." –SACC Parent

EXETER BRANCH



Community Connections:

- We are a community center that provides a place for seniors to connect and be active, with walking groups, pickleball, and social activities.
- We provide a well needed break for parents by offering childcare, while they attend classes or participate in physical activities at the Exeter Branch. We also provide programs like youth and adult cooking, Walk with Ease, Senior Board Games and more.
- We bring teens together in a place that is safe where they could be social and active. We continue to add to our youth and teen program offerings as we rebuild from Covid. 19.



Healthy Mind and Body:

- Mental health and physical health are intrinsically linked. The YMCA gave the community an outlet for both. We were able to remain open and safe during the pandemic by providing clean, safe spaces to work out and an opportunity to connect with others when possible.

COMMUNITY IMPACT



Heather
Member SDYMCA

For me the YMCA is a place where I can be active.

My husband and I have had a number of health issues and we know we need to be somewhere like the Y where we can continue to exercise and be healthy- Heather YMCA Member



Michael
Member SDYMCA

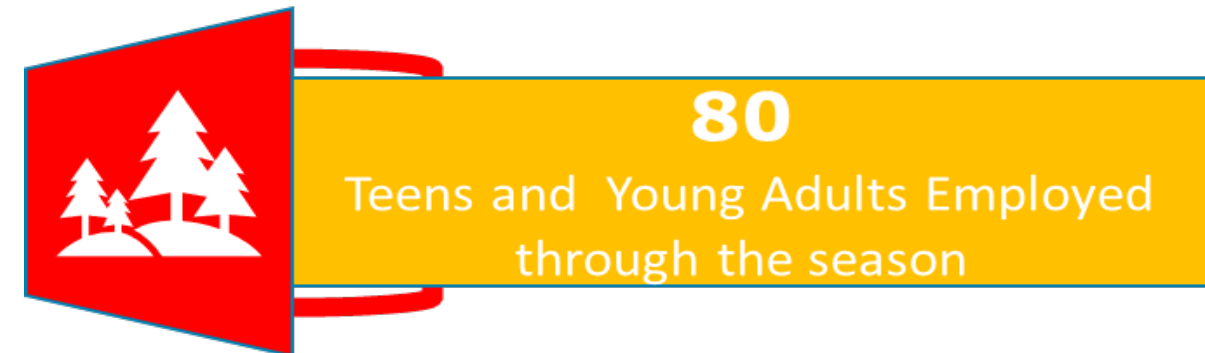
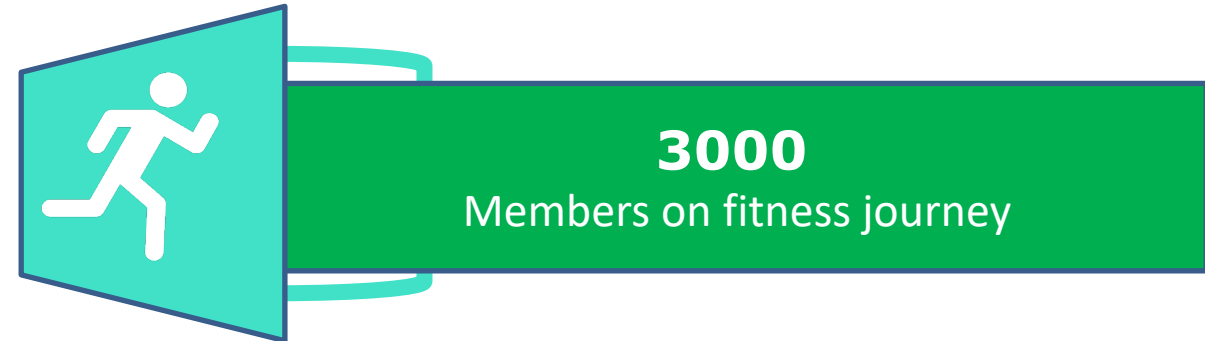
The YMCA was one of the few exercise facilities open during COVID.

"Other gyms were closed, but you guys were open during a difficult time. For me it was important to get active but more importantly get out and know that others were out there too. It was a safe socially distanced space to work out, you guys were awesome!"- YMCA Member

COMMUNITY IMPACT

Access for all

- The YMCA's mission is to provide access to our programs and services regardless of your ability to pay. We are a charity, supported by the community to give support to those that need the helping hand.
 - With donors support we subsidize scholarships for families to attend camp Lincoln, to have access to affordable school aged childcare and to memberships to the Exeter YMCA facility
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- Last year we awarded:
 - over 60 scholarships to camp.
 - Over 100 membership subsidies
 - Over 20 Educational scholarships





2021 PARTNERSHIPS

Through partnerships we amplify our impact and mission. They support our efforts and events with passion, trust and reliance. We give back by highlighting our partners and businesses and helping them as they have helped us.

Partnerships with local businesses not only make us part of something bigger. We all want to make the community stronger, and partners help us achieve it.



Partnerships amplify everything we do. You answer the call...and we thank-you!

2021 Community Partners:

- Connor's Climb
- Core Physicians
- Easter Seals
- Exeter Area Chamber of Commerce
- Exeter Area Lions Club
- Exeter Area Rotary Club
- Exeter Hospital

- Exeter Parks and Recreation
- Farmstead of New England
- Kiwanis Club
- Kingston Lake Association.
- Local SAU Organizations
- Seacoast Mental Health
- Work Opportunities Unlimited

2021 Corporate Friends



BOARD OF DIRECTORS

Jamie Brown

Anthony Callendrello

Christina Cassano

Kate Cook-2021 Board Chair

Stanford Cross

Janet Guen

Wayne Loosigian

David MacKay

Carole Matthews

Jeffrey Neil

Mark Paige-2022 Board Chair

Lindsay Sonnett

Danette Wineberg

Steve Yevich

Jennifer Young

Tammy Gluck



SDYMCA LEADERSHIP

Kimberly Masucci Meyer, CEO

Katrina Allen, Senior Director of Finance

Reid Van Keulen, Director of Camping Services

Barb Petersen, Membership Engagement Director

Michael Boland, Director of Marketing and Development

Anthony Panciocco, Director of Child Care Services

Sean Murphy, Facilities Coordinator

Corrine Fortin, Group Exercise Coordinator

Brandy Lufkin, Healthy Living Coordinator



2021 KEY SUPPORTERS

Bauman Foundation

Daniel Jones

Richard and Wendy Lang

Jamie Brown

Wineberg Family

Katherine Cook

Stephen Yevich

Deidre O'Byrne & Paul Staller

Steven McHugh

Moorhead Family

Masucci Meyer Family

Elizabeth DiBona

Mary Strathern

Crystal Span

Carole Matthews

Jennifer Young

Cloutier Family

Ryan Gordon

Carol Walker

Gil Gelineau

Janet Guen

Gabrielle Smith

Amy Boynton

Mark Dibona

Daniel Hanson

Theresa Matthews

Chris McLarnon

Hank Ouimet

Forrest Bell

Anthony Callendrello

David Lovely-Taillon

Leslie Nichols

Jeff Neil

Benevides Family

Jean Lloyd

Katrina & Doug Allen

Gary A Murphy

Loosigian Family

Caitlin Harris

Jayme Hope

Reid Van Keulen

Christina Cassano

Mark Mikhitarian

Myles Falvella

Matthew Blaisdell

Sean Murphy

Terry Ouellette

Jordan Caux

David MacKay

Mark Cadman

Donna Masucci

Linda Mahoney

Robert Baker

Joan Pratt

Kathleen Hileman

Wagnitz Family



We are thankful to all who donated to our cause. The work is never done but we could not do it without you!

STRATEGIC PRIORITIES:

PHILANTHROPIC CULTURE

Build our philanthropic culture to provide financial resources for successfully meeting member and program outcomes in our three focus areas.

COLLABORATION & PARTNERSHIPS

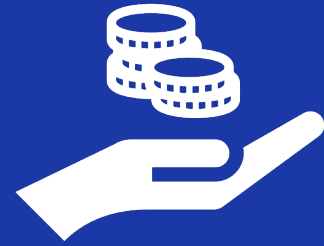
Establish, convene and join meaningful connections with others to strategically address the critical community needs of all through healthy living, youth development and social responsibility.

MEMBERSHIP STRUCTURE

Rebuild community by creating an inclusive membership and access structure with valued programs that foster a sense of belonging.

RESOURCE

Expand and reciprocate partnerships with Ys across all levels of the movement to maximize expertise and best practices.



THE FUTURE LOOKS BRIGHT

As we approach our seventh year, the future looks bright. By focusing on our strategic priorities, we will be able to deepen our impact and better promote healthy living, youth development and social responsibility.

Our goal is to continue to make our YMCA an inclusive environment where all are welcome, regardless of ability to pay. Join us on the journey to strengthen community; you will be glad you did.