



Springing into Growth 2023 ANNUAL REPORT

YMCA OF METROPOLITAN CHATTANOOGA
ymcachattanooga.org

Our Mission: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

YMCA OF METROPOLITAN CHATTANOOGA

IMPACT BY THE NUMBERS



1,230
Camp Ocoee
Campers



7,379
Day Campers



200
Youth Served
via YCAP



300,000+
Meals Served
Across 80 Sites



12,250
Membership Units
(22% growth YoY)



\$477k Awarded
Income Based Memberships
(9% of membership units)

NORTH GEORGIA FAMILY Y RECOGNIZED
AS 2023 NONPROFIT OF THE YEAR



Community
Support
Campaign:
\$1.2 mil raised



285
Corporate Partners

A MESSAGE FROM BOARD CHAIR DENNIS BLANTON AND PRESIDENT AND CEO BARON HERDELIN-DOHERTY

As we spring into growth in 2024, we reflect on the milestones we achieved over the previous year. The 2023 Annual Report showcases the dedication and innovation of our Y community – our staff, volunteers, donors and members.

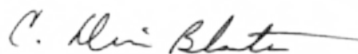
We marked a significant achievement in 2023 as we celebrated the 100th anniversary of Camp Ocoee. From its humble beginnings to its current form as an example of inclusivity and adventure, Camp Ocoee continues to inspire and transform lives.

The impact of our programs reaches every corner of our community, including the 8,000 children served through Camp Ocoee, Summer Day Camp and YCAP initiatives. With more than 300,000 meals served in 2023, we remain committed to addressing food insecurity and nourishing the minds and bodies of those we serve.

Our membership growth in 2023 reflects a vibrant and expanding community, and by surpassing our goals, we also contributed to improving our region's health and wellness. Together, we achieved 22% growth in membership thanks to the dedication and efforts of our members and staff.

As we look towards the future, Vision 2028 propels us forward with strategic initiatives. From the expansion of facilities to the enhancement of programs, we are on track toward a brighter future for generations to come.

We extend our gratitude to our board of directors, whose leadership and guidance advances our organization. Together, we embrace the challenges and opportunities that lie ahead, united in our commitment to serve our community.



Dennis Blanton
Metro Board Chair



Baron Herdelin-Doherty
President & CEO



CAMP OCOEE 100TH ANNIVERSARY

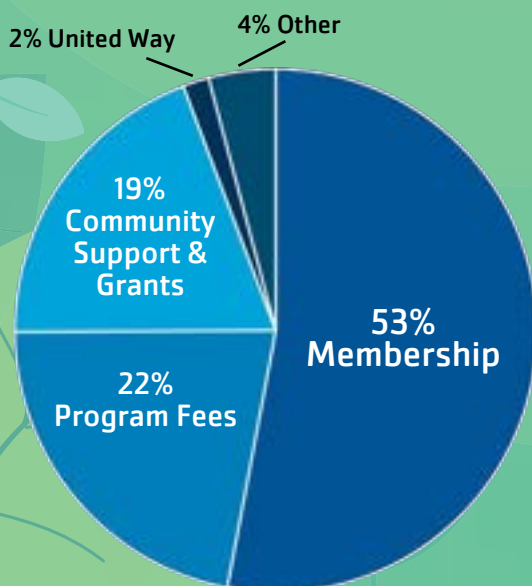
In 1916, founders Glenn "Chick" Ellis and M.L. Mulkey got stranded by a flood. After hiking 200 miles, they stumbled upon the beauty of Parksville Lake and envisioned a Y camp. World War I delayed their plans, but Ellis returned, opening Camp Ocoee in 1923. Initially tent-based, the camp evolved to include buildings and diverse activities, going coed in 1967 and continually expanding. Today, Camp Ocoee offers year-round facilities such as Wasson Lodge and hosts approximately 1,200 summer campers and 4,000 yearly visitors. Renovations in 2023 included three new camper cabins, a new staff wellness center and upgrading the Ellis Dining Hall to be ADA accessible.

NEW YCAP SITE AT BRAINERD

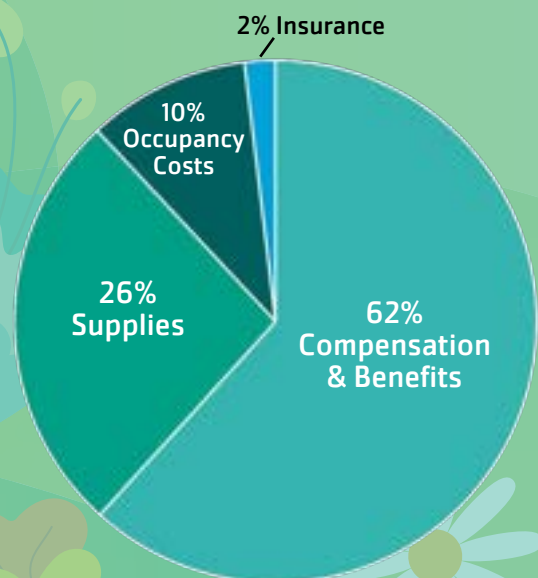
The YCAP Brainerd site launched in the spring of 2023 as part of Chattanooga Mayor Tim Kelly's American Rescue Plan. The Brainerd YCAP serves students from Dalewood Middle, Woodmore Elementary and East Ridge Elementary. Over the last year and a half, the YCAP Brainerd site has served more than 60 kids. Our Brainerd YCAP site serves as a partnership with the City of Chattanooga located in the Chris L. Ramsey Community Center.



2023 FINANCIAL SNAPSHOT



OPERATING FUND REVENUE: \$21.2M



OPERATING FUND EXPENSES: \$19.9M

YMCA OF METROPOLITAN CHATTANOOGA BOARD OF DIRECTORS

BOBBY LUSK
CHAIR

MICHELLE MEDLOCK
VICE-CHAIR

DENNIS BLANTON
PAST CHAIR

MIKE BERRY
FINANCE CHAIR

PAT NEUHOFF
SECRETARY

QUINTIN ALFORD
JASON ALLEN
CHANTEE BOYKIN
DR. SUZANNAH BOZZONE
JOHN BROCK
LAMAR BROWN
MICHAEL BROWN
JONATHAN BUSSEY
ASH ROBINSON CALHOUN
WAYNE CARTER
JACKSON CRABTREE
HEATHER EDMONDSON
KAREN FAUER
ERNIE FREISTAT
RYAN HENN
TERRY HENRY

ANDREW HIBBARD
JOYCE HUDGINS-JOYCE
NICOLE JEPPESEN
MARYSTEWART LEWIS
ANTHONY MCCLELLAN
ANDREW MCGILL
CONSTANCE MILLER
MEGHANN NAEGELE
ANGELA NEBLETT
SCOTT RIX
SARAH ROBBINS
ALISON SHAW
MARGARET SHEEHAN
KIM SHUMPERT
CHAD WAMACK
KIM CHAPMAN WHITFIELD

**YCAP RECOGNIZED BY CITY OF CHATTANOOGA
AS 2023 NONPROFIT PARTNER OF THE YEAR**





VISION 2028 UPDATE

Serving 50% more people by 2028

Guided by the Four Ps:

People | Places | Partnerships | Philanthropy

- Completed feasibility studies with 40 leaders from across the region in 2023**
- Recruited campaign leadership and kicked off Vision 2028 Strategic Plan**
- \$2.5 million raised in 2023**

NEW JAMES A. HENRY COMMUNITY Y TAKES ROOT

Currently in a rented space, significant steps were taken in 2023 toward relocating the facility, which will allow us to continue to address food insecurity throughout our area. The J.A. Henry Y is committed to youth development and offers programs centered around character development, healthy living, social connection, academic performance and food insecurity. The transformed J.A. Henry Y will include:

- Commercial kitchen for meal preparation to support 3 Y early learning centers and 80 summer meal sites**
- Teaching kitchen focused on community nutrition education**



VISION 2028 WHAT'S ON THE HORIZON...



DOWNTOWN



HAMILTON



CLEVELAND



CAMP OCOEE



NORTH RIVER



YCAP CHATTANOOGA



NORTH GEORGIA



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LASTING IMPACT



105 Served
Rock Steady &
Pedaling for Parkinson's

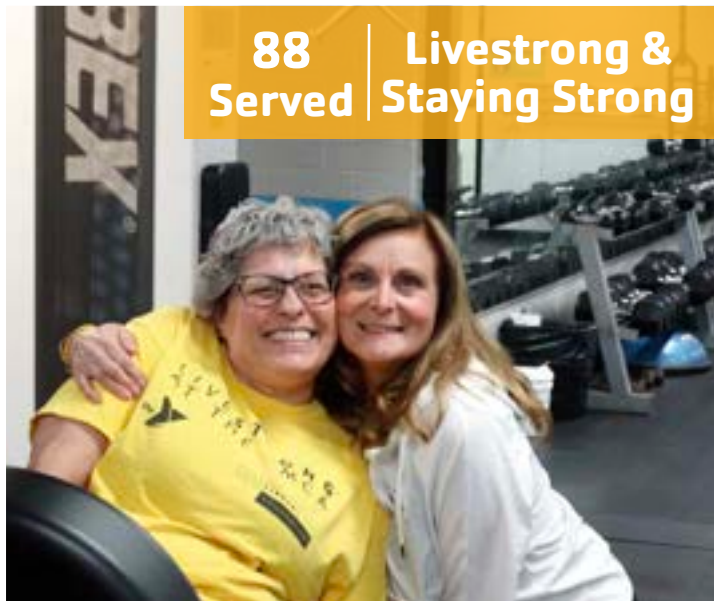


50 Served
Adaptive Swim



"I really appreciate Livestrong for cancer survivors. It has helped me to be more open, confident and stronger physically, and the instructors are caring and considerate." - S.H.

88 | Livestrong &
Served | Staying Strong



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