# SOUTHERN DISTRICT YMCA TOGETHER WE THRIVE 2024 ANNUAL REPORT



FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY

## **IMPACT AT A GLANCE**

### YOUR SUPPORT MAKES A SIGNIFICANT IMPACT







**Reid VanKeulen** 





## **LETTER FROM LEADERSHIP**

Dear Valued YMCA Supporter,

Growth, Flexibility, and Resilience.

These three words define the incredible year we have had and the impact we have made in our community.

In 2024, we strengthened our philanthropic culture both internally and externally, as more people recognized the Y as a vital community connector and charitable organization. Our Exeter Y membership surged past historical levels, and thanks to our generous supporters, we raised over \$200,000 to provide financial assistance to those in need. We had an incredible summer camp season, ensuring youth enjoyed screen-free time in the outdoors. We served over 350 students daily in a safe and engaging our school-age childcare program—helping parents work with peace of mind.

We demonstrated resilience in the face of challenges. From leadership transitions to unexpected setbacks—such as the accidental damage and renovation of our gym floor—we met adversity headon. Despite these hurdles, we ended the year stronger than ever, with renewed energy, increased community support, and a growing membership.

As we continue to grow, our commitment to our mission remains unwavering. The Y continues to be a place of connection, support, and growth for all. Looking ahead, we are filled with excitement and determination to build on the strong foundation we've established.

This annual report serves as a checkpoint—a reflection of the progress we have made together. Thank you for your support. We look forward to another year of growth, impact, and community building.

With gratitude,

Aciel Va Kull

Reid Van Keulen Director of Operations / Interim CEO





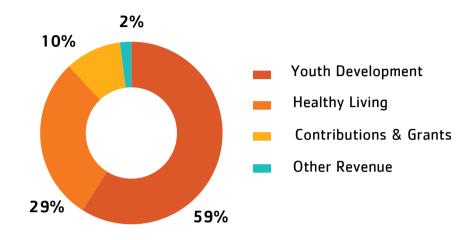
# **FINANCIALS AT A GLANCE**

### SOUTHERN DISTRICT YMCA BALANCE SHEET\* DECEMBER 31, 2024

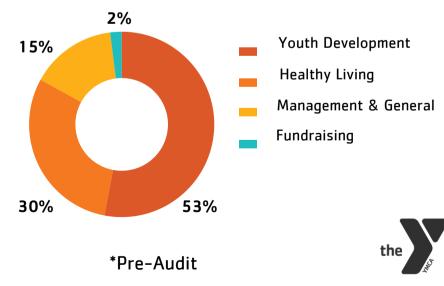
ASSETS	
Cash & Short Term Investments	2,453,000
Accounts Receivable	45,000
Prepaid Expenses	57,000
Fixed Assets	6,221,000
Endowment (Arthur Connor Trust)	119,000
Total Assets	8,895,000

LIABILITIES	
Accounts Payable	343,000
Accrued Expenses	139,000
Deferred Revenue	179,000
Bonds and Leases Payable	1,238,000
Total Liabilities	1,899,000
Total Net Assets without Donor	6,472,000
Restrictions	
Total Net Assets with Donor Restrictions	104,000
Total Net Assets	6,576,000
2024 Surplus (For Capital Investment)	420,000
	/

### SDYMCA REVENUE\* JANUARY – DECEMBER 2023 Total Revenue: \$5,579,000



### SDYMCA EXPENSES JANUARY – DECEMBER 2024 Total Expenses: \$5,159,000



## **OUR MISSION**



At the YMCA, we are committed to strengthening our community through Youth Development, Healthy Living, and Social Responsibility. Guided by our core values of respect, responsibility, honesty, and caring, we provide high-quality programs and services that empower individuals and families.

We believe the Y should be accessible to everyone, which is why we offer financial assistance to help individuals and families participate in our programs. Last year alone, we provided over \$200,000 in assistance, helping more than 200 families. This marks the second consecutive year we've been able to offer this level of support—an accomplishment made possible by our incredible community and generous donors.

Together, we continue to build a stronger, healthier, and more inclusive community for all.



66 Thank you for offering the opportunity for our children to attend this camp for parents who typically cannot afford to send them to Camp Lincoln. It's a tremendous opportunity for these children to maintain structure, learn new skills and develop social interactions with their peers. Thank you from a parent who has taken part in this program the last 2 years and hope you will continue to sponsor more children in the future. 99

- Camper Parent

I love working at camp because I can always be myself and know I will never be judged by anyone. When I am here, I am someone's role model just by being myself. That is special to me and I don't feel that way anywhere else.

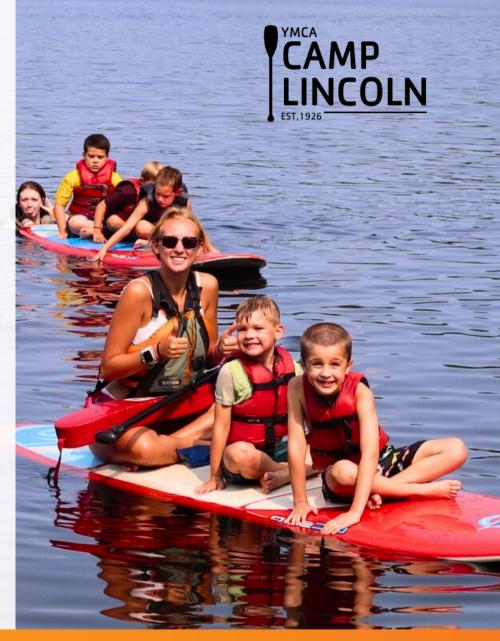




This camp season, we proudly served 1,700 children, creating unforgettable experiences that foster growth, friendship, and resilience. Camp Lincoln welcomed campers from across New England, representing 80 towns, and we successfully transported 450 children daily on 11 buses matching our busiest season yet!

Each year, we employ 120 dedicated staff members, boasting an impressive 80% retention rate. Our commitment to staff development is unwavering. This season, we provided vital training in mental health first aid, helping to ensure that our team was well-equipped to support both campers and fellow staff. Additionally, we offered essential certifications in water safety, child abuse awareness, and lifeguarding—empowering our team with critical life skills. Each spring and fall, camp serves as a popular destination for annual school trips. Students participated in team-bonding activities, supported each other on the ropes courses, and learned ecology paddling on the lake. We hosted 2,270 students ranging in age from elementary to university.

The impact of camp is undeniable. Through leadership development for counselors and Counselors-in-Training (CITs), screen-free engagement, and confidence-building team activities, we create a nurturing and safe environment where children thrive. Last year alone, we provided \$100,000 in financial assistance at camp, making the experience accessible to more families. With each passing year, our financial assistance program continues to grow—because every child deserves the magic of camp.



The generosity of the scholarship brought us to tears as we were able to fulfill our daughter's wish of attending camp this year! We thank you as a family and hope you can continue the program so that kids can continue being able to reap the wonderful rewards mentally, emotionally and socially. Thank you again!



- Camper Parent

## **YOUTH DEVELOPMENT**

Our School Age Childcare program (SACC), provides a safe, supportive environment where children are nurtured by caring adults before and after school. This essential program gives parents peace of mind, knowing their kids are engaged in meaningful activities while they're at work. Through homework help, hands-on arts and crafts, and STEM learning, we make education fun!.

Last year, we proudly served approximately 350 students across eight sites, supporting twelve elementary schools. We enhanced the overall experience by delivering higher-quality, enriched programming. We also welcomed 35 dedicated out-of-school professional educators to our team, strengthening our impact.

We operated the Little River summer day camp at our Exeter-area facility, offering children unforgettable experiences, including field trips to the Seacoast Science Center. We are grateful for the opportunity to support so many children and families and look forward to another year of learning, growth, and fun!

### SCHOOLS SERVED BY SACC

- Newton Memorial School
- DJ Bakie Elementary
- Stratham Memorial School
- Hampstead Elementary
- Hampstead Middle School
- Lincoln Street Elementary
- Hampton Elementary

- Kensington Elementary
- Swasey Elementary
- Danville Elementary
- Centre Street
- Main Street Elementary

# 66

We get to help them work through challenges they faced during the day, and that's really cool. Kids will come to you with something that happened at school something their parents haven't even heard about yet—and they want you to help them. That's a great opportunity. **99** -Foley Eaton, SACC/Camp Staff

### 66

My children have been in this program for years, they are great people and they are like family. This is our last year as my youngest will be in middle school next year, we will miss them all.



# LEARN. GROW. THRIVE.



### **YOUTH DEVELOPMENT**

Our Youth population continues to grow at the Exeter facility, with teens specifically accounting for 15% of membership. The Youth Snack Station initiative in its second year served over \$10,000 in healthy snacks to teens in the building. This was possible with support from the Exeter Area Kiwanis Club and Exeter Area Lions Club, grants and private donors.

Our Youth Program Coordinator has bolstered our youth programming offerings and hired additional staff to connect with participants. Youth programs included volleyball, basketball, and youth pickleball. We have continued to see these programs grow and look forward to more in the coming years. It has been great to see more of a balance of girls and boys back at the facility, a sign that the programming is connecting with a wider teen audience.



### 66

It doesn't matter what age you are, the Y has a program for you! They have awesome program leaders . **99** -SDYMCA Member

Membership at the Y is much more than just working out each day. It's a large community of like -minded humans who love and support each other, and a source of programs and social opportunities that make one feel fortunate to be a part of. I would want my friends and family to experience the wonderful things that the Y has to offer, just as I do. 99 Connie Carson, SDYMCA member

# **HEALTHY LIVING**

The Exeter facility saw remarkable growth in 2024, with membership increasing by 11.3% and overall facility usage rising by 13.9%. Our programs continued to foster strong connections with members, reinforcing our commitment to health, wellness, and community engagement.

To enhance our members' experience, we made significant quality improvements to our building and equipment throughout the year. We upgraded our fitness offerings with new ellipticals and 23 stateof-the-art Keiser spin bikes. Additionally, after an unfortunate accident, we took the opportunity to completely replace our gymnasium floor, stripping it down to the concrete and installing a brand-new improved surface. While the gym was closed for four months during the repairs, our members' enthusiasm never wavered, and by year's end, membership had rebounded, surpassing 6,000 members.

Beyond physical fitness, we focused on promoting overall wellness, reducing health risks, and supporting members in reclaiming their health through Evidence-Based Health Care Initiatives (EBHI). Our 12-week Livestrong Cancer Survivorship Program continued to make a profound impact, helping participants rebuild strength and confidence after cancer diagnosis and treatment. In an exciting expansion of our health programs, we launched our first Diabetes Prevention Program, a year-long initiative that empowers participants with the knowledge and tools to make healthier lifestyle choices. The inaugural cohort saw measurable improvements in their A1C levels, along with significant weight loss—real, life-changing results.

To further our commitment to holistic well-being, we welcomed a Director of Wellness to our team. Her leadership has been instrumental in expanding our focus on member wellness, mindfulness, and mental health. Under her guidance, we introduced mental health training, benefiting members and staff across all our operations.

We are incredibly proud of the progress we've made in strengthening our community's health and wellness. With continued dedication and innovation, we look forward to another year of growth, impact, and positive change





### **STRENGTHENING HEALTH AND WELLNESS ON OUR COMMUNITY**

# SOCIAL RESPONSIBILITY

At the Y, we believe that everyone deserves access to programs and services, regardless of financial circumstances. This year, we proudly provided over \$200,000 in financial assistance, ensuring that our most vulnerable neighbors could benefit from everything the Y has to offer. Thanks to this support, we assisted more than 200 families, matching last year's impact. Children had the opportunity to experience the joy of summer camp, participate in out-of-school programs, and embrace healthy living through our Y scholarship program.

Our commitment to community well-being extends beyond our walls. In our ongoing effort to combat food insecurity, we actively support local food banks, including Saint Vincent de Paul, through food drives, membership initiatives, and partner collaborations—helping to ensure no one in our community goes hungry.

Keeping children safe is at the heart of our mission. As a youthserving organization, the Y is deeply committed to child abuse prevention. Through Praesidium Inc., we provide essential abuse prevention training to our staff, board members, volunteers, and community partners—empowering everyone to play a role in protecting our children. Additionally, with grant funding from YouthWell New Hampshire, we expanded access to mental health training, equipping our Camp, School Age Childcare, and Membership staff with the skills needed to support emotional well-being.



Today, I am proud to support and be part of the caring community the SDYMCA comprises: a thriving multigenerational wellness facility; afterschool programs that span multiple communities; community programs that promote health, wellness, and youth development; and of course, the camp. 99



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Carole Matthews, Board Member

## SOCIAL RESPONSIBILITY

The Y also plays a vital role in shaping future leaders. Through the statewide YMCA Youth & Government program, high school students engage in hands-on civic education, conducting mock legislative sessions in the New Hampshire State House chambers. These young leaders elect a student governor, debate policies, and pass mock legislation, demonstrating passion, confidence, and the ability to shape a brighter future.

In 2024 we began our work to help steward the land and surrounding watershed at Kingston Pond. Working with the Town of Kingston, we received a Federal grant to implement a watershed plan to help chart the potential corrective actions to improve the condition and health of the lake. Further to this, we kickstarted efforts to prevent erosion at the lake on the shores at camp and nearby walking trails with another Federal EPA grant through Senator Shaheen's support. Work continues this year on applying preventative erosion mulch and plantings and landscaping to prevent runoff into the lake. It is our hope that we continue to preserve the lake for future generations to enjoy.

We also worked on restoring the heart of camp by starting work on the amphitheater renovation. We are working on updating the seating and accessibility, improving drainage while preserving the natural surroundings. With support from the Exeter Area New Car Dealers and The Brook, this renovation is possible. The project will be completed by camp opening in summer 2025.



66

It was our son's first summer camp experience and it exceeded our expectation. He loved it! It pushed him out of his comfort zone while also being a place where he felt welcomed and safe.

-Camper Parent



I joined in March 2024 as I've just moved to NH from out of state. When searching for a new gym home, I looked for a robust group fit schedule, clean shower facilities and geographic location within 20 minutes of my home. The Exeter YMCA fit all those criteria and I have been more than pleased with becoming a member! In fact, the added bonus of the Wednesday hiking group and the special health classes/lectures have been wonderful. I especially enjoyed the lectures on active aging and disease prevention



## PARTNERSHIPS

Our 2024 achievements would not have been 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 2024.



**Access Sports Medicine** Alarmex Atkinson Women's Civic Club **Bank of New Hampshire** BankProv. **Bodywise Physical Therapy** The Brook The Community Fridge Connor's Climb **Core Physicians** The Derry Fund Eastern Bank Foundation Easter Seals Exeter Area GFWC Exeter Area New Car Dealers Exeter Hospital Exeter Area Chamber of Commerce **Exeter Area Rotary Club** Farmstead of New England Hannaford Supermarkets

The Key Collective Kingston Lake Association Kingston Lions Kiwanis of Exeter Kona Ice Lexies Operation Management Inc. Local SAU Administrations Meredith Village Savings Bank NAMI of NH NH Department of Education Northeast Passage Premier Family Dentistry Saint Vincent De Paul Seacoast Family Promise Seacoast Mental Health Walmart Work Opportunities Unlimited YouthWell New Hampshire



# **YOU MAKE US STRONGER!**



# In 2024 \$204K

### **Raised for the Annual Fund**

### We Truly Appreciate Your Help!



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

## Thank You For Trusting Us!

# **2024 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 make a difference in the community.

# YOU MAKE A DIFFERENCE!

### **2024 BUSINESS DONORS**

LEGACY DONORS \$10K+ The Brook – RMH NH LLC Bank of New Hampshire

#### VISIONARY DONORS \$5K - \$9,999

BENEFACTOR DONORS \$1K - \$4,999

YouthWell New Hampshire Exeter Lions Foundation Walmart

Flamingos Coffee Bar

**Kingston Lions Club** 

Exeter Kiwanis Club

Exeter Snow Hounds

**Access Sports Medicine** 

Premier Family Dentistry

YMCA Alliance of NNE

**Art Up Front-Evernotes** 

**Liberty Mutual Matching Funds** 

Walmart

Kona Ice

Eastern Bank Foundation

**Kennebunk Savings Bank** 

### **PATRON DONORS \$500 - \$999**

Atkinson Womens Civic Club Kingston Lake Association Drugs Are Dangerous, Inc. BankProv. Meredith Village Savings Bank Lexies Operations Management Bodywise

### **FRIEND DONORS \$50 - \$499**

Hannaford Supermarkets First Unitarian Church Pfizer Matching Funds Alarmex Adams Family Foundation Lexies Operations Management, Inc Kingston House of Pizza Nature's Trees Inc./Save a Tree TruGreen Bump and Grind Autobody Benson's Cafe Fremont House of Pizza Lonza Matching Funds Second Wind Water Systems





### **2024 INDIVIDUAL DONORS**

#### **LEGACY DONORS \$10K+**

The Bauman Family Foundation Deidre O'Byrne and Paul Staller Larissa and Brian Modesitt Daniel Jones

#### **BENEFACTOR DONORS \$1K - \$4,999**

The Wineberg Family Mark Moccia Mary Strathern **Carloyn & Steven Locke Richard & Helen Kruppa Ryan Gordon** The Dickson Family The Boland Family The Neil Family **Cheryl Costantini** John Bunker Jennifer Young Forrest Bell Jennifer Young Karen and Mark Stier The Masucci Family Peter and Louise Greaves-Tunnell The Yevich-Cook Family

#### **PATRON DONORS \$500 - \$999**

Henry Ouimet Lisa Goulemas Susan Graham Peter Getchell Jodi Herncjar James Rives Gary Murphy Kathleen Cole Janet Guen Mary Alyce Knightly The Moorhead Family Jeffrey Suyematsu Laurie Sherman

**FRIEND DONORS \$200 - \$499** Jean Moulton Katherine Cook **Carole Matthews** Brian J Bouchard Maureen Pecora Christina Cassano **Thomas and Christy Mulyca** John Merkle Sean Murphy Stephanie Grotheer **Amy Boynton** Linda Mahoney **Carol and Mark Taillon** Kimberly Capel Mitch Hankin Melissa Holleran Mark Cadman Daniel Church **Susan Desjardins Rachel Jasper Dave Lovely-Taillon Terry Ouellette Ashley Pinette** Karen Putvinski **Richard Russman** 





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#### **SUPPORTERS \$50 - \$199**

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Lawrence Smith Peter Smith Stan Smith James Theisen Joy Tobin Anne and Anthony Tufts Deborah Twombly Tracy Vallatini Debra Vasconcellos



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

#### **BOARD OF DIRECTORS**

LEADERSHIP

Jeffrey Neil - 2024 Board Chair Cheryl Costantini-2024 Vice-Chair **Tim Bateman Michelle Berke Brian Bouchard** John Bunker Christina Cassano **Tammy Gluck** Janet Guen Jodi Herncjar Wayne Loosigian **Carole Matthews Dave McKay** Maureen Pecora **Lindsay Sonnett Danette Wineberg Jennifer Young** 



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#### **SDYMCA LEADERSHIP**

Reid Van Keulen, Director of Operations/Interim CEO Michael Boland, Director of Marketing & Development Beth Dupell, Director of Membership Susan Janetos, Director of Health and Wellness Dave Lovely-Taillon, Director of Camping Services Sean Murphy, Facilities Director Anthony Panciocco, Director of Child Care Services Steve Yevich, Director of Finance Nick Zavorotny, Fitness Manager 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.

### **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.





# FOR A BRIGHTER TOMORROW





# TOGETHER, WE THRIVE

## SOUTHERN DISTRICT YMCA

Administration, Membership, and School Age Child Care 56 Linden Street, Exeter, NH 03833 (603) 642-3361

www.sdymca.org

https://www.facebook.com/southerndistrictymca

o https://www.instagram.com/exeterareay/

### YMCA Camp Lincoln 67 Ball Road, Kingston, NH 03848 (603) 642-3361

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