BRINGING OMAHA TOGETHER

YMCA OF GREATER OMAHA • 2018 IMPACT
2018 was an amazing year for the YMCA of Greater Omaha.

With help from the community we established and began working towards the goals of our organization’s strategic plan. We had an outstanding first year of operation for the new Charles E. Lakin YMCA in Council Bluffs. We entered into a unique partnership with Omaha Public Schools to integrate a YMCA location within a brand-new high school in northwest Omaha. And we expanded our footprint as a provider of early childhood education, serving more children through our six YMCA Early Learning Centers across the Omaha metro area.

Most importantly, 2018 set the stage for a community service model that will enable us to provide long-lasting impact for the Greater Omaha area: community partnerships that provide better programs and services for the people we serve. This simple yet revolutionary philosophy allows nonprofits like the Y to use resources more efficiently while enhancing program quality. Last year, we began working with other organizations in such a way that minimized overlapping services, created tighter focus on competencies and resources, and set the standard for what mutually beneficial partnerships on behalf of the community look like.

We can’t wait to keep the momentum going in 2019, and we hope you’ll join us.

Chris Tointon  
President & CEO  
YMCA of Greater Omaha

Arun Agarwal  
Chairman, Board of Directors  
YMCA of Greater Omaha
2018 highlights

- Nearly $800,000 raised during the Strong Communities Campaign. These funds helped to support more than $1.7 million in charitable programming.

- Triple-digit percentage growth at the Charles E. Lakin YMCA, approaching nearly 11,000 members.

- Recognized as a Best Practice Partner by the Nonprofit Association of the Midlands.

2018 by the numbers

- 24,000 children played basketball, soccer, baseball/softball, volleyball, and flag football.

- 2,000 youth participated in Summer Day Camp at our nine locations throughout greater Omaha.

- 10,000+ individuals received lifesaving education through swim lessons & free community water safety lessons.

- 350 young students received early learning opportunities at our eight locations in the metro offering full or half day preschool.

- 62,500 families & individuals became healthier & stronger as members of the YMCA of Greater Omaha.

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Our community partnerships in 2018 set the stage for exciting opportunities moving forward. Here are some of the ways we’re working together to forge a stronger metro Omaha area.

**YMCA HEALTHY LIVING CENTER**

With help from community volunteers, The Center and the Y entered into a strategic partnership for a new Y location focused on the physical, social and emotional needs of seniors.

- **800+ members** served through this partnership
- **Reduced rates** after the operational transition
- **Increased access** with SilverSneakers®, RenewActive & metro-wide membership
- **50+** group exercise classes focused on active older adults
- **20+** social and hobby programs to keep the community connected

**OMAHA PUBLIC SCHOOLS**

With OPS looking to build their first high school in almost 30 years, the Y was a natural partner to help bring healthy living and youth development to a growing part of Omaha that lacked these services.

- **One-of-a-kind partnership** connecting academics and community in a whole new way
- **1,500** kids connected to a curriculum for careers in healthy living and non-profit leadership
- **20%** population growth since 2010 in a part of town where healthy living opportunities have not kept pace

**BIG BROTHERS BIG SISTERS**

Knowing how important positive role models are for youth development, the YMCA committed to utilizing the power of the Y network to create a sustainable source of mentors.

- **150+ Littles** waiting to be paired with Bigs
- **27,698** Y member households, each representing a potential mentor

- **10 YMCA locations** available to host mentor recruitment sessions
- **100%** of wait-list fulfilled if just **0.56%** of Y members became mentors
OUR PLAN TO MOVE OMAHA FORWARD

The establishment of our 2020 strategic plan gave us tangible goals and benchmarks to set our sights on. We’re excited to continue pursuing these ambitious projects by building on the foundation set in 2018.

To advance our reach and work in chronic disease prevention with evidence-based programs and provide programs and services that support adults through the continuum of health and well-being.

We continue to be a leader in Community-Based Health Programs, offering LIVESTRONG® at the YMCA and Delay the Disease™ at multiple locations.

- 698 cancer survivors empowered through LIVESTRONG® at the YMCA
- 106 total sessions offered since 2012
- 61% of participants became YMCA members to continue their healthy lifestyles
- 97% of participants improved or maintained aerobic function and flexibility
- 100% of participants increased or maintained their upper body strength and balance

To increase the number of children who are safe around water.

The Y builds strong relationships with school systems across the metro to bring water safety education to as many children as possible. Partnerships with community organizations such as 75 North in the Highlander neighborhood give children a chance to develop their confidence around water and swimming skills. The adoption of a new YMCA Swim Curriculum, as well as Aquatic safety best practices furthers our commitment to this goal.

To increase the engagement of youth in social–emotional development and expand our work to help close the achievement gap.

School-based programs in north and south Omaha bring YMCA programming right to the students.

- **3 Locations:** Indian Hills Elementary School
  Belvedere Elementary School
  McMillan Magnet Middle School
- **400+** kids receiving tutoring, academic enrichment and physical activity

These are just a few examples of how we are pursuing our 2020 strategic plan. To support our work in the community, visit metroymca.org/give