



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

SERVING OUR COMMUNITY

THE GATEWAY FAMILY YMCA

2018 ANNUAL REPORT

Serving Eastern Union And Northern Middlesex County



SERVING OUR COMMUNITY

With a strong spirit of commitment to community, we work together with our members and local partners to support individuals, families and the communities we serve through programs that protect, teach, connect, heal, nourish and encourage.



James Masterson
Chief Volunteer Officer



Krystal R. Canady
Chief Executive Officer

We have served the communities surrounding Northern Middlesex County and Eastern Union County since 1900.

In 2018, we served over 25,000 members of the community through membership, programs and services.

Through our commitment FOR ALL, we ensure that everyone in the community has the opportunity to reach their potential.

Together, our commitment is STRONGER, and we celebrate the shared accomplishments in 2018.

For Service. For Health. For Community.
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

Provided over **\$573,000** in FINANCIAL ASSISTANCE in 2018, ensuring that **EVERYONE** has access to programs and services.

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

MEMBERS

Laura A. Bretzger	Frank J. Lawrence
Anne Evans Estabrook*	Ann Zwiebel Revaitis
Paul Fernandez	Calvin Sierra
Catherine J. Hart	Scott K. Snowden Jr.
Philip Krevsky, Esq.	Len Vanderwende
Matthew Kuschan	

SENIOR LEADERSHIP TEAM

KRYSTAL R. CANADY*	Chief Executive Officer
MELYNDA A. MILESKE	EVP, Chief Operating Officer
DENNIS J. MCNANY	SVP, Chief Financial Officer
MARILYN D. PHINN	VP, Chief Human Resources Officer
COLLEEN A. CLAYTON	VP, Membership & Development

*Y Homes, Inc. (CHDO) Board Member ** YMCA, NMTC, Inc. *** YMCA, NMTC, Inc. and Y Homes, Inc. (CHDO)

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

ELIZABETH BRANCH

135 Madison Avenue, Elizabeth, NJ 07201

LAURA A. MARGEOTES Branch Executive Director
THERESA MCCOY Senior Director of Housing

FIVE POINTS BRANCH

201 Tucker Avenue, Union, NJ 07083

RODGER D. KOERBER District Vice President
JESSICA L. SAMOLEWICZ Associate Branch Executive Director

RAHWAY BRANCH

1564 Irving Street, Rahway, NJ 07065

RODGER D. KOERBER District Vice President
SHANNON L. FRANK Acting Branch Executive Director

WELLNESS CENTER BRANCH

1000 Galloping Hill Road, Union, NJ 07083

RODGER D. KOERBER District Vice President
JODI A. PELANO Branch Executive Director
E. PAUL MICKIEWICZ Senior Director of Healthy Living

WISE CENTER YMCA BRANCH

2095B Berwyn Street, Union, NJ 07083

RODGER D. KOERBER District Vice President
SUSAN H. BUTLER WISE Center Director
KERRY JORDAN WISE Center Coordinator

YOUTH DEVELOPMENT BRANCH

16-20 Jefferson Avenue, Elizabeth, NJ 07201

LISA YANEZ Senior Child Development Director
POLINITZIA CORONEL Assistant Child Care Director

FISCALLY RESPONSIBLE

REVENUE

Contributions and Grants	\$2,373,043
Membership	\$ 2,923,391
Childcare and Camp	\$ 5,064,155
Housing	\$ 1,711,965
Program	\$ 1,492,436
Other	\$ 1,392,770
TOTAL REVENUE	\$14,957,760

EXPENSES

Program Expenses	\$11,356,832
Supporting Expenses	\$ 2,928,265
Transfer to Reserves & Financial Assistance	\$ 672,663
TOTAL EXPENSE	\$14,957,760

2018 audited, excludes subsidiaries



GROWING STRONGER TOGETHER

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.
- Gaining greater recognition as a leading cause-driven, 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 by 2% annually; participation in one or more Y activities will increase by 2% annually.

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**

2018

OUR MEMBERS

25,092

SERVICE UNITS

47,135



UNION COUNTY 24-HOUR HOMELESS EMERGENCY RESPONSE HOTLINE

THE GATEWAY FAMILY YMCA

Our dedication and commitment to the community does not stop with regular building hours. The Gateway Family YMCA provides staff and support 24 hours a day within our residential housing programs and to the Union County Community through the Union County 24 - Hour Homeless Emergency Response Hotline.

The hotline provides a link for those at risk of homelessness to the services they need 24-hours a day, and is staffed by The Gateway Family YMCA.

The Union County 24-Hour Homeless Emergency Response Hotline is available at 908-249-4815.



STRENGTH, COMMITMENT & CHARACTER

TONI'S STORY



"The Y is my lifeline. It has taught me that it's not about being the best, but it's about doing your best!"

As a retired educator, Toni got to a point in her life where she knew she needed to take her health more seriously and she needed to make drastic changes. After joining the Y, she remembers receiving a welcome call where she was able to talk about her goals with a staff member. Toni came in for a Get Started visit with a Wellness Coach and knew she had made a great choice by joining.

"They took all this time with me and were just so caring! I expressed an interest in wanting a personal trainer and was connected with Trish. She was the absolute perfect person for me; She has a gentle way of pushing you hard."

After working with Trish and taking group exercise classes, Toni felt her body changing. Not only had she lost weight, but she felt energized. With this new found healthy lifestyle and fitness journey, Toni set a personal goal for herself to complete a 5k, and she did just that! In February 2018, Toni completed the Disney Princess 5K and in May she completed the Mommy & Me Mother's Day 5K in South Florida.

On June 10th, Toni completed her third 5K, participating in the 5K Run/Walk For a Better Us Fundraiser with The Gateway Family YMCA! When asked why she choose to participate in this event, she answered:

"What the Y does is just so important. The Y is a safe place for children to go, active older adults to socialize and stay healthy, and I just love that I'm a part of this community and am able to give back in the little ways that I do."

Toni is an Annual Campaign donor because she believes in the Y's cause and mission. She is an advocate for the Y and says that because the Y changed her life, she gives back with the hopes that she can help change someone else's life.

In addition to her support to our Annual Campaign, Toni regularly volunteers her time in our Togetherness initiative, participated in our rowing challenge, attends our healthy living lectures and workshops, and has also taken the drawing class at the Wellness Center Branch.

SERVING OUR COUNTRY

ALFONSE'S STORY



"The Y is a part of my life and my daily routine. I am able to adjust my schedule based on the classes and activities that appeal to me most."

Alfonse has been a member of The Gateway Family YMCA for 23 years! If you've spent any amount of time at the Rahway Branch, you've probably met this very active member. While Alfonse enjoys his visits to the Y and participates in swimming and strength training exercises, he enjoys the flexibility of his membership.

"I can change the times I go according to the events schedule. My current wellness goal is to keep my weight in check, but I enjoy the members I meet every day and continue to try new classes."

Alfonse proudly served our country in the United States Marine Corps Weapons Platoon—attached to Kilo Company. Alfonse completed his tour in Vietnam as an E3 Lance Corporal at the age of 19, in 1969! He has also written a memoir of his time in "Nam".

"While I was attached to Kilo Company, President Johnson's son-in-law was with one of the companies and I have a picture of him walking past us."

Alfonse also has had some more local adventures, back home in the United States, *"After 1970, I hitchhiked more than 7,500 miles back and forth across the United States. I stayed in San Francisco for a few winters in 1971 and 1972."* Alfonse also enjoys cycling and added, *"I put over 2,000 miles on a 10 speed bike"*

Alfonse continued his spirit of service into his professional career, becoming a Corrections Officer here in New Jersey. Alfonse retired as a Corrections Officer in 2013. *"I use my YMCA membership not only to stay in shape, but also to remain connected to friends and give back to the community."*

FOR HEALTH. FOR CONNECTION. FOR SUPPORT.

FINDING MORE THAN HOME

ROBERT'S STORY



"Each day I am grateful for this chance at life. I am in control of my future!"

Each day we provide supportive services to make sure that every adult, child and family have what they need to improve their life and achieve their goals.

Robert is a 65 year old male who entered The Gateway Family YMCA's Supportive Housing Program (SHP). Robert was facing a deterioration in his health and an increase in dependence on alcohol. He was struggling with the loss of his wife and he did not want alcohol to consume his life. Robert made a decision to confide in his case manager at the Y and to change his life.

In the beginning, Robert's treatment program was five days a week with frequent meetings. *"I was tired at times due to the lengthy schedule, but I was ready to fight! I was determined to stay clean and sober and participated in my support groups and individual care with my case manager."*

Robert was awarded for his perfect attendance in his program at Trinitas and completed the program at the end of December. He has been clean and sober for four months and would like to continue this path with the help of the Y and his case manager. Robert is enjoying his new opportunity at life and is taking it one day at a time.

"The Supportive Housing program has been good to me through my turbulent times with alcohol abuse. I'm so grateful to The Gateway Family YMCA and the Supportive Housing program which linked me with Trinitas. The staff at the Elizabeth Branch believe in me, when at times I thought I did not believe in my own self. Now, I feel empowered and ready to move forward with my life, free of alcohol."

The Supportive Housing Program assists disabled, homeless individuals and families in the transition from homelessness to permanent housing; providing the participants with apartments in the community along with additional support services.

SUPPORTIVE HOUSING PROGRAM

MAKING A DIFFERENCE

AYONNA'S STORY



On October 15th, Ayonna Chambers was honored as The Gateway Family YMCA's 2018 Youth Volunteer of the Year at the New Jersey YMCA State Alliance 18th Annual Recognition Celebration.

Ayonna, a student attending Union High School, has been an active member and volunteer at the Five Points Branch in Union, NJ for many years. She has dedicated over 100 hours to volunteering and making a difference in the lives of the youth program participants at the YMCA.

"I first joined the YMCA with my family and participated in the After School Program in elementary school. I enjoy gymnastics and spent 2 years volunteering with the children in the program. Not only did I get to teach them about something I love, but I personally learned so much by teaching them."

Ayonna is extremely patient, caring and gentle with our youngest gymnasts, ages 3-5. The young gymnasts love being in Miss Ayonna's Gymnastics class and the parents enjoy her knowledge and commitment to the program.

Ayonna has transitioned to our staff team at The Gateway Family YMCA - Five Points branch, and we look forward to continuing to be a part of her bright future.

2018 Youth Volunteer of the Year

BUILDING HEALTH AND FRIENDSHIPS

CHARLES, MANUEL, MICHAEL & NOAH'S STORY



Charles, Manuel, Michael and Noah are four friends who attend the Roselle Park Middle School. The boys are best friends and can be seen together nearly every day after school walking to the Y.

"We are all athletes and participate in various sports such as wrestling, baseball, football and basketball. At the Y we can practice together, work out in the fitness center and even take a swim."

They are familiar faces in our building especially with the Fitness Floor Staff. They are genuinely interested in being physically fit and healthy and openly talk to the Fitness staff asking for help with workouts, and advice on healthy eating.

"We hold each other accountable and make sure we are working out and not "goofing off". It is up to us to set a good example for the other 7th graders coming to our building."

The Gateway Family YMCA provides a complimentary membership and 7th Grade Leaders Club to all students in our local community through the 7th Grade Initiative to support and encourage teens to adopt and maintain a healthy lifestyle at an age when they are beginning to make their own choice regarding health and wellness.

"No matter what sports or activities we have at school, we always find time to visit the Y together."

7TH GRADE INITIATIVE

BE STRONG LIVESTRONG

PAT'S STORY



"LIVESTRONG® at the YMCA has made an incredible difference in my recovery. I can't thank you enough for offering it. I hope you continue this program so that others can heal."

I am so appreciative of how encouraging all the Y staff has been and how forward thinking the Y's approach to the LIVESTRONG® at the YMCA program is!"

Pat came to us as a participant in our LIVESTRONG® at the YMCA program, but her introduction to the Y goes back to her youth. In the 1950's she learned to swim at our Elizabeth Branch, along with her brothers and sisters.

Although Pat loved to walk, following a structured exercise program in public was not in her comfort zone. When she was diagnosed with cancer she became somewhat familiar with the LIVESTRONG® at the YMCA program, but only after receiving a brochure and the friendly encouragement from a new Bible Study friend and Y member Ella, did she look into it seriously.

Pat found her classmates and everyone at the Y extremely welcoming, encouraging and forward thinking. Pat said she did not let her age get in the way and the LIVESTRONG® at the YMCA classmates and program created a very comfortable environment to work at her own pace. Following the 12 week LIVESTRONG® at the YMCA program, and with her newly found comfort level with the exercise environment, Pat continued to work out at the Y.

Very recently, Pat experienced a relapse and is again undergoing treatments. This time she is dealing better with the fatigue and balance issue by continuing her intentional movement and exercise. Now she is looking forward to traveling with her husband Joe to California to visit family and babysit some of her 9 grandchildren! She hopes more people will learn the benefits of not only regular physical activity but of the power of an encouraging word from a friend to join the Y.

LIVESTRONG® at the YMCA is a small-group program that helps adult cancer survivors reclaim their health and well-being following a cancer diagnosis. Through this program we are creating communities among cancer survivors and guiding them through safe physical activity, helping them build supportive relationships, and reducing stress – leading to an improved quality of life.

FINDING SUPPORT

MICHAEL'S STORY



"It's an opportunity for me to share my experiences and help others coping with similar things. There is no manual on this. Everyone is different but we have a bond in sharing this experience. There is no right way to do it, no wrong way. You just have to do it. If you love your person, it's the only choice."

When Michael moved to Springfield, he found himself alone and dealing with one of the biggest challenges of his life – the Alzheimer's Disease of his beloved wife. Sandra was 67, an RN who ran her own holistic nursing practice, when she first began showing symptoms of dementia. Michael shares that the first sign was Sandra not being able to calculate a 20% tip on a dinner bill. Sandra was not unaware of what Alzheimer's was – her father had it and she had cared for him.

"Sandra was a vibrant, intelligent, community person who, along with running her own practice, was involved in volunteer work. She was very engaged and living life. That was what got to me...as she progressed, the changes came rapidly...I could see her losing it. She went from a warm, wonderful person to being a real pain."

Michael and Sandra had no children and their families are not local. Michael had no one to help him and, even if he had, Michael admits that he wouldn't have asked for help. He soon found himself feeling depressed and very isolated. Realizing he couldn't do everything alone, Michael ended up placing Sandra in a nursing home and 2 months later, he ended up in the hospital due to stress. Michael says that was his low point and a therapist referred him to the Alzheimer's Association.

On attending his first meeting of the NJ Alzheimer's Association Caregiver Support Group at the WISE Center Branch, Michael was sure that this would be of no help and that listening to other people's stories would just "bum him out more". That first meeting proved the exact opposite. Michael found what he had needed all the time – support, understanding, empathy, and even some laughs. The group helped him realize how narrow his perspective had been, how deep into the "caregiver syndrome" he was. He thought he knew everything about Alzheimer's but still finds himself learning more at every meeting. Through sharing with others, Michael realized "I was not alone".

Michael continues to attend the Caregiver Group each month and now also participates in the Bereavement Support Group.

MANAGING HEALTH

BLOOD PRESSURE SELF-MONITORING



Through the Blood Pressure Self-Monitoring Program, Healthy Heart Ambassadors train participants to properly measure and monitor blood pressure and provide ongoing personalized support as they strive to achieve their health goals.

Throughout the four month program, participants are provided individual consultation, support and nutrition education seminars as well as an opportunity to measure their blood pressure with coaching for proper measuring techniques from a Healthy Heart Ambassador.

BLOOD PRESSURE SELF-MONITORING PROGRAM GOALS:

- Reduction in blood pressure
- Better blood pressure management
- Increased awareness of triggers that elevate blood pressure
- Enhanced knowledge to develop healthier eating habits

TAKE ACTION TO IMPROVE HEART HEALTH

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.

Through the positive outcome of our work with Shaping Elizabeth, we have expanded our focus to serve all communities in Eastern Union County. With the help of our community partners, Shaping Eastern Union County provided Indoor and Outdoor Playstreets, Nutrition Education Workshops, Mobile Food Markets, Active Events and worked together to create sustainable change for our community.



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.

DIVERSITY, INCLUSION AND GLOBAL INNOVATION NETWORK YMCA

THE GATEWAY FAMILY YMCA



The Gateway Family YMCA has been recognized for our commitment to diversity, inclusion and global initiatives by the YMCA of the USA and has been awarded the title of the 82nd Diversity, Inclusion and Global (DIG) Innovation Network YMCA for our dedication and commitment to supporting diversity and inclusion practices.

STRONGER INDIVIDUALS AND STRONGER COMMUNITIES START WITH US

In 2018, we conducted monthly new member surveys to measure our impact on our members and community through SEER Analytics.

MEASURING OUR IMPACT

NEW MEMBER EXPERIENCE SURVEY

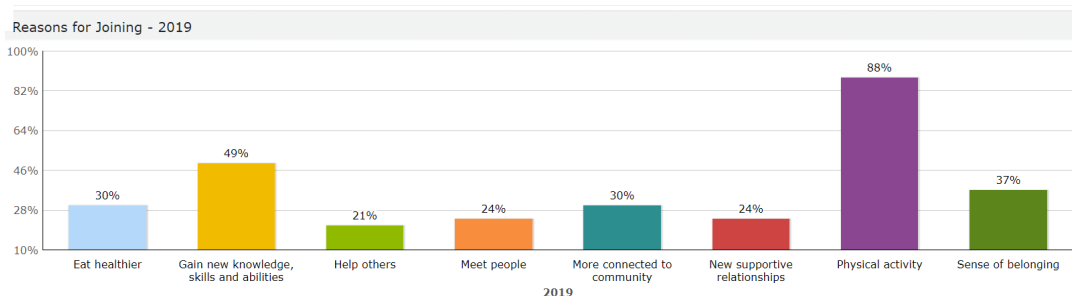
INDIVIDUAL IMPACT

Reasons for Joining

- 88% Physical Activity
- 49% Gain New Knowledge, Skills and Abilities
- 37% Sense of Belonging

"Convenient to home, the kinds of equipment and programs that appeal to me, a varied selection of gym users so I won't feel intimidated. "

"Truthfully, I chose the Y initially because it's close, but it has turned out to be clean, well equipped and the staff is awesome and very helpful. The pool is a big plus and the family package is a great value."



NEW MEMBER ENGAGEMENT SURVEY

INDIVIDUAL IMPACT

On-Boarding

54% Participated in an Interview to Determine Needs & Interests

Engagement

68% Feel Welcome

64% Staff are Good Listeners

61% Participation in Groups Improves My Well-Being

"My son is a member of the YMCA and he loves his instructors. He is a great swimmer because of the expertise of the instructors. Staff is also very pleasant and helpful."

COMMUNITY IMPACT

Strengthening Community

59% The Y Helps Strengthen the Community

Youth Development

61% The Y is a resource for nurturing the potential of children

Healthy Living

69% The Y is a community resource for improving health & well-being

"I'm a Senior resident in Rahway and because of recent health issue and a more sedentary life style I decided that I needed to make exercise part of my daily routine. The staff at the Y was very friendly and the facility was very clean."

"The YMCA supports my community as well as providing me with a safe, comfortable and affordable exercise environment."





WITH GRATITUDE TO OUR DONORS

Working with generous donors like you, the Y provides everyone the opportunity to be healthy and thrive, to connect with others, and contribute to a better community.

TOGETHER WE BUILD
A STRONGER COMMUNITY

THANKS TO **YOU**

The Y.™ For a better us

DIABETES PREVENTION

LIVESTRONG AT THE YMCA SWIMMING

WELLNESS AFTER SCHOOL CARE

SUMMER CAMP BASKETBALL

ADULT DAY SERVICES FIRST GRADE INITIATIVE

CHILD CARE HOUSING

SOCIALIZATION TOGETHERHOOD

CHARITABLE GIVING DANCE

ARTS HEALTHY EATING SUPPORT

TEAMWORK COMMUNITY



tgfymca.org