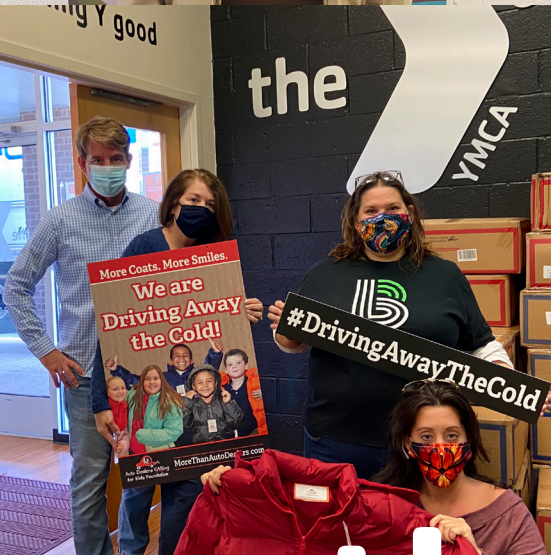


2020



# YMCA OF BUCKS COUNTY REPORT TO THE COMMUNITY

**The difference with the  
YMCA of Bucks County is  
that you lead with heart.**

**-YMCA donor**

**To our members, donors and community,**

As we head into a hopeful new year, our Y is strong. The support provided by the community as we faced the challenges of 2020 was extraordinary. We couldn't have done it without you.

This annual report is so important as it allows us to tell the Y's story in 2020 with much more than numbers and charts alone. The story is our journey through an unprecedented year of navigating change, demonstrating resilience, meeting new needs, and being grateful for the outpouring of support from our members and community. We hope this annual report shines a light on everything we accomplished together.

This past year was full of tough decisions but we remained true to ourselves and our mission to serve the community. Every decision was made to benefit our community and those who needed us most. Your support every step of the way is so appreciated.

As we arrive in 2021, we are filled with so much inspiration from what we accomplished last year and what we have planned for the future.



**Zane Moore**  
President/CEO

**Fran Cardaci**  
Chief Volunteer Officer  
Association Board of Directors



>> President/CEO Zane Moore cheered on by Veterans Wellness participants as he walked through Bucks County to bring attention to the Ys community impact programs.

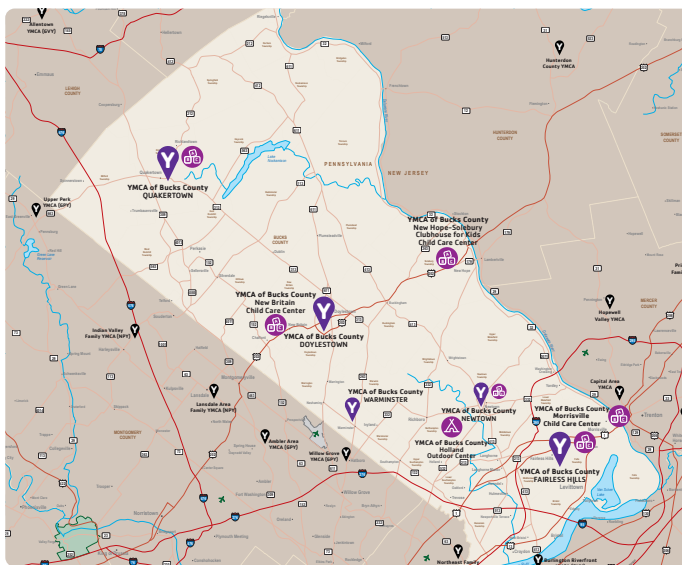
### One YMCA: Making an Impact

In telling our 2020 story, it is important to share a few highlights from 2019, a monumental year for our Y and our first year as YMCA of Bucks County, a countywide YMCA formed from the merging of three independently operating Ys: Central Bucks Family YMCA, Lower Bucks Family YMCA and Upper Bucks YMCA. The merging of the three Ys with a combined 200 years of serving friends, neighbors and families across the county, required significant effort to bring together volunteers, staff, systems, and policies and procedures. Throughout the transition, we remained operationally strong and focused on our mission of strengthening our communities through membership and programs that foster youth development, healthy living and social responsibility.

Reinforcing our commitment to meet needs in our communities, we expanded our free pathway and impact programs including THRIVE cancer wellness, Veterans Wellness and introduced Back to You, a program to support individuals recovering from substance abuse disorder. And, we provided financial

assistance to those who needed it so that everyone could benefit from membership and programs at the Y.

Wanting to bring awareness to our community impact and financial assistance programs, and celebrate the formation of one Y serving all of Bucks County, we organized our second “Zane Walks for Bucks.” Additionally, we sought community



engagement and donor support through signature events in each region of the county including our first Friends of YMCA of Bucks County Golf Outing, 16th annual Chocolotta, and our Kids Triathlon.

As the year concluded, we had successfully positioned YMCA of Bucks County as a leading nonprofit in the county having provided over

\$5 million in charitable community impact, served more than 60,600 individuals, employed nearly 2,000 staff, and reported revenue of over \$20 million. We accomplished this through our member branches in Doylestown, Fairless Hills, Newtown, Quakertown and Warminster, as well as through our child care centers in Fairless Hills, Morrisville, New Britain, Newtown, Quakertown and New Hope-Solebury, a new site acquired in 2019, an outdoor camp in Holland, and numerous outreach locations.

With strong volunteer leadership and generous donor support, we ended 2019 having impacted our communities through outreach, membership and programs at record levels, providing greater mission-driven support than ever before. We marked the close of the year and looked forward to 2020 with high aspirations.

>> In 2019, three independent YMCAs merged to form YMCA of Bucks County with five member branches, six child care centers and an outdoor camp center.



>> President/ CEO Zane Moore participates in “Read Across America” by reading to children at our Quakertown Child Care Center in early March.

### 2020 Begins

We began 2020 strong with a clear plan to make a greater impact on more lives in our communities than ever before. True to our mission to encourage youth development, healthy living and social responsibility, we launched “Fill your Bucket, Bucks County”, a countywide wellness initiative to encourage our communities to focus on their health each day; we hosted our annual “MLK Day of Service,” collecting items for a local, homeless shelter; our President/CEO Zane Moore read to children in our child care centers as part of the “Read Across America” national event to promote literacy; and numerous other programs and events were being planned.

To support our community impact and pathway programs as well as our facility expansion in Doylestown and renovation in Fairless Hills, we engaged donors, members and staff in the “For a Better Us” comprehensive campaign with an ambitious \$20 million goal.

As a newly merged organization, we hosted a bus trip for board members so they could tour our branches and child care centers. The day-long trip provided a

perspective of one county wide Y serving very different communities with very different needs through very different facilities but all with one mission: to strengthen the communities we serve.

In late January, we learned of the first confirmed case of COVID-19 in the U.S. Through February we enhanced our cleaning and sanitizing practices and assured our members and staff their safety was our priority. We could not have imagined how our way of operating and serving our communities was about to change.

On March 13, 2020, the Commonwealth of Pennsylvania announced a mandated closure of all non-essential businesses. Our branches and child care centers closed and our programs halted.

### Serving Our Communities Under Pandemic Restrictions

With the mandated closure of our facilities and staff working from home, we had to reimagine what our continued service to the community during such an unprecedented time could look like and should look like.

## Free Online Programming Launches

Within a few days, we transformed our website to offer free online programming libraries for all ages with content meant to keep our community connected and healthy. Hundreds of fitness and workout videos were recorded by our staff for our "Fitness at Home" page and accessed by our community over 24,000 times between March and July. We provided youth education resources, nutrition and mindfulness tips, sports "how-tos", a book club and social media groups to keep the entire community engaged.

## Operation Compassion is Born

As it became clear our mandated closure was going to last more than a few weeks, we began to see needs rising in our communities and we were compelled to respond. Operation Compassion was created to raise funds enabling us to directly address community needs during the onset of the pandemic, throughout the mandated closures and beyond. The outpouring of support from our longtime donors and the many new donors who joined us in supporting members of their community was simply: inspiring.

Through Operation Compassion, we were able to impact more than 1,000 individuals. In many cases, we provided a coordinated response working in collaboration

with other organizations and agencies, helping to meet basic needs for the low to moderate income communities we serve.

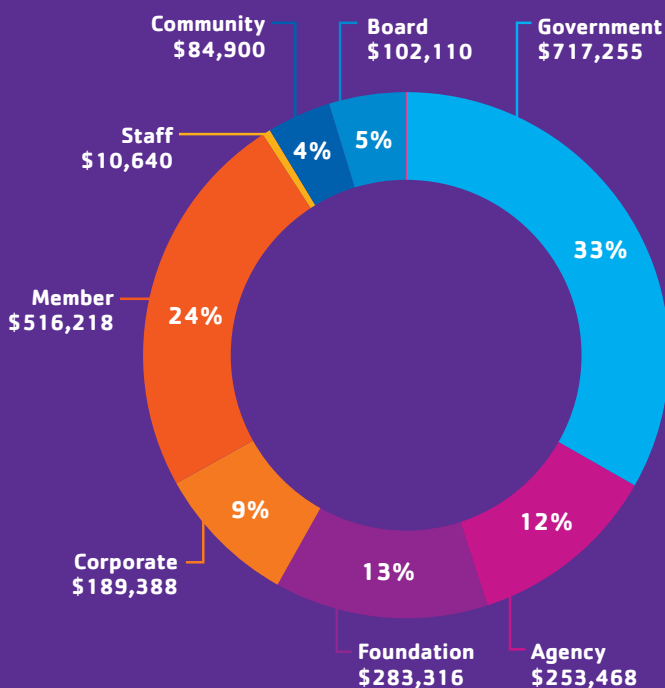
Our facilities served as a place of refuge for the homeless and less fortunate to shower and receive a helping hand. Local businesses rallied to provide us with meals that staff and volunteers delivered to food insecure homes. We operated "Here for You" camp, which served as child care for essential workers during the early days of the pandemic. The Y hosted blood drives, delivered educational learning kits to children, made "check-in" calls to seniors and provided emergency funds for our members and staff facing difficult financial challenges.

# OPERATION COMPASSION

Through Operation Compassion we were able to impact more than 1,000 individuals

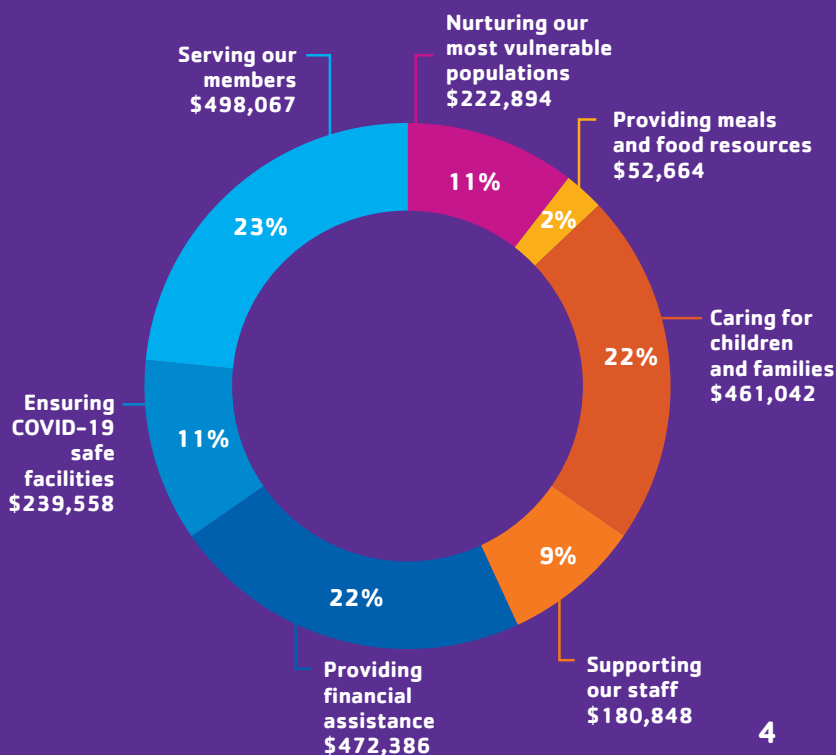
**TOTAL RAISED: \$2,157,295**

March 15-December 31, 2020



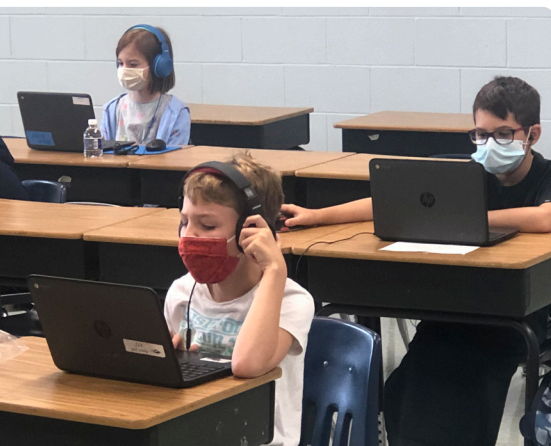
**OUR IMPACT: \$2,127,549**

as of December 31, 2020





>> 1,000 children across the county safely made friends, learned skills and had fun at Camp Bucks in 2020.



### Reopening Our Facilities

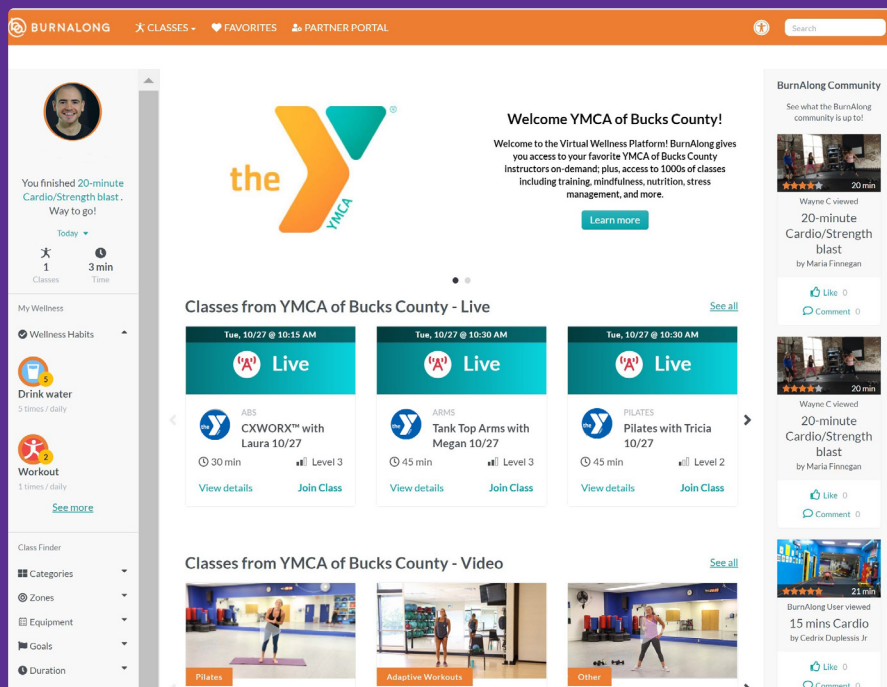
After three months, closure restrictions were lifted. We launched summer camp and reopened our child care centers in June followed by our membership branches in July, all with strict safety protocols. How we offered programs, staffed our facilities, and engaged and supported our members, are just some of the many things we evaluated through a “pandemic lens” upon reopening. Our critical eye led to many new, innovative ways of doing things, including the launching of a cloud-based call center enabling members to reach us regardless of the location of our staff and reducing the number of people coming into our branches to have questions answered. We are now able to answer member and community calls whenever and wherever our call center is staffed. Through the summer we welcomed members back into our facilities and safely provided opportunity for a sense of normalcy in their lives.

### RISE

In November, we invited all Bucks County residents to participate in RISE, a free, motivational wellness program designed to foster feeling happier and healthier and rising above social isolation, negative thinking and poor health habits. Over 600 members of our community benefited from daily uplifting, motivational topics and supportive conversations on our RISE Facebook group.

### Student Success Program

When public and private schools reopened with virtual and hybrid options, we opened Student Success Programs throughout the county to support working families. The program was designed to provide school age children a supervised, safe place to complete their daily online learning and participate in physical activity, sports and games, and socialization.



>> Members are sharing their gratitude for our virtual wellness platform, Y Wellness 24/7. "I completed an Interval workout by Carrene. It was super high energy, high calories burn, and I walked away feeling like a champion."

- YMCA Member & Y Wellness 24/7 User

## Virtual Wellness Platform

Based on the success of our homegrown online library at the start of the pandemic, we partnered with an online health and wellness platform to provide virtual wellness as a permanent part of our member experience and to provide safe at-home options for members who were not yet ready to return to our facilities. Our new virtual wellness platform launched in September, providing members with live and on-demand classes with their favorite YMCA of Bucks County instructors and with instructors from across the nation.

## Operation Wellbeing

As more people began working from home and word spread about virtual fatigue and pandemic weight gain, we developed Operation Wellbeing to counter the pitfalls being experienced by many members of our community working virtually. In collaboration with our corporate partners, we provided a comprehensive health and wellness solution for their employees and their families.

## Welcoming and Inclusive

As we watched our nation's response in the face of social injustice, our Diversity, Inclusion and Globalization Committee continued its work to ensure our Y is a welcoming, inclusive organization. The committee's work included conducting an Unconscious Bias Training for members of our boards in the fall and our staff will receive the training in 2021.





>> During the mandated closure, members of our Doylestown branch painted rocks from our flower garden with messages of hope, encouragement and love.

### An Outpouring of Support

Through all of 2020's challenges, our donors and the community rose up to support our Y and our community at a level we have not seen before. Operation Compassion became an inspiring pillar offering hope, support and community at its best.

Between March 15 and December 31, 2020, we received over \$2.1 million in contributions from members and staff, corporate and foundational giving, and government grants for Operation Compassion. The contributions directly funded needs in the community including providing financial assistance, nurturing our most vulnerable populations, caring for children and families through our expanded child care programs and much more.

### Donor Virtual Town Halls

In May and December, we invited donors and key volunteers to join us for virtual town hall events with our President/CEO Zane Moore. During the events, we shared updates along with videos and photos that underscored the importance of the impact we were making in the community and everything we accomplished together.

### Member Support

With our facilities closed March to June and again in December, many members chose to support the Y by continuing their monthly membership fees as a donation to Operation Compassion and others were moved to give above their monthly fees.



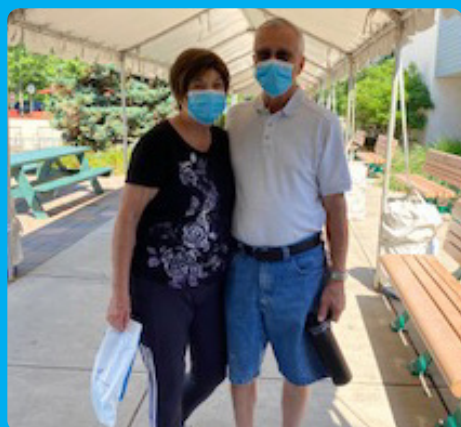


>> In 2020 we served 1,741 children in our preschool and school age child care programs.



### Student Success Heroes

Preparing our facilities to host our Student Success Program put a financial demand on the Y to purchase furnishings, upgrade our technology and educational resource capacity while also meeting many new requests for financial assistance. True donor community heroes stepped forward “adopting” our student success sites and paving the way for our success.



### Living Active Extended

In collaboration with the County of Bucks, the ongoing isolation and health of our seniors was addressed through a new program called Living Active Extended. The goal was to ensure that no senior in Bucks County was left without wellness and social opportunities during the pandemic. In addition to providing access to our branches for facility and program participation, Living Active Extended provided a robust virtual curriculum, accessed via Zoom, that included a variety of topics ranging from museum tours to book clubs to sessions with a licensed therapist.

>> Through Living Active Extended we engaged more than 1,000 seniors across Bucks County in activities that improved their social, emotional and physical health.

### Thank you

**We want to pause to thank all of our members, donors and the community for your tremendous support this year. Our donors are the key to the immeasurable impact we made in 2020. Longtime donors who give to the Y every year, gave more or multiple times as we needed help. Members of our community, who have never donated to the Y before, donated in 2020. Local businesses and larger corporations provided funding to key programs at record levels. We qualified for grants and government funding which made all the difference.**

**We all made a difference...not just to our organization but to our entire community. And we did it together.**

**Thank you.**



>> Exterior view of our 22,676 expansion to our Doylestown branch. Set to open in April 2021, it will enable us to expand our pathway and community impact programs in the safest environment possible.

### **Bucks County Strong in 2021**

As we head into a new year, our Y is strong. Our organization was challenged in 2020 and while we closed the books with a positive net margin, it was a difficult year. We know more challenges may lay ahead of us in 2021 as our nation emerges from the pandemic and we adjust to a new normal. Nevertheless, we remain steadfast in our commitment to always be here and meet needs in our community.

**This year, more than ever, our annual report is important because it allows us to tell our story so much more than what numbers and charts do.**

Reflecting on 2020, we recognize that decisions made in previous years, most specifically the merging of three independent Ys to form YMCA of Bucks County in 2019, enabled us to not only weather this pandemic but provided us the capacity and opportunity to serve all of Bucks County during this historic year.

As we head into 2021, we are focused on emerging from the pandemic and welcoming the community back into our facilities. We will continue to seek innovative ways and programs to engage and support our community in the safest way possible. We are investing in UV-C systems to sanitize the air in

areas of our facilities, providing plexiglass dividers between cardio equipment, installing additional electronic door openers, and will maintain appropriate distancing where needed. We will continue to offer more outdoor programming and enhance our virtual wellness platform, providing more options and more interests.

Operation Compassion will transition to Operation Compassion Recovery, with a focus on helping our community recover as we emerge from the pandemic. It is our 2021 commitment to respond to urgent and ongoing community needs while also offering programs and support that inspire hope and healing. Relying on the support of our donors, we will continue to provide resources for food insecurity, care for our most vulnerable populations, affordable child care for low and moderate-income families, financial assistance and the safest facilities and programs possible.

Our fundraising will continue to focus on community needs, especially as our capital projects are completed. When the expansion of our Doylestown branch is completed in April 2021, we hope to serve more of the community through our pathway programs in the additional spaces. The addition of a pool in our Warminster branch will allow us to provide free Safety Around Water programs in that region of Bucks County, providing a life-saving skill to children.



>> The addition of a pool in our Warminster branch will enable us to improve the well-being of seniors through warm water exercise classes and young children through our free, water safety programs.



**Building for Our Future**

In October 2018, we publicly launched our For a Better Us comprehensive campaign with a goal of raising \$20 million to support community impact and pathway programs across the county and two capital projects: an expansion of our Doylestown branch and a renovation of our Fairless Hills branch.

**Doylestown Expansion**

Having made great headway in our fundraising, we broke ground on our Doylestown expansion in November 2019 and we plan to open the new expansion in April 2021. The project includes an additional 3,400 square feet of fitness center space, new spin studio and program space, and a universal locker room for families and those with special needs. The additional space will enable us to expand our pathway and ability programs and provide all members with a more spacious facility that includes new HVAC

with UV-C air sanitizing units, plexiglass dividers between equipment, additional automated doors and private changing space, making this space as safe as possible in a post-pandemic environment.

**Fairless Hills Renovation**

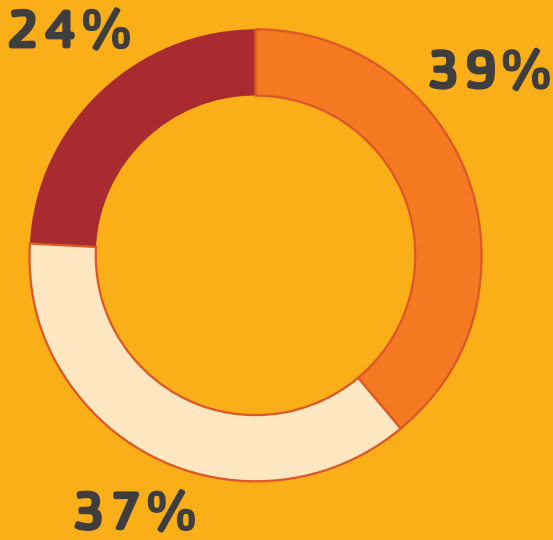
In January 2021, we broke ground on a complete renovation of our existing facility, including reconfiguring the space within the building to gain additional usable square footage, while at the same time decreasing the building footprint to create additional and much needed parking. Plans also include expanding the fitness center, a new universal locker room with private changing rooms, and the gymnasium, walking track and pool will be refreshed with an observation area added to the aquatics center. Additionally, the exterior of the building will undergo a facelift.

**For a Better Us Campaign**

Many community members and business leaders have stepped forward to support our capital projects and pathway programs. In 2021, we will call on our community to help us cross the finish line and reach our goal. Through the For a Better Us comprehensive campaign we have naming opportunities and are offering inclusion in a mosaic art piece to be installed in both our Doylestown and Fairless Hills branches.

**Warminster Pool**

At the end of 2020, an opportunity in Warminster allowed us to expand our existing branch into an adjacent storefront with a pool. In December, we began registering swim students for youth swim lessons and allowing members to reserve swim time for aquatics group exercise and recreational usage for a planned January 4, 2021 pool opening.



Youth Education/Camp	\$5,400,416
Aquatics/Sports/Fitness	\$951,320
Ability Programs	\$125,338
Contributed Support	\$3,141,616
Financial Assistance*	-\$472,385
Membership Fees	\$4,635,265
Other	\$352,561
<b>TOTAL REVENUE</b>	<b>\$14,134,131</b>

**Membership/Programs 39%**   **Child Care/Camp 37%**   **Development/Other 24%**

\*Financial assistance is a direct subsidy for membership and programs. For a description of our total community impact, please see our Operation Compassion graphic on page 4.

Personnel and Benefits	\$7,999,555	57%
Program Supplies	\$504,496	4%
Occupancy/Depreciation	\$3,304,951	24%
Interest Expense	\$453,681	3%
Other	\$1,612,481	12%
<b>TOTAL EXPENSE</b>	<b>\$13,875,164</b>	



>> Members of our association board of directors, regional advisory boards, trustees and executive leadership team boarded buses to visit our member branches and child care centers.

**YMCA OF BUCKS COUNTY  
Association Board of Directors**

Fran Cardaci, Chief Volunteer Officer  
 Paul Kawoczka, Vice Chief Volunteer Officer  
 Jim McDonald, Treasurer  
 Rich Lovely, Secretary  
 Daniel Bradley  
 Justin Brown  
 Lisa Peruto Broad  
 Joseph Brosnan, EdD  
 Curtis J. Cowgill  
 Sarah Eastburn, Esquire  
 Greg Ede  
 Colby Grim, Esquire  
 Todd Hurley  
 Scott Levy, MD  
 Lorraine Lucisano  
 Brian McLeod  
 Rob Robinson  
 Matthew Rosato  
 Linda Wackerman  
 Nicholas Yelicanin

**YMCA OF BUCKS COUNTY  
Executive Leadership**

Zane Moore, President/CEO  
 Virginia Doyle, Chief Financial Officer  
 Tricia Feintheil, Chief Operating Officer  
 Janet Felder, Chief Human Resources Officer  
 Debbie Sontupe, Chief Development Officer  
 Amanda Wappes, Chief Marketing Officer

**CENTRAL BUCKS REGION | Board of Trustees**

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 Jane Antheil  
 Susan Berg  
 John McCaughan  
 Brian McLeod  
 Ephe Olliver  
 G. Richard "Dick" Patterson  
 Frederick E. Schea  
 Linda L. Smith  
 Robert Vernon  
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 Barry Fitzsimons, Treasurer  
 Matthew Battipaglia  
 Lea Garrard  
 Andy Happ  
 Kurt Kremser  
 Dan Loftus  
 Amy McKenna-Fell  
 Lori McLaughlin  
 Robert Purdy  
 Sharon Rossi

**LOWER BUCKS REGION | Advisory Board**

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 Kamlesh "Kam" Patel, Vice Chief Volunteer Officer  
 Betsy Seeber, Treasurer  
 Andy Levine, Esquire, Secretary  
 Andrew Corrigan  
 P.T. Deon  
 Nicholas Hill  
 Pam Lynch  
 Joe Schuler  
 Karen Waitkus

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 Ken Brown, Jr.  
 Doug Hutchinson  
 G. Arden "Skip" Link  
 Randy Ocamb  
 Robert Wardle  
 Robert Witmer

**UPPER BUCKS REGION | Advisory Board**

Justin Brown, Chief Volunteer Officer  
 Peter Blackmore, Treasurer  
 J.R. Hager, Secretary  
 Dennis Pflieger  
 Don Rosenberger  
 Sherrie Rotenberger  
 Ryan Sevenski

2020



YMCA of Bucks County is a charitable, nonprofit organization committed to strengthening our communities through membership and programs that foster youth development, healthy living and social responsibility for all.

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