



Growth in Motion 2025 ANNUAL REPORT

YMCA OF METROPOLITAN CHATTANOOGA
ymcachattanooga.org

Young adults enjoying the new
Pickleball Center presented by JHM
CPAs at the Cleveland Family YMCA.

YMCA OF METROPOLITAN CHATTANOOGA IMPACT BY THE NUMBERS



15,536
Membership Units
(16% growth YoY)



314
Corporate
Memberships



827
Afterschool
Participants



417,309
Meals Served
Across 80 Sites



1,250
Camp Ocoee
Campers



135
Youth Served
via YCAP



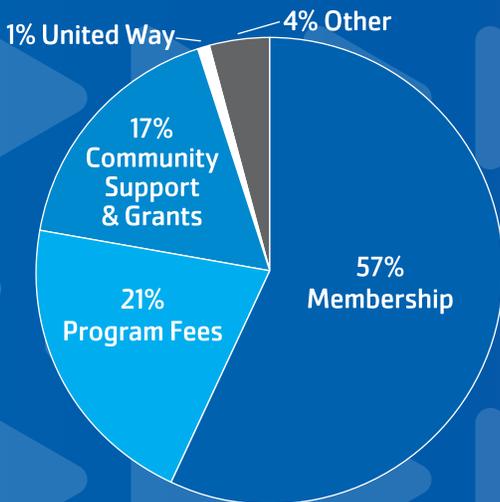
4,331
Day Campers

\$1.2M Awarded
Income Based Memberships
(18% of members)

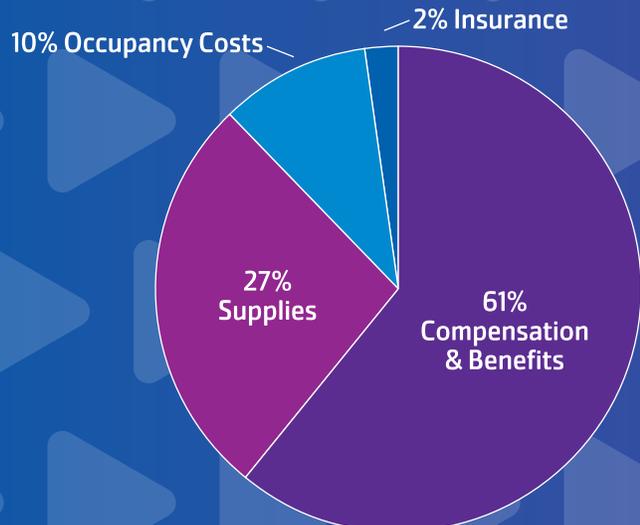
\$418,217 Awarded
Program Scholarships

\$1.4M Raised
Community
Support Campaign

2025 YMCA OF METRO CHATTANOOGA FINANCIAL SNAPSHOT



OPERATING REVENUE: \$23.7M



OPERATING EXPENSES: \$22.9M

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

A MESSAGE FROM BOARD CHAIR BOBBY LUSK AND PRESIDENT AND CEO BARON HERDELIN-DOHERTY

As we look ahead to the possibilities of 2026, we reflect on a year of meaningful growth and progress across the YMCA of Metropolitan Chattanooga. This Annual Report highlights the people, programs and partnerships that continue to strengthen our mission and expand our impact throughout the communities we serve.

In 2025, we saw inspiring examples of how the Y changes lives every day – from families who trust us to care for and educate their children to members who are improving their health and well-being through wellness programs, personal training and community nutrition education. These stories remind us that the YMCA is more than a place; it is a community committed to helping individuals and families thrive.

Throughout the year, we expanded opportunities for connection, health and learning. New spaces like The PIT at the Downtown Family YMCA, innovative programs at the James A. Henry Community YMCA and the continued success of hunger relief initiatives demonstrate how we are responding to the evolving needs of our region.

We are grateful for the generosity of our donors and partners whose support fuels Vision 2028 and the continued growth of our programs and facilities. Together, we are building a stronger, healthier future for our community.



Bobby Lusk
Metro Board Chair



Baron Herdelin-Doherty
President & CEO

CARING FOR MORE FAMILIES AT YMCA PRESCHOOL

137

Children Enrolled
at 2 Centers



Caroline's Story

When Caroline began searching for preschool for her son, Gus, she wanted more than childcare – she wanted a place where he would be known and loved. She found it at the YMCA Early Learning Center at St. Paul's, where Gus benefits from a unique English and Spanish immersion program. "I don't think you can find a place as caring and loving as they are," Caroline shared.



THE PIT RENOVATION AT THE DOWNTOWN Y



Group exercise class After Burn meets in The PIT, often attracting more than 90 participants.

In October 2025, the YMCA of Metropolitan Chattanooga opened the Performance Intensity Training (PIT) Studio at the Downtown Family YMCA, expanding opportunities for members to focus on performance and strength training. Located just below the Ground Floor, The PIT serves as a secondary wellness and group exercise space equipped with free weights, stationary bikes, rowers, and other strength and conditioning equipment. The new area also features The Body Shop, a dedicated workout space with a roll-up garage door that remains open for members to use anytime.



After Burn instructor Kelly Wehman cheers on Benton.

Through a focus on people and equipment, the YMCA of Metropolitan Chattanooga grew personal training services in 2025 by 18%. More people than ever participated in personal training in 2025, leading to improved mobility and strength and better overall health. The YMCA continued to invest in and acquire new technology and equipment, including body composition analysis by SECA, which is offered at four branches: Downtown, Hamilton, North River and Cleveland. With advanced technology, the analyzer measures body fat percentage, muscle mass, water content and more.

YMCA OF METROPOLITAN CHATTANOOGA 2025 BOARD OF DIRECTORS

2025 OFFICERS

BOBBY LUSK CHAIR	MICHELLE MEDLOCK VICE-CHAIR	DENNIS BLANTON PAST CHAIR	MIKE BERRY FINANCE CHAIR	PAT NEUHOFF SECRETARY
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DR. SUZANNAH BOZZONE	JASON GATTIS	SCOTT RIX
JOHN BROCK	RYAN HENN	RONELLE SELLERS
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HEATHER EDMONDSON		

Corporate Membership Growth

In 2025, the YMCA of Metropolitan Chattanooga reached a record 314 corporate memberships, meeting growing demand for employee wellness while helping partners reduce healthcare costs, boost productivity and strengthen morale. Offerings like nationwide access, on-site seminars and personalized coaching support retention, recruitment and a healthier workplace culture for all employees.

Kelley's Story

For Hamilton County Department of Education employee Kelley Evatt, corporate membership made wellness more accessible. While preparing for a hiking trip with her daughter, she joined free on-site classes – building strength, reducing anxiety and gaining confidence. She now encourages coworkers to participate, helping foster a more connected, healthier workplace.



Kelley Evatt takes a spin class at the Hamilton Family YMCA.



Andrea's Story

At J.A. Henry, Andrea Smith (far left) found more than a nutrition class – she found a path to lasting health. Through the Y's FoodRx plant-based program, Andrea lost 35 pounds and reduced her LDL cholesterol by 74%, ultimately eliminating the need for medication.

IMPROVING HEALTH WITH COOKING CLASSES AT THE J.A. HENRY YMCA

The James A. Henry Community YMCA, one of the first capital projects under Vision 2028, launched cooking classes in 2025 in its state-of-the-art teaching kitchen for community nutrition education and workforce development. The branch celebrated one year in its newly renovated facility in September 2025. The J. A. Henry YMCA and North Georgia Community YMCA play a vital role in fighting hunger, distributing 417,309 meals annually to children across the region through programs such as Food & Fun, Mobile Market and Backpack Blessings. In 2025, J.A. Henry also expanded partnerships with organizations like the Boys & Girls Club and provided more meals than ever to rural areas through a weekly distribution in the summer.

In 2025, two YCAP sites served 135 children and 105 families, bringing fun and growth to over 20 schools and in partnership with Hamilton and Bradley County Juvenile Courts. With the community's support, Y-CAP saw significant academic and behavioral improvements in the program's youth. With water safety remaining a top priority, all 135 children received free swim lessons at the Cleveland, Downtown and Hamilton YMCAs. Y-CAP also continued its partnership with the IRONMAN Foundation's Swim Ready clinic, receiving instruction from the triathletes. The Joe Smith YCAP Scholarship Fund awarded five college scholarships to former YCAP participants and high school graduates, helping them pursue higher education. The scholars are making meaningful strides, including Isaiah Cooke, who graduated from the BlueCross BlueSky Program and landed a job in the IT Department at BlueCross BlueShield of Tennessee.

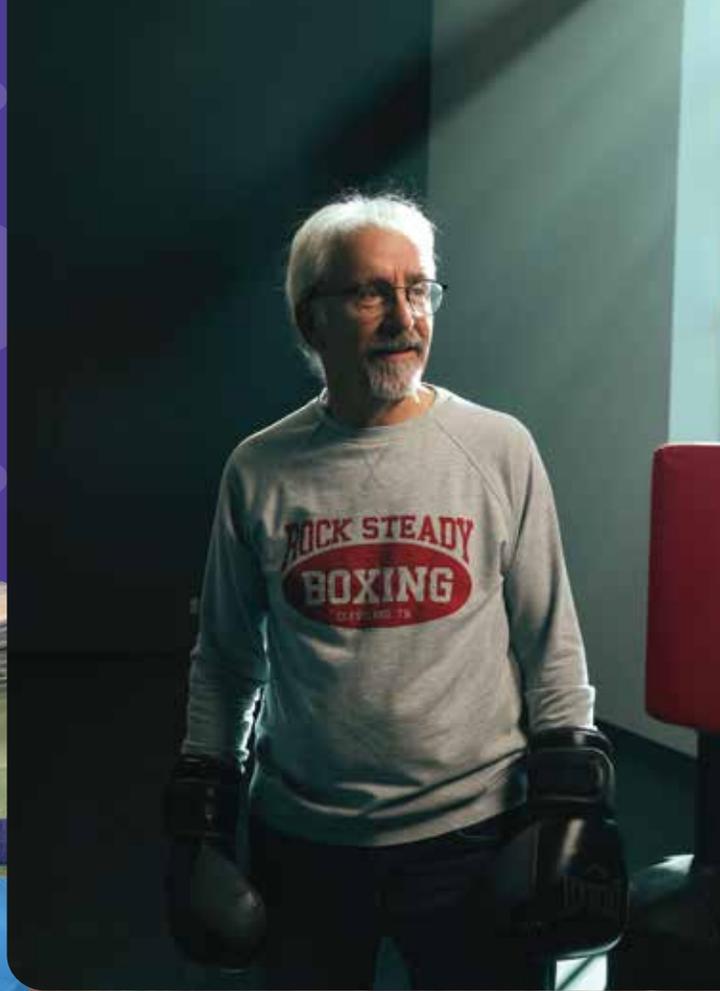


STUDENT GROWTH AT YMCA YCAP

STRENGTH AFTER PARKINSON'S

Perry's Story

At the YMCA of Metropolitan Chattanooga, Perry found strength and support through the Y's Rock Steady Boxing program after being diagnosed with Parkinson's disease. Since joining in 2021, he has slowed the progression of his symptoms, improved his overall fitness and gained a close-knit community of support. "I feel like I'm in the best shape of my life, despite the fact that I've got Parkinson's disease," he shared.



A BRAND NEW CLEVELAND YMCA



Supported by a \$2.5 million donation from the Sheehan family and the Ocoee Foundation, the Cleveland Family YMCA broke ground in July 2025 on a renovation of its 78,000-square-foot facility. The renovation is a capital project of Vision 2028, which will improve the facilities, programs and services. The renovated pool, wellness center and new pickleball center all opened in 2025.



VISION 2028 UPDATE: 50 IN 5



Serving 25,000 more families by 2028

People | Places | Philanthropy | Partnerships

Projects Underway

- Transformation of J.A. Henry YMCA at new site (completed)
- Renovation of Downtown YMCA Wellness Center (completed)
- Renovation of Downtown YMCA "The PIT" (completed)
- Cleveland YMCA Renovation Underway (Summer 2026)
- North River YMCA Renovation/Expansion (groundbreaking in 2026)
- Hamilton Adventure Center & Pickleball Center (On Deck)

Funds Raised Annually

- 2022 - \$300k
- 2023 - \$2.8M
- 2024 - \$5.7M
- 2025 - \$6.6M

Total Raised: \$15M

2025: 67,600 people served | Vision 2028 Goal: 75,000

BREAKING GROUND IN 2026



NEW NORTH RIVER YMCA

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