



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# TOP 10 THINGS YOU MIGHT NOT KNOW ABOUT THE YMCA





# WE'VE BEEN AROUND FOR A WHILE



The first YMCA was founded in 1844 in London, England by twenty-two-year-old George Williams. He and 11 friends organized the first YMCA as a refuge of Bible study and prayer for young men seeking escape from the hazards of life on the streets.

In December, 1851, retired Boston sea captain Thomas Valentine Sullivan led the formation of the first YMCA in the United States as a "home away from home" for sailors and merchants.



The Sonoma County Family YMCA was founded in 1954. Initial programs included Indian Guides (now known as Adventure Guides) and summer camps to serve families.

# 9

## WE'RE PRETTY INNOVATIVE

Over the past 175 years, the YMCA movement has given birth to many innovations that we take for granted today. These include:

### Sports & Exercise

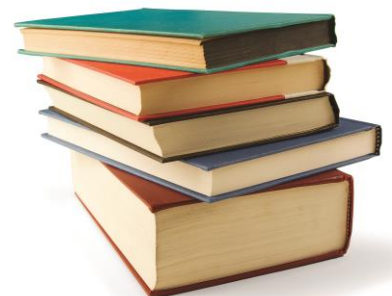
- **1891** – James Naismith invents **basketball** while working as a YMCA physical fitness director.
- **1895** – Looking for a sport less physical than basketball for businessmen, William Morgan invented **volleyball** at the Holyoke, MA YMCA.
- **1895** – **Professional football** began at Y. The Latrobe, PA YMCA football team paid John Brailer \$10 plus expenses to replace its injured quarterback.
- **1910** – **Father's Day** was first celebrated at the Spokane, WA YMCA.
- **1926** - The name "**Softball**" was given by a representative from the Denver YMCA.
- **1950** – **Raquetball** is invented by a YMCA volunteer at the Greenwich YMCA (Conn.).
- **1972** – Judy Missett brought **Jazzercise** to the La Jolla YMCA in San Diego.





# YOU'VE PROBABLY EXPERIENCED A PROGRAM THAT STARTED AT THE Y.

- **1885** – The first YMCA **swimming pool** was built at the Brooklyn Central YMCA (N.Y.).
- **1907** - George Corsan of the Detroit YMCA develops the concept of **group swim lessons**. Since then, tens of millions of people have learned to swim at the Y.
- **1881** – the term “**bodybuilding**” was coined by Robert Roberts of the Boston YMCA. He also developed the exercise classes that led to today’s fitness workouts.
- **1856** – the nation’s first-known **English as a Second Language** Class (ESL) was held for German immigrants at the Cincinnati YMCA.
- **1893** – the Boston YMCA begins large-scale **evening classes** in liberal arts and vocational courses.





# WE'RE A NON-PROFIT, CAUSE-DRIVEN ORGANIZATION WITH CORE VALUES

## Our Mission

The Sonoma County Family YMCA is an inclusive, charitable organization that enriches community through the areas of Youth Development, Healthy Living and Social Responsibility.

## CARING

Show a sincere concern for others

## HONESTY

To truthful in what you say and do

## RESPECT

Follow the golden rule

## RESPONSIBILITY

Be accountable for your promises and actions



**WE NEVER TURN ANYONE AWAY DUE  
TO AN INABILITY TO PAY.  
THE Y IS FOR EVERYBODY.**



## **Our Vision**

We're a place for everybody.

Last year, we gave out over \$210,000 in Financial Assistance to families, seniors and adults for child care, swim lessons, youth sports, day camp, and membership opportunities.



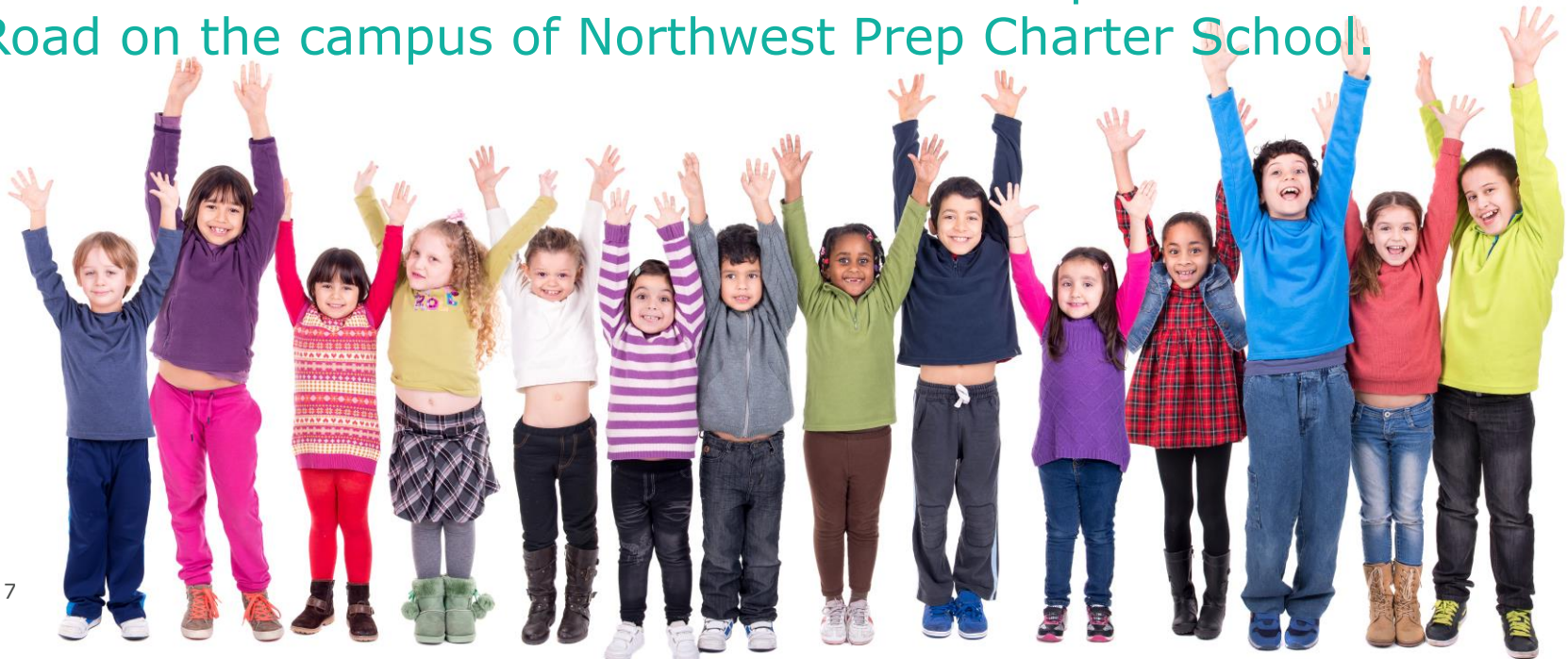
# 5

## THE Y IS THE LARGEST CHILDCARE PROVIDER IN SONOMA COUNTY

Every school day, we have over 1,300 children in our afterschool and licensed childcare programs.

Every summer we serve over 3,000 day-campers in a variety of camps that range from arts to science to sports.

We have a YMCA infant-toddler center and preschool on Piner Road on the campus of Northwest Prep Charter School.



# 4

## The Sonoma County Family YMCA is an inclusive organization.

As part of our strategic plan, our goal is serve the entire community, and we are working hard to ensure our staff reflect the community as well.

- Our board of directors reflects the community with 40% representing communities of color and 31% representing the Latino community.
- 41% of our staff, including 29% who identify as Latino, are people of color.
- 1 in 5 Employees identify as LGBTQ+





3

## GOAL: TEACH EVERY 2<sup>ND</sup> GRADER IN ROSELAND HOW TO SWIM.

Drowning is the 3<sup>rd</sup> leading cause of accidental deaths of children in the United States. That number is even larger for children of color.



The Sonoma County Family YMCA and community partners such as Rotary, provide drowning-prevention classes to hundreds of underserved children each year.

60% OF YOUTH DROWNING INCIDENTS OCCUR WITHIN 10 FEET OF SAFETY

60%

<https://www.safekids.org/sites>

2 CHILDREN DIE EACH DAY AS A RESULT OF DROWNING.



<http://www.cdc.gov/injury/wisqars/>

88% OF CHILDREN WHO DROWNED WERE UNDER SOME FORM OF SUPERVISION

88%

<https://www.safekids.org/sites>



# MOVING BEYOND COVID...

## New Strategic Plan

- Program and Membership Development
  - Outdoor fitness area
  - Camp Ravencliff
- Staff Development
  - 10% increase in wages in 2022
- Philanthropy
  - Educating the community that the Y is a charity organization
- Diversity, Equity & Inclusion
  - Convene community leaders around equity work.
  - Continue to learn and grow in the area of DEI

## Bekins Property

- Explore uses that may include mixed-use housing.



# **We are a strong, healthy Y that serves youth, seniors, adults and families like no other organization in Sonoma County.**

- 29 Collaborations (Kaiser, St. Joseph's Health, CASA, Vamos a Nadar, Luther Burbank Housing, Sonoma County Schools, Sonoma County Regional Parks, etc.)
- We gave over \$210,000 in Financial Assistance to almost 500 youth for childcare, camp, sports and swim lessons this past year.
- We employ 270-300 people every day, making us one of the larger employers in Sonoma County.

# QUIZ

- 1. What's the first line of the Village People's song, "YMCA?"**
- 2. What does "YMCA" stand for?**
- 3. Who is the best-looking YMCA CEO in Sonoma County history?**

# QUESTIONS

**THANK YOU!**