



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BUILDING COMMUNITY

**THE GATEWAY FAMILY YMCA
2021 ANNUAL REPORT**

Serving Eastern Union County And Northern Middlesex County

BUILDING COMMUNITY

2021 was a year of challenges, change and collaboration, a transitional year where we began to see a glimmer of normalcy, as the community began to adjust and grow, and where Covid-19 became part of the background of life.

In a world of uncertainty, The Gateway Family YMCA remained a steadfast partner, supporting our community—members, residents, staff and neighbors—as we have done throughout our 121 year history.

In a community of collaboration, we worked together with our neighboring community partners to provide the services, hope and support our community needed, now more than ever before —Together.

In the spirit of change, we forged forward to ensure we were meeting the needs of our community, with a strong focus on equity and empathy, and a desire to provide unwavering support and assistance.

In our commitment to serve ALL, we follow our mission every day, supporting the communities surrounding our Y in Northern Middlesex County and Eastern Union County, and our friends and neighbors.

We THANK YOU, for your support, resilience and fortitude to ensure our Y, and our community perseveres.

For Community. For Hope. For Support.



James Masterson
Chief Volunteer Officer



Krystal R. Canady
Chief Executive Officer



Melynda A. Mileski
EVP, Chief Operating Officer

The Y.™ For a better us

OUR MISSION

THE GATEWAY FAMILY YMCA

Is a community-based organization rooted in Christian principles and committed to building healthy lives through programs that strengthen spirits, minds and bodies for people of all ages, religions and cultures.

OUR CAUSE

THE GATEWAY FAMILY YMCA

Provides financial assistance to the community, ensuring that EVERYONE has access to programs and services to learn, grow and thrive.



ASSOCIATION LEADERSHIP

BOARD OF DIRECTORS

OFFICERS

President	James Masterson*
Vice President	Karen Ensle
Vice President	John Forrester
Treasurer	Elsa M. Muniz
Assistant Treasurer	Eugene Mitchell
Secretary	Sharon Patel*
Past President	Joseph R. Venezia

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Frank Cesaro	Calvin Sierra
Anne Evans Estabrook*	Scott K. Snowden Jr.
Philip Krevsky, Esq.	Leonard Vanderwende
Matthew Kuschon	

SENIOR LEADERSHIP TEAM

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MARILYN D. PHINN	VP, Chief Human Resources Officer
RODGER D. KOERBER	Vice President of Operations
COLLEEN A. CLAYTON	Chief Membership & Development Officer
DANIEL CAPELA	Chief Information Officer

*Y Homes, Inc. (CHDO) Board Member

PROUDLY SERVING

Avenel, Carteret, Clark, Colonia, Elizabeth, Hillside, Kenilworth, Linden, Plainfield, Port Reading, Rahway, Roselle, Roselle Park, Sewaren, Union, Vauxhall, Winfield Park, Woodbridge

ASSOCIATION OFFICE

144 Madison Avenue, Elizabeth, NJ 07201

DUDLEY HOUSE

930 Putnam Avenue, Plainfield, NJ 07060

ELIZABETH BRANCH

135 Madison Avenue, Elizabeth, NJ 07201

LAURA A. MARGEOTES Branch Executive Director

FIVE POINTS BRANCH

201 Tucker Avenue, Union, NJ 07083

JESSICA L. SAMOLEWICZ Branch Executive Director

RAHWAY BRANCH

1564 Irving Street, Rahway, NJ 07065

SHANNON L. FRANK Branch Executive Director

WELLNESS CENTER BRANCH

1000 Galloping Hill Road, Union, NJ 07083

JODI A. PELANO Branch Executive Director

WISE CENTER YMCA BRANCH

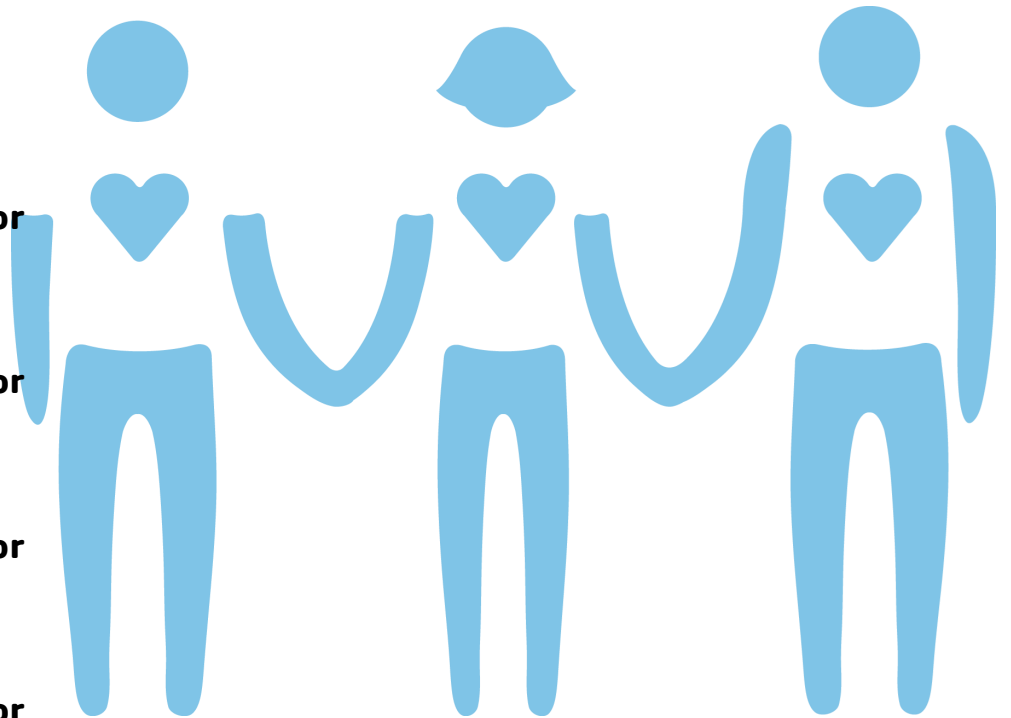
1000 Galloping Hill Road, STE 125, Union, NJ 07083

SUSAN H. BUTLER WISE Community Services Director

YOUTH DEVELOPMENT BRANCH

16-20 Jefferson Avenue, Elizabeth, NJ 07201

LISA YANEZ Senior Child Development Director



FISCALLY RESPONSIBLE

REVENUE

Contributions and Grants	\$ 4,290,547
Membership	\$ 1,369,109
Childcare and Camp	\$ 1,804,002
Housing	\$ 2,242,362
Program	\$ 350,673
Other	\$ 333,294
TOTAL REVENUE	\$10,389,987

EXPENSES

Program Expenses	\$ 7,364,041
Supporting Expenses	\$ 2,659,435
Transfer to Reserves & Financial Assistance	\$ 366,511
TOTAL EXPENSE & Change in Net Assets	\$10,389,987

*2021 audited, excludes subsidiaries



GROWING STRONGER TOGETHER

REAL-TIME STRATEGIC PLAN FOR THE GATEWAY FAMILY YMCA

**We are part of a larger movement
anchored in more than 10,000
neighborhoods nationally.**

The Y has the long-standing relationships and physical presence not just to promise, but to deliver, lasting personal and social change. We are a powerful association of men, women and children from all walks of life joined together by a shared passion to strengthen the foundations of community with a commitment to nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. Though the world may be unpredictable, one thing remains certain – the Y is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families, and communities.



Youth Development

Nurturing the Potential of Every Child and Teen

We believe that all kids deserve the opportunity to discover who they are and what they can achieve.

Healthy Living

Improving the Nation's Health and Well-Being

The Y is a leading voice on health and well-being. We bring families closer together, encourage good health and foster connections through fitness, sports, fun and shared interests.

Social Responsibility

Giving Back & Providing Support to Our Neighbors

Across the country, the Y helps people give back and assist their neighbors by offering them opportunities to volunteer, advocate and support programs that strengthen community. Groups of individuals, through their involvement in the Y and collaborations with policymakers, are able to address many of the most critical social issues facing our communities.

STRENGTHENING OUR COMMUNITY

Our impact promise...

Strengthening the foundations of community through youth development, healthy living and social responsibility.

To begin, we'll focus on...

- Becoming the leaders in intentionally building healthy, connected, committed and secure families in the communities in which we serve.
- Reaching and maintaining long term financial sustainability to advance our mission as a vital and thriving non-profit community organization.
- As an organization focused on addressing the most critical needs of our community, we are dedicated to advancing diversity, equity and inclusion for all. We will gain greater recognition as a leading cause-driven, anti-racist, non-profit organization in the communities we serve.



By doing so, our strategies will include...

- Creating and sustaining opportunities for families, children and teens to be together in a nurturing and healthy environment fostering a greater sense of connection to each other and to the community.
- Strategically partnering and developing collaborative relationships to position the Y as a community leader and a convener on critical issues related to building stronger families, youth and teens.
- Providing financial resources to support families, children and teens unable to afford Y programs and services.
- Fostering a strong culture of philanthropy by developing a sound financial development plan grounded in YMCA best practices to ensure the long-term viability of the Y.
- Seeking partnerships and strategic alliances with other non-profit organizations and YMCAs in our vicinity with a goal of developing operational efficiencies and revenue generating opportunities.
- The Y's cause will be evident and compelling through the stories shared, how our facilities are presented, and the welcoming manner in which our staff and volunteers engage with all those who enter our doors.

MEASURING OUR SUCCESS

Increase family membership retention and participation in one or more Y activities will increase.

New partnerships with other organizations will be formed, aimed at increasing the health and well-being of youth and families in our communities.

A solid communications plan will focus on the Y's mission impact, cause, and the essential benefit it contributes to the community.

We will conduct focus groups, surveys and collect feedback from community leaders, our community and members annually to drive our program initiatives.

We will identify, cultivate and create new partnerships annually that will foster our promise to strengthen the foundations of communities.

We will evaluate our plan regularly and revise as needed for the greatest impact.

SUPPORTING OUR MEMBERS AND COMMUNITY

2021
OUR MEMBERS

13,135



2021
SERVICE UNITS

29,414

**STRONGER
COMMUNITIES
START WITH US**

Understanding Everyone's Needs

In 2021, we conducted membership, community and program participant surveys to measure our impact and determine the needs of our community.

MEASURING OUR IMPACT

YMCA MEMBER AND COMMUNITY SURVEYS

Membership Satisfaction

92% Extremely Satisfied or Satisfied

YMCA Communication

93% Extremely Satisfied or Satisfied

Cleanliness of Facility

85% Extremely Satisfied or Satisfied

"I really love my time at the Y. I have always found the staff and other members to be warm and friendly."

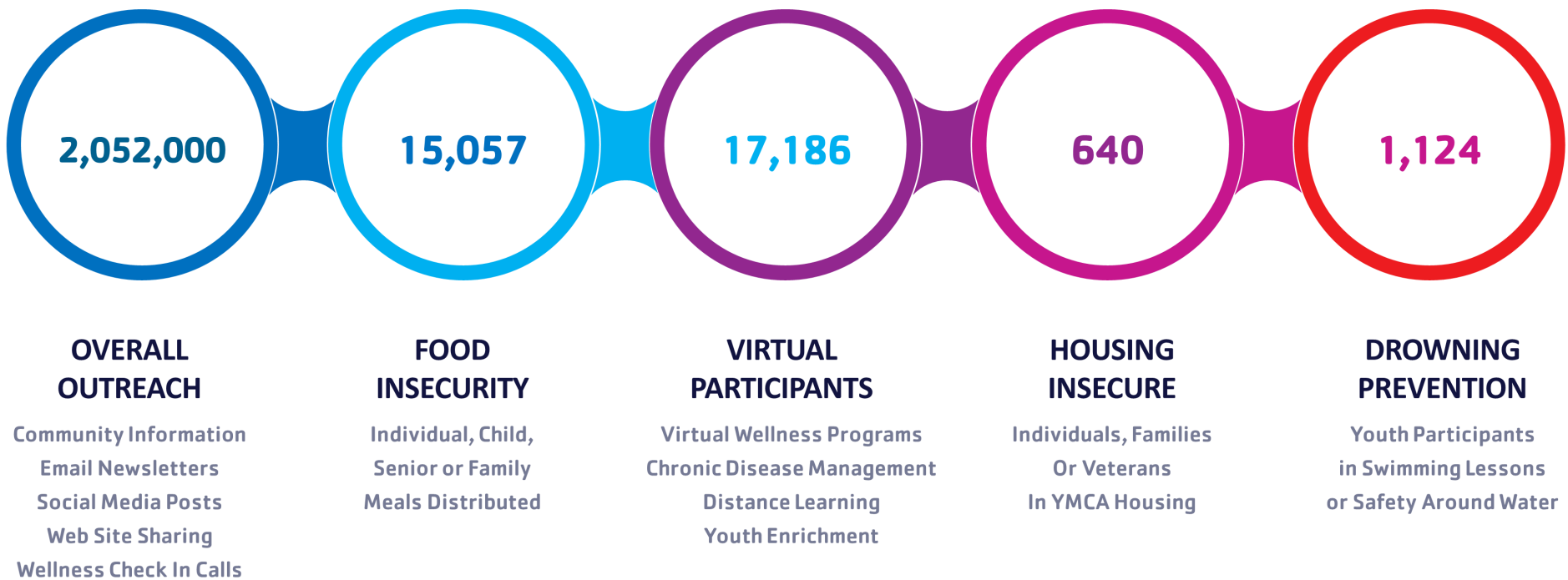
"My life would not be the same without the resources supplied by the YMCA."

I have peace of mind knowing the staff at the YMCA are taking care of my children. The love that they show to my children is something money can't buy."

"My instructor for the swimming class is amazing. He really takes his time observing my technique and has a curriculum plan every week."

SUPPORTING OUR COMMUNITY

2021 COVID RESPONSE



SUPPORTING OUR COMMUNITY

2021 PROGRAMS

Unduplicated Individuals

746 INFANT, PRESCHOOL &
SCHOOL AGE CHILD CARE

316 YOUTH SPORTS PARTICIPANTS

286 SUMMER DAY CAMP

160 WISE VIRTUAL/ADULT SERVICES



PREVENTION AND SUPPORT FOR ALL

CHRONIC DISEASE PROGRAMS

89%

SATISFIED

with the program
they attended

86%

UNDERSTAND

Have a Better Understanding
of Their Chronic Disease

63%

CONNECTED

Reported These Programs
Helped Them Feel
Socially Connected

90%

CONTINUE

Plan to Continue
Healthy Behavior Changes
Learned After Leaving
the Program

FOR SHELTER AND SUPPORT

Juan's Story

"I live in a shelter at the YMCA in Elizabeth, and have suffered from depression since my house burned down a year ago. Living at the YMCA has changed my life!

The Zumba instructor, and all the Y staff members help me motivate myself, pick myself up and dust myself off. They continue to support me, push me forward and motivate me every day.

Although I live in the shelter, I also do my part and love to volunteer and help my community, or uplift other people's spirit. A simple act of kindness can change many people's lives.

Thank you to all the staff at the Y for being friendly and acting like a family to me!"



FOR HEALTH AND RECOVERY

Carolee's Story

"LiveSTRONG has changed my life and so many other's lives. If it wasn't for LiveSTRONG at the Y, I would not have met so many wonderful and courageous men and women that I am proud to call my friends. Live STRONG is not about one person, it is about the millions of people facing cancer who need support as they fight the toughest battle of their lives.

I got involved with LiveSTRONG through my Breast Cancer Support group. The first class was great and it seemed easy enough. It was so much fun and didn't even feel like I was exercising. As we went about and did our training, we all talked about what type of cancer we had, our diagnosis and treatments, and everything else we could not talk about with others who did not understand what we were going through.

Our bond grew and became even stronger. Now we are all friends, and come to the Y to exercise together. We even join the current class when it's time for graduation and celebrate LiveSTRONG at the Y."



SUMMER DAY CAMP

FOR LEARNING AND FUN

With the Summer of 2021, we were happy to celebrate the return to in-person Summer Day Camp at the Y! We welcomed 286 unduplicated Campers, in 1,298 Summer Day Camp spots!

"My girls have loved camp this summer. The staff have done an amazing job!"

"I know my child is safe when they are in the care of the Y, whether it's summer camp or after school."



FOR WELLNESS AND FAMILY FUN

Darline's Story

"I originally joined the Y because I needed a gym where I can work out, and the rest of the family can be a part of other activities at a low cost.

The Y feels like family because the staff remembers you when you walk in.

The Y has become part of our regular routine, and a welcome time for our family.

It's so much better to join the Y than a regular gym. You get so much more from them!"



HEALTHY KIDS DAY

APRIL & JULY 2021

Each year, Healthy Kids Day is a celebration we look forward to celebrating with our members and community.

In 2021, we celebrated Healthy Kids Day TWICE with healthy food, physical activity, laughter and fun, providing activities both in-person and virtually!



FOR A BETTER US

NATALIA'S STORY

"When I was 4 years old, me and my autistic brother joined the Y. My brother would scream by the pool side, and refused to enter the pool, but he was still welcomed! I went on to dance for several years in ballet, hip hop and tap, and continue to participate in all Halloween activities.

From having the best birthday party, to leaving ballet and tap, to swimming, to gaining lifelong friends, I did it all, at the Y.

The most spectacular thing was being featured in the YMCA of the USA marketing campaign, which was seen throughout the world!

My family truly believes in the YMCA and we maintain our membership for many years. I feel the Y has given me a fast track to success, I am outgoing and open to differences and new things.

The Y is a healthy home for the mind, body and spirit."



YMCA CHILD CARE

COVID-19 RESPONSE EFFORT

Child Care is essential to ensure parents are able to return to work. We believe that every child is a unique individual and we are committed to promoting each child's physical, emotional and social development.

"I have never met staff who are more caring. The staff show enormous love for the children. The facility is extremely clean and I love the protocols they have taken during the Covid-19 pandemic to make sure everyone is safe and healthy."



YMCA VIRTUAL WELLNESS & CHRONIC DISEASE PROGRAMS

COVID-19 RESPONSE EFFORT

Social isolation has been a very real challenge for the community during Covid-19, where many vulnerable individuals remain at home, interact less and seek medical care for chronic conditions less often, even today.

In our commitment to healthy equity and social isolation support, our Y launched Live Virtual Wellness and Chronic Disease programming in early 2020. In fact, our Chronic Disease programs continued seamlessly the very week Covid-19 paused our in-person classes.

Our commitment to Digital Innovation and Virtual Access for Health Equity has expanded in 2021 to include:

- 25+ Live Virtual Y-led Group Exercise & Chronic Disease programs weekly
- 24-hour Virtual Y On Demand—an interactive platform for recorded versions of our Y's most popular programs
- 24-hour YMCA360—an interactive platform including live and recorded versions of programs, seminars, enrichment, STEAM, youth sports, swim safety & more from over 100 YMCA's
- A Virtual Only Membership option to join from home



FOR SOCIALIZATION AND WELLNESS

YMCA VIRTUAL PROGRAMS

"The Virtual classes have been great and allow me to join from wherever I am, without missing a class."

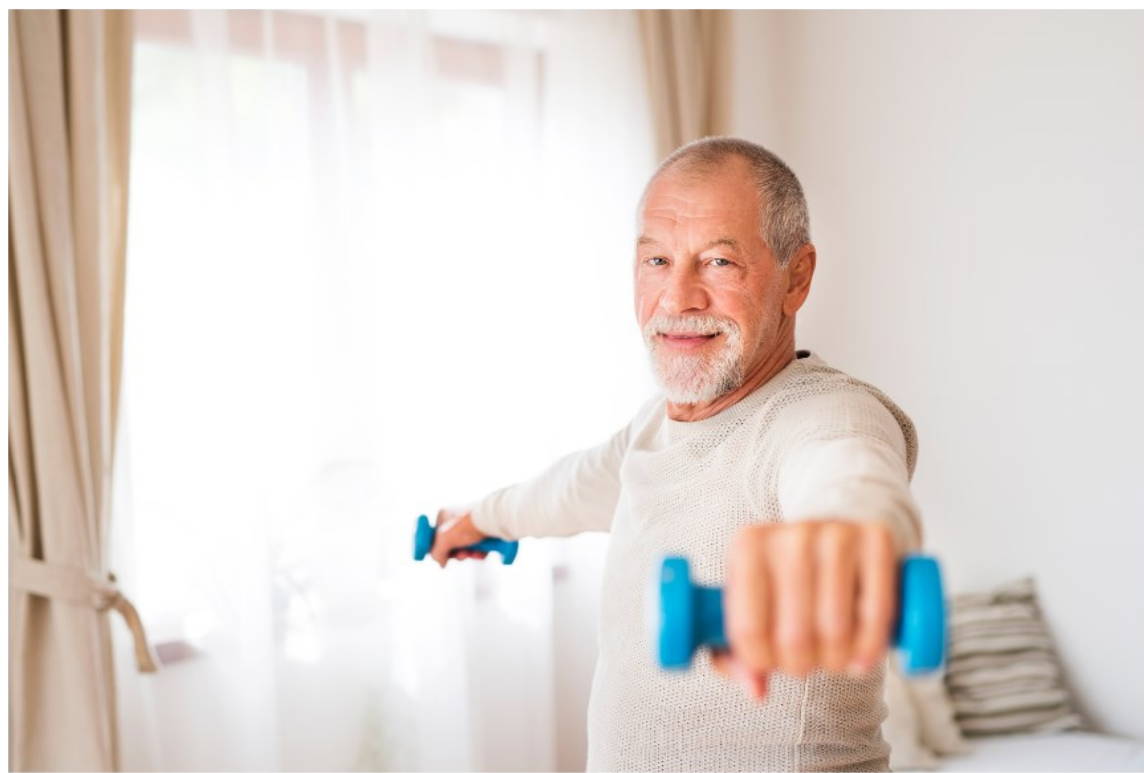
"I really enjoy virtual Enhance Fitness, Chair Yoga and SilverSneakers. Amazing instructors and it's great to see friends from in person classes. On demand classes are much appreciated for early morning or late evening exercise."

"I really enjoy the virtual group classes. I would rather be at the Y in person, but until such time is possible for me, I am happy with the virtual classes. The instructors are great!"

"During this pandemic, thankful we have live zoom virtual exercise classes. Hopefully one day, I will come back in person."

"I enjoyed exercising at home, and appreciate the knowledgeable staff who make me feel like they are there for just me."

"Y360 allowed me to take classes from all over the country, live in my living room!"



YOUTH SPORTS

FOR FRIENDSHIP. FOR TEAMWORK. FOR FUN

According to the President's Council on Sports, Fitness & Nutrition Science Board, 88% of parents believe that sports benefit their child's physical health, and 73% of parents believe that sports benefit their child's mental health. *health.gov

316 individuals participated in Youth Sports Programs and 1,124 in Youth Swim Lessons in 2021.

"I always enjoy the Y's programs. The Y has provided childcare options that better suit my needs, and child sports to keep my children active and social. It's a great way to spend the afternoon or the day and I always know my child is safe when they are in the care of the Y. Whether it's Summer Camp, After School Care or Basketball, we love the Y."

"My daughter loves the gymnastics program and also has participated in soccer and basketball. After the past year, it's important that she interact with other children outside of school. She has really blossomed and I feel these programs are exactly what she needed!"

"The instructor was great. She was patient with the kids and very attentive to their individual abilities."

"Teamwork is so important, and the basketball classes allowed my children just the right amount of time for the basics, for advanced skills and for fun with new friends."



FOR STRENGTH AND FRIENDSHIP

Gregoria's Story

"My favorite thing about the Y is the warmth and friendliness of the employees and volunteers. They are always ready to answer questions.

For a long time, I have suffered from severe low back and joint pain. I was tired of visiting orthopedics and attending countless physical therapy sessions. I admit I was hesitant to join a gym, thinking it was all about being thin and feeling like I wouldn't fit in.

I finally decided to try it out at the advice of many people, including my orthopedic doctor. I decided to join and the Y has changed my life.

I attend chair yoga four days per week and use the treadmill as well. My pains have eased and I feel great!

For those of you feeling joint pain, restlessness, and are bored with sitting around—I recommend the Y! Join chair yoga, meet new people and make the most of your day. See just how good you will feel!"



WISE COMMUNITY SERVICES

W.I.S.E. (Wellness, Independence and Socialization for our Elders)

For over 38 years, the WISE Community Services programs have specialized in meeting the unique needs of members living with Alzheimer's, dementia, and/or mild cognitive impairment. With a strong focus on family and caregiver support, WISE provides caregivers a necessary respite while their loved ones are engaged in activities that challenge their minds, memories and creativity in a supportive and caring environment.

The Virtual WISE program's curriculum includes daily activity emails, wellness and movement activities, weekly social work support, live virtual Zoom activities, caregiver support groups, home drop-off of activity supplies and meals, and 24/7 telephone availability of WISE Center YMCA staff. Each morning members receive an email filled with calendar specific topics and sensory based activities like virtual tours, songs, recipes and exercise recommendations.

Regularly scheduled live Zoom meetings provide WISE staff-led activities and fun like "FamJams", trivia sessions, karaoke and online games. WISE staff are always available for individual, family, and/or caregiver support. In 2021, over 160 WISE participants and their families have been supported by the program.



FOR SOCIALIZATION AND FRIENDSHIP

Gloria's Story

"Thank you . . . Again!

There are times of day that are more difficult than others.

For me, early morning is one.

I often wake up to a deafening silence and loneliness.

I make a cup of tea and stare.

I can't read the newspaper or even a magazine, but your daily email is just the right length and filled with information, humor and understanding to help me get started.

It is very appreciated!"



DROWNING PREVENTION

SAFETY AROUND WATER & YMCA SWIMMING LESSONS

71% of the Word is Water, Children are 100% Curious

Teaching children how to be safe around water is not a luxury; it is a necessity.

At the Y, children learn essential water safety skills, which can open up a world of possibilities for them to satisfy their curiosity safely.

The Gateway Family YMCA provides swimming lessons for ages 6 month - Adult, including parent/child lessons, private and group lessons.

We know that learning to swim is an important life skill that builds more than muscle; swim lessons build safety practices and confidence.

"The instructor was great. She was patient with the kids and very attentive. My son was just learning to swim when covid hit. By the end of the swim lesson he was able to swim on his own for a few feet."

1,124

**YOUTH AQUATIC
SWIM LESSON PARTICIPANTS**



INTER-GENERATIONAL STORY PROJECT

This year, our Youth Development Branch Child Development Center and our Virtual WISE Adult Services program worked together to create a new and unique intergenerational project.

Utilizing the same photo story prompts, each group of program participants created their own collective story, which was recorded by the Director. As part of the inter-generational project, both the YMCA Child Care participants and the Virtual WISE Center participants worked together to create both stories and pictures around the same story prompts, then presented their work to each other. Each director was instrumental in sharing the stories and artwork with participants, both in person and virtual.

Eager to keep this project going, the child care participants even created artwork to illustrate the stories which were created by the WISE Center participants for additional sharing. This also led to discussions on the various programs the Y offers, with participants, caregivers and guardians.

At the conclusion of the inter-generational storytelling project, the recorded stories were added to The Gateway Family YMCA's website at www.tgfymca.org/news and the newly created artwork was distributed to WISE Center participants during meal delivery for those who may be food insecure, or activity supply delivery for Virtual WISE Center participants.



SHAPING EASTERN UNION COUNTY HEALTHY CONNECTED COMMUNITIES

Shaping Eastern Union County is committed to improving the health and well-being of county residents and creating strategies to support improved health, nutrition and physical activity for all.

With the help of our community partners, Shaping Eastern Union County continued to work together with community partners to create sustainable change for our community.

In 2021, we focused on the Policy Map project, empowering our community with food access locations, hosted virtual partner sharing meetings and collaborated on projects at the Elizabeth River Walk Trail, for chronic disease prevention, COVID vaccine and testing resources, food insecurity and social isolation.



Shaping Elizabeth (CHI) is a team composed of like minded community leaders committed to improving the health and well-being of the residents of the City of Elizabeth by creating sustainable change to policies, environment and strategies that support improved health, nutrition and physical activity for all.

RECOGNIZED NATIONALLY

YMCA of the USA

The Gateway Family YMCA

Shaping Elizabeth

Y-USA Study of Community Strengthening

In 2019, The Gateway Family YMCA was one of only ten YMCA's nationwide to participate in the YUSA Study of Community Strengthening. A key outcome of the study is a YMCA Theory of Community Strengthening—a description of how Y's contribute to the strength of their communities and the corresponding strategies to monitor and measure those contributions.

In 2021, the YMCA of the USA released a Case Study for our Y and the Shaping Elizabeth Collaborative, a Cross-Collaborative Case Study, as well as an interactive website devoted to the Theory of Community Strengthening. As part of this study, the Shaping Elizabeth collaborative was lifted up as an example for Y's across the country for its community-strengthening focus on health equity.

"The collaborative activities implemented by Shaping Elizabeth partners are resulting in increased access to chronic disease prevention activities and improved health and social outcomes for community residents."

"Equity is foundational to the work of the Y and its partners. In two of these sites – The Gateway Family YMCA and the YMCA of Greater Seattle, a focus on equity informed most aspects of partners' work. In these collaborations, specific equity goals guided action plans, which set collective direction, held partners accountable, and emphasized systems change and involving those most affected. For example, The Gateway Family YMCA and its Shaping Elizabeth partners promoted changes in policies to improve conditions for communities of color and residents of underserved neighborhoods."

TEACHER APPRECIATION

We Celebrate Staff

TEACHER APPRECIATION WEEK

#teacherappreciation



TEACHER APPRECIATION WEEK

#teacherappreciation



TEACHER APPRECIATION WEEK

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THANK YOU TO OUR DONORS

Our Donors and volunteers provide the foundational support for our philanthropic work and TOGETHER we build strong communities.

In 2021, more than 330 Donors assisted our YMCA in raising \$266,000 in Annual Campaign donations to support our community.

BUILDING A STRONGER COMMUNITY TOGETHER WITH YOU

The Y.TM For a better us





tgfymca.org