

# 2022 SOUTHERN DISTRICT YMCA ANNUAL IMPACT REPORT



**BUILDING STRONG COMMUNITY**

**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**



# EVERY YEAR THE Y IMPACT THOUSANDS OF LIVES IN THE EXETER AREA

4,000+



Members and program participants of all ages improved their health and well-being through a variety of wellness programs

1,700



Children who created memories from attending Y summer camp

400



Active Older Adults who found a place for socialization, friendship, and a sense of belonging

350



Youth enrolled in life-changing afterschool programs

130



Families and children provided financial assistance to thrive in before and after school care and summer day camp





**Kimberly Masucci**  
CEO



## LETTER FROM THE CEO

As we reflect on 2022, we are thankful for the opportunity to make an impact in our community. Every day, our community partners, members, volunteers, and staff work together to encourage everyone to learn, grow, and thrive. Building a stronger and more resilient YMCA strengthens our community and serves our neighbors.

We have been determined and steadfast during the uncertainty of the last few years. We continue to be a leader in promoting youth development, healthy living, and social responsibility. We are a safe space for hundreds of youth during out-of-school hours who attend Y school-age child care programs, spend their summers at Camp Lincoln, or connect with friends at the Exeter Area YMCA. We offer opportunities for active older adults to socialize and stay healthy in group exercise classes. We bring families together through programs and fitness activities. We increase multi-generational connections through pickleball play. We support grassroots efforts like the Community Fridge to reduce food insecurity. We welcome members of all ages and dimensions of diversity to find a place where they belong. We continue to bridge gaps for our most vulnerable neighbors, providing access to Y programs and services through financial assistance.

As we continue to rebuild and evolve our Y offerings, we are grateful to you, our valuable partners. The strength that comes from working together makes more things possible.

At the Y, strengthening the community is our cause. You have been an integral part of ensuring our Y delivers its core programs and services and supports the Y as we evolve to meet emerging needs. I am deeply grateful and humbled by you, our members, staff, volunteers, donors, and dedicated community organizations, for continuing to partner in the Y's cause-driven work.

Sincerely,  
*Kimberly Masucci*  
Kimberly Masucci  
CEO

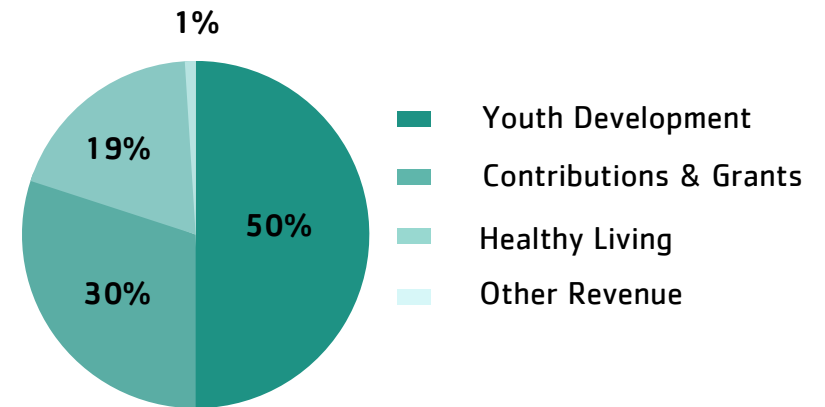


# FINANCIALS AT A GLANCE

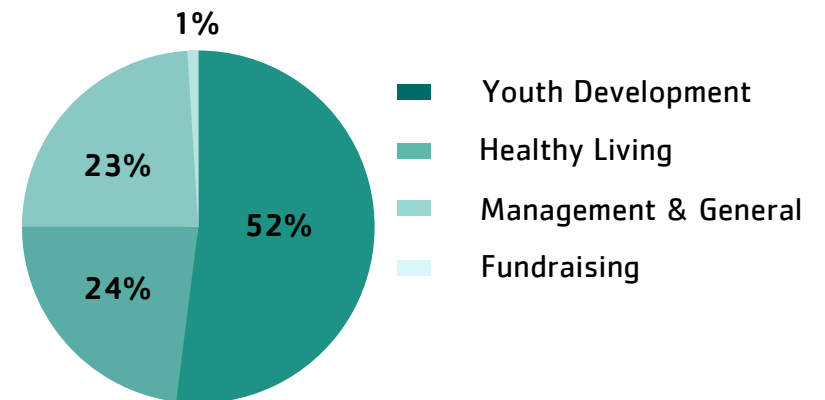
## SOUTHERN DISTRICT YMCA BALANCE SHEET\* DECEMBER 31, 2022

ASSETS	
Cash	1,695,000
Accounts Receivable	903,000
Prepaid Expenses	25,000
Fixed Assets	6,307,000
Endowment (AJ Connor Trust)	133,000
<b>Total Assets</b>	<b>9,063,000</b>
LIABILITIES	
Accounts Payable	46,000
Accrued Expenses	56,000
Deferred Revenue	684,000
Bonds and Leases Payable	2,661,000
<b>Total Liabilities</b>	<b>3,446,000</b>
<b>Total Net Assets without Donor Restrictions</b>	<b>4,070,000</b>
<b>Total Net Assets with Donor Restrictions</b>	<b>139,000</b>
<b>Total Net Assets</b>	<b>4,209,000</b>
<b>Total Liabilities and Net Assets</b>	<b>9,063,000</b>

## SDYMCA REVENUE\* JANUARY - DECEMBER 2022



## SDYMCA EXPENSES JANUARY - DECEMBER 2022

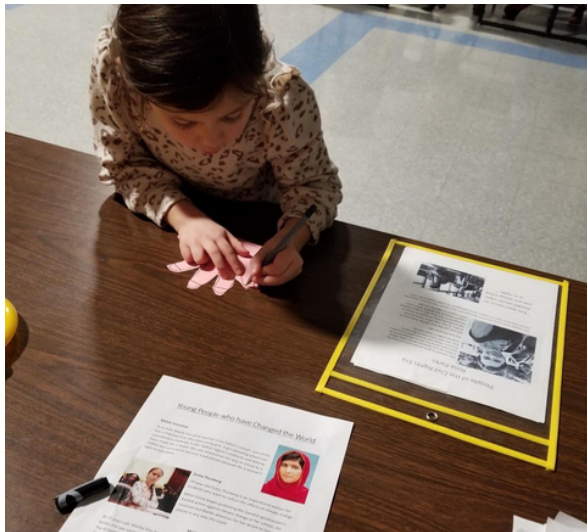


\*Pre-Audit



# YOUTH DEVELOPMENT

A strength of the YMCA is our work in Youth Development. At Camp Lincoln, YMCA School Age Childcare, and the Exeter Area Y, we engage our youth in activities for a healthy mind, body, and spirit.



Through a grant from the Department of Health and Human Services, we were able to fund a Youth Coordinator position. The Youth Coordinator along with a Youth Specialist engages our youth population in a relatable way and models our core values of respect, caring, responsibility, and honesty. Expanded programming, including afterschool teen activities and a newly created fall basketball league, and was multi-generational with teams and players from diverse age groups.

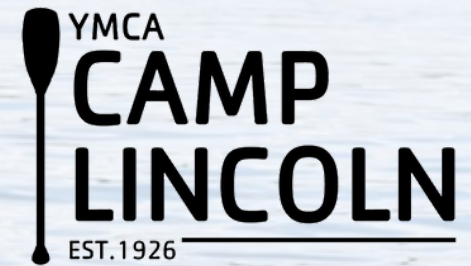
## YOUTH DEVELOPMENT

YMCA Camp Lincoln successfully returned to full capacity for the first time in three years. We served 1,661 campers—our third-highest mark in nearly a century of operation. Our Counselor-in-Training (CIT) program served 22 Seniors and 35 Juniors who learned leadership from our 108 enthusiastic and caring YMCA summer staff. We provide week-long intensive training and professional development for our high school and college-age employees on topics like child abuse prevention, safety around water and youth development principles, and more.

Camp Lincoln takes great pride in being available to everyone in our community. This past summer, we provided \$51,000 in financial assistance so that others could enjoy the camp experience.

To better support children and staff, we partnered with Seacoast Mental Health (SMH). Their staff of Outreach Specialists and licensed Social Workers on-site daily to provide guidance and training for staff which enables strong, intentional support for all campers.

Camp Lincoln also welcomed back International Staff this summer. We hosted ten staff from the United Kingdom, Hungary, Spain, Poland, and Slovakia. Welcoming international staff into our camp community provides our campers with a more diverse, empathetic, and understanding worldview.



## YOUTH DEVELOPMENT

YMCA School Age Childcare provides a safe place for kids to be surrounded by caring adults: which was especially important following the pandemic. We provided the social and emotional learning that children desperately needed after being isolated at home. Families benefited by having a safe place for their kids to be while they are at work. We provided childcare services to families in need regardless of their ability to pay. Last year we served approximately 350 kids in our out-of-school programs and hired 35 out-of-school professional educators.

Partnerships with schools are vital. Our school-age staff collaborated with school administrators to provide successful and quality wrap-around care. With an increase from four sites in the pandemic times to 10 sites serving 13 elementary schools, there was an increased demand for staff and training of those working the sites. Site Directors found creative ways to engage the kids from meditation breaks to creating student leader roles at sites to help develop responsibility and self-esteem.

### SCHOOLS SERVED BY SACC

- Newton
- DJ Bakie Elementary
- Stratham Memorial School
- Hampstead Elementary
- Lincoln Street Elementary
- Main Street Elementary
- East Kingston Elementary
- Kensington Elementary
- Swasey Elementary
- Danville
- Hampton Elementary
- Newfields Elementary
- Centre Street (Hampton)



“

Our Stratham site had an influx of kindergartners who struggled initially, likely due to COVID isolation issues. We worked with the parents directly one on one to allow kids to thrive in the program. A grateful mom was happy with this approach rather than having a child singled out or dropped from the program. The student's mother was relieved to know that she wasn't alone and the Y staff worked with her to develop strategies to help her student succeed.”-SACC Director ”

“I donate because I want our youth to know that someone is on their side”-YMCA Board Member





## HEALTH AND WELLNESS

The YMCA membership grew by 87%, from 2300 members when the pandemic hit, to over 4,300 by year's end of 2022. YMCA group exercise classes continue to grow in size. Our pickleball community has grown significantly. We were able to run several beginner pickleball clinics to introduce the sport to members. We offered our first LIVESTRONG class this year run by instructor Corrine Fortin. She offered two twelve-week classes and had six participants this past year as they reclaimed health following cancer diagnoses.

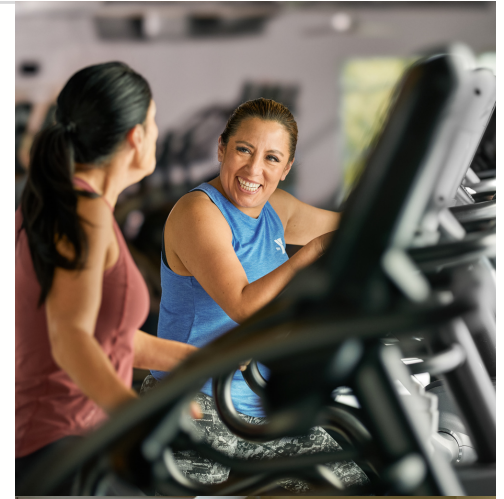
“

The Y is a welcoming facility for all. Front desk staff are friendly, knowledgeable and attentive. Inquiries are answered quickly or directed to a staff member that can help. There are programs, classes and activities for all ages and abilities. The Y is the hub of our town...a gathering place to meet new people, get fit in the activity of choice, connect mind, body and soul with gratifying results.

”

Marcia Pratt-YMCA Livestrong participant stated, “We definitely noticed a difference from start to finish, we had so much more energy at the end of the program. Corrine is awesome, she was what made it special. We are excited to expand our Evidence-Based Health Initiative programs in 2023 with healthcare partners.

## HELPING OUR COMMUNITY STAY HEALTHY, ACTIVE, AND STRONG







## HEALTH AND WELLNESS

Through partnerships with organizations like Humana, and local friends like Hannaford, Exeter Parks and Recreation, Bodywise Physical Therapy, and The Alternate Route, we were able to provide seminars for active older adult community members, they learned about how to improve their balance, receive better nutrition, and improve brain function to list just a few. Over 90 participants attended seminars this past year.

“The Y is a huge part of our community and serves the broader purpose of providing a safe welcoming space for everyone!” - YMCA Member



“Everyone is very friendly. My client who has development challenges is greeted by everyone and acknowledged at the Y. She participates in Zumba and the instructor is fabulous!” - YMCA Member

## SOCIAL RESPONSIBILITY

The Y provides access to programs and services, regardless of the ability to pay. This year we provided \$79,000 in financial assistance to make the Y accessible to our most vulnerable neighbors. Children enjoyed camp experiences, attended our out-of-school time programs, and accessed Y Healthy living memberships through the Y scholarship program. We are committed to strengthening this philanthropic program to touch more lives.

### 130+ Families Accessed YMCA Programs in 2022 with donor support

We know that food insecurity is a real issue for many in our community. This past year we partnered with the volunteer lead Community Fridge, a grassroots mutual aid program to provide food to anyone in need. Anyone can access food 24 hours per day from the fridge and pantry located outside the Exeter Area YMCA. Y Cooking classes have helped fill the fridge along with local donations. The response has been strong to this project and the Y is happy to provide a needed home for the Community Fridge.

The Y is also committed to child abuse prevention. We conduct child abuse prevention training and awareness for Y staff, volunteers, and community partners provided by Praesidium Inc. As a youth-serving organization, we want everyone to play a role in keeping our children safe.

As mental health challenges persist, the Y partnered with NAMI to provide suicide prevention training to our counselors in training. This training taught students how to be aware of warning signs among peers to prevent suicide. We continue to explore ways the Y can support resilience and community mental health.



# SOCIAL RESPONSIBILITY

The Y promotes civic education through the statewide YMCA Youth & Government program. High school students from across the state spend a weekend each year conducting mock legislative sessions in the NH State House chambers. They elect a student governor, speaker of the house, senate president, and other leadership roles to presiding over passing YMCA mock legislation. Their knowledge, debate, and presentation skills are inspirational and highlight the potential of the next generations to lead.

This past year, our Y took a leadership role in helping address key community groups in distress. We convened the Youth Council comprised of members of the community, other non-profits, and service providers in our area, all of whom are connected to serving youth populations. In the coming year, we will explore the creation of a Community Navigator hub; both virtual and in-person, to help those in the community get the help they need.

As a steward of the natural resources at Camp Lincoln, we know that the health of Kingston Lake is an integral part of our ability to serve families but also the surrounding area. In partnership with the Kingston Lake Association, the Y submitted a \$100,000 NH DES grant on behalf of the Town of Kingston and received the grant to create a watershed plan for Kingston Lake. This is the first step in assessing what is adversely affecting the lake and how we can go about addressing it. In addition, we received a Senator Shaheen Congressional Earmark grant to mitigate shoreline erosion at Camp Lincoln. It is vital that we continue this work in the years to come with support from the community and those who love our camp.



# PARTNERSHIPS

Our 2022 achievements would not be possible without partners that have helped us along the way. While their financial support is critical, it is their time, service, and desire to help us further our mission and impact in the community. We thank our partners for all their support in 2022.



- Advanced Sales
- Alarmex
- Bank of New Hampshire
- Bank Prov.
- Bodywise Physical Therapy
- The Brook
- The Community Fridge
- Connor's Climb
- Core Physicians
- The Derry Fund
- Easter Seals
- The Elks
- Exeter Area Car Dealers
- Exeter Hospital
- Exeter Area Rotary Club
- Exeter Parks and Recreation
- Farmstead of New England
- Hannaford Supermarkets
- Humana
- Kennebunk Savings
- Kingston Lake Association
- Kingston Lions
- Kiwanis of Exeter
- Kona Ice
- Lexies Burgers
- Local SAU Administrations
- NAMI of NH
- Saint Vincent de Paul
- Seacoast Family Promise
- Seacoast Mental Health
- The Key Collective
- Take Out Station
- Timberland
- Work Opportunities Unlimited

**YOU MAKE US STRONGER!**



# \$165K

Raised for 2022  
Annual Fund

We Appreciate  
Your Help!



Southern District YMCA has  
received the highest  
possible 4-star rating from  
Charity Navigator

Thank You For  
Trusting Us!

## 2022 DONORS

At the Y, strengthening communities is our cause. Every step we make is to better serve the children, families, and adults in Exeter. As a leading nonprofit for healthy living, youth development, and social responsibility, the YMCA is able to change lives with the support of partners and individuals like you. It is your contributions that makes a difference in the community.

## YOU MAKE A DIFFERENCE!

### PRIVATE FOUNDATIONS CORPORATE DONORS

The Brook  
Three Sisters Foundation  
Bauman Family Foundation  
Bank of New Hampshire  
Exeter Lions Club  
Arthur Connor Trust  
Kennebunk Savings Bank  
Portsmouth Elks Club  
Bank Prov.  
Exeter Kiwanis  
Kona Ice  
Kingston Lions Club  
Exeter Health Resources  
Timberland

Take Out Station-Exeter  
Alternative Sales  
Kingston Lake Association  
Drugs are Dangerous Inc.  
Alarmex  
Jones General Store  
NH Charitable Foundation  
Seabrook Chiropractic  
Society of St. Vincent de Paul  
Partners Bank  
Los Olas Restaurant  
East Coast Lumber  
RAM Printing  
Hannaford Supermarkets  
Memories Ice-Cream  
Liberty Mutual



**INDIVIDUAL MAJOR DONORS \$500+**

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Amy Boynton**



**INDIVIDUAL DONORS \$100 to \$499**

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The Bernstein Family  
Stephanie Grotheer





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Amy Mastronardi  
Aida Perez  
Dawn Ebbetts



# LEADERSHIP

The Southern District YMCA is a 501(c) (3) nonprofit organization. Our Board of Directors and Leadership is comprised of volunteers joined together by a shared passion to make our community stronger.

## 2022 BOARD OF DIRECTORS

- Jamie Brown
- Anthony Callendrello
- Christina Cassano
- Kate Cook
- Stanford Cross
- Janet Guen
- Bobby Kelly
- Wayne Loosigian
- David MacKay
- Carole Matthews
- Jeffrey Neil - 2023 Board Chair
- Mark Paige-2022 Board Chair
- Lindsay Sonnett
- Danette Wineberg
- Jennifer Young
- Tammy Gluck

## 2023 SDYMCA LEADERSHIP

- Kimberly Masucci , CEO
- Steve Yevich, Director of Finance
- Reid VanKeulen, Director of Operations
- Beth Dupell, Director of Membership
- Michael Boland, Director of Marketing & Development
- Dave Lovely-Taillon, Director of Camping Services
- Anthony Panciocco, Director of Child Care Services
- Sean Murphy, Facilities Director
- Vicky Lee, Human Resource Generalist



## 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.

### PROVIDE OUTREACH, SERVICES AND PROGRAMS THAT CONNECT

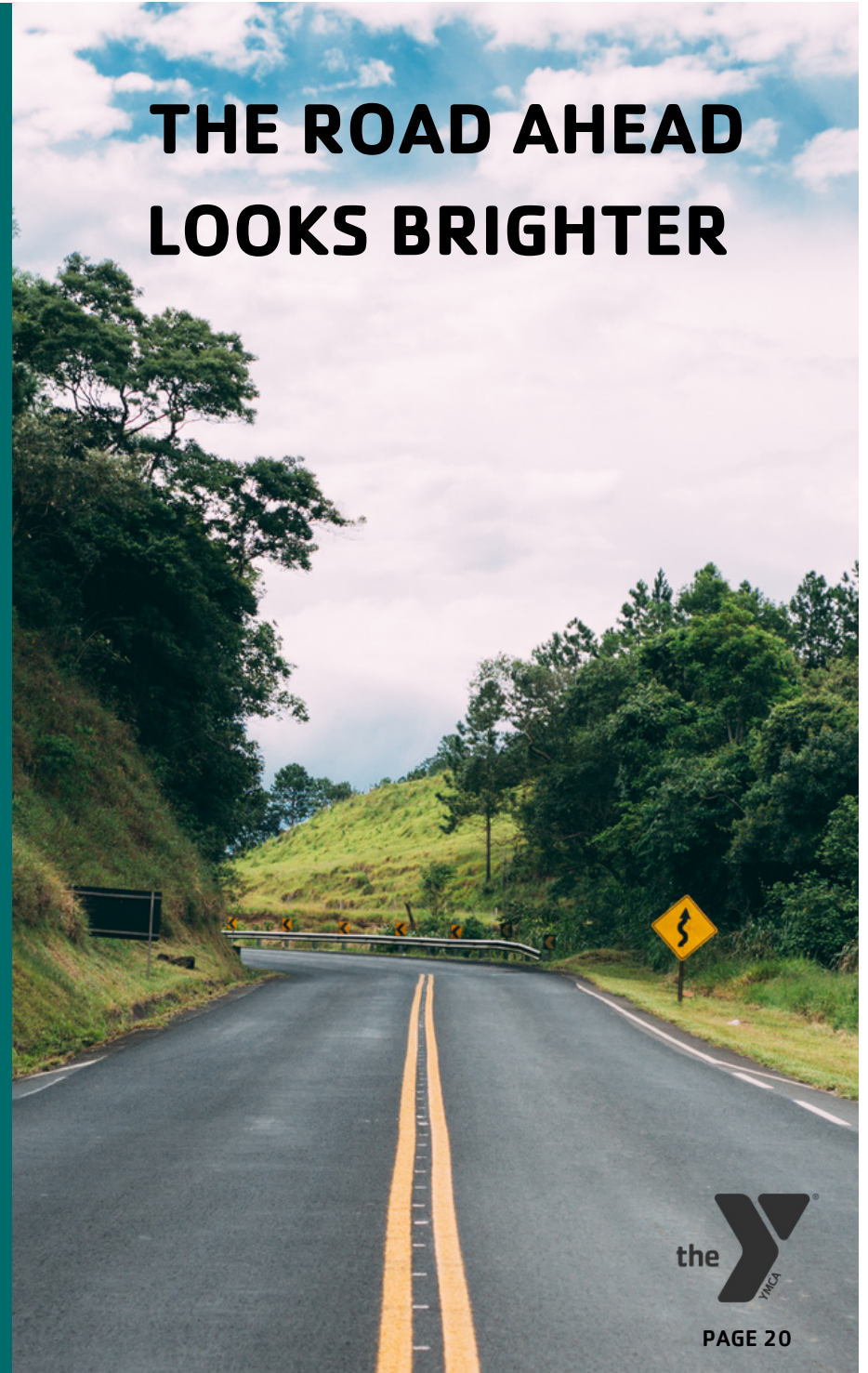
Provide services and programs that the community asks for and needs, with inclusion and diversity in its design.

### INSPIRE GROWTH, LEADERSHIP AND Y CULTURE AMONG OUR PEOPLE

Invest in our team so that they can lead, inspire and spread the culture to all.



# THE ROAD AHEAD LOOKS BRIGHTER





FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## BUILDING STRONG COMMUNITY

### SOUTHERN DISTRICT YMCA

Administration and School Age Child Care

56 Linden Street, Exeter, NH 03833

(603) 342-3361

Camp Lincoln

67 Ball Road, Kingston, NH 03848

(603) 319-5945

[SDYMCA.org](http://SDYMCA.org)