We discovered remarkable treasures **FOR YOUTH DEVELOPMENT** through our Power Scholars Academy...

...and the **Be Water Smart from the Start** water safety campaign.

We helped communities discover new habits **FOR HEALTHY LIVING** through YMCA’s Diabetes Prevention Program...

And we demonstrate our passion **FOR SOCIAL RESPONSIBILITY** by **Building What Matters** in Citrus County.
The YMCA of the Suncoast has much to celebrate. In this 2014 Annual Report, you’ll see that “not all treasure is silver and gold.” This report is a map that highlights the volunteers and their commitment to our Grand Plan for Success in youth development, healthy living, philanthropy and volunteerism.

We also welcome Jennifer Moore as our new captain. We look forward to her leadership in building relationships with the community and we graciously thank Charlie Robinson for guiding the YMCA of the Suncoast for the last two years.
Congratulations to “Captain” Charlie Robinson for his exceptional work sailing the YMCA of the Suncoast ship!

His passion for the Y and dedicated leadership and service to our organization has earned him the Chairman’s Award for 2014-15.

Charlie’s efforts as our Chief Volunteer Officer saw the Y enhance its position as a charity and more than just a gym and swim in the community.

At Gulfside Elementary School, 95 children closed the achievement gap by becoming Power Scholars! Our swimming pools calmed vast seas as more than 3,000 children learned that water can be fun.

More than 86 percent of our participants in YMCA’s Diabetes Prevention Program agreed or strongly agreed the program has helped them meet their goals for a healthier lifestyle.

And in Citrus County, the Y began before- and after-school care in all elementary schools.
GPS VOLUNTEERS OF THE YEAR

FOR HEALTHY LIVING: AMERICA AND DANA DEUPREE

America and Dana have been members of the Y’s Healthy Living committee since its inception in 2012. They own the Macula Center in Clearwater. Dana Deupree, M.D., is a board-certified ophthalmologist and retina specialist. America is also a physician and she serves on the association board of directors.

They have been extremely instrumental in helping the association expand its healthy-living partnerships. They have connected the Y to leaders of several health organizations in the Tampa Bay area.

They are strong advocates of the YMCA’s Diabetes Prevention Program.

FOR YOUTH DEVELOPMENT: ALISON CRUMBLEY

Alison Crumbley is a strong advocate for education and youth development. She also represents Pasco County School Board District 4.

Her leadership was invaluable while helping the YMCA of the Suncoast become one of eight Ys that partnered with BELL and the YMCA of the USA to deliver the Power Scholars Academy to Gulfside Elementary in Holiday.

The program helps at-risk students gain the academic skills they need to succeed in school; the self-esteem they need to make healthy choices and set ambitious college and career goals; and the resiliency they need to maintain a positive and productive course in life.
FOR VOLUNTEERISM: HENRY “HANK” CHOATE

Hank is 91 years young, and he has been a very active member of the Greater Palm Harbor YMCA since 2007. Hank has made it his mission to get to know all the members and staff of the Y and he is a regular at all special events and branch activities.

Hank knows what it takes to be a volunteer and serve. His tour in the Navy paid for his tuition at Georgia Tech. Hank believes a college education is important and paying for it can be a struggle. In 2010, his idea tied a youth’s volunteer hours at the Y to a $1,000 scholarship, and the Henry “Hank” Choate Youth Volunteer Scholarship Award was created. Every year since, Hank has personally invested his time into leading the selection and recognition of one college-bound student.

FOR PHILANTHROPY: STAN AND BETTY OLSEN

The Y is more than a place — it’s a cause. Citrus County was one of the last counties in the Sunshine State where there was no YMCA. That was until a grassroots effort, formed in 2007, began to bring Y programs to the area.

Last November, the Olsens officially donated 18 acres of land to YMCA of the Suncoast. Thanks to their generous gift, Citrus County families will soon have their own YMCA.

The Stan and Betty Olsen Campus is in Central Citrus County on the north side of County Road 486 near 491. Construction will begin in May 2015 and the doors will open in early 2016.
In 2014, our staff and volunteers selected exceptional leaders during our YMCA Community Support Campaign.

Todd McWhirter and Paul Cash took lead roles in helping the Y raise funds to provide financial assistance to those in need. That’s strengthening community!

$1.6 million was distributed in financial assistance to YMCA of the Suncoast members in need during 2014.
## FINANCIAL REPORT 2014

### SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Fees¹</td>
<td>8,439,441</td>
<td>8,749,405</td>
<td>-3.5%</td>
</tr>
<tr>
<td>Child Care and Camp Fees²</td>
<td>9,164,069</td>
<td>8,427,352</td>
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<tr>
<td>Program Service Fees³</td>
<td>1,504,661</td>
<td>1,572,709</td>
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<tr>
<td>Contributions - Capital⁴</td>
<td>5,242,821</td>
<td>849,929</td>
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</tr>
<tr>
<td>Contributions - Other</td>
<td>1,587,028</td>
<td>1,605,534</td>
<td>-1.2%</td>
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<tr>
<td>Grants⁵</td>
<td>1,278,088</td>
<td>1,165,286</td>
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<tr>
<td>Other⁶</td>
<td>405,169</td>
<td>540,342</td>
<td>-25%</td>
</tr>
<tr>
<td><strong>Total Support and Revenue</strong></td>
<td><strong>$27,621,277</strong></td>
<td><strong>$22,910,557</strong></td>
<td><strong>20.6%</strong></td>
</tr>
</tbody>
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### NOTES

1. The decrease in membership fees is related to the Bardmoor and SunTrust locations ($195,000), which are no longer part of our association.
2. Child care and camp fees increased $370,000 from new programming in Citrus County.
3. Program fees decreased because of the two branches that are no longer part of the association.
4. Capital contributions increased with new pledges, a gift of land, and $2.8 million from the Citrus Memorial Health Foundation.
5. Grant income increased as a result of initiatives focused on education of youth through reading and enhanced programs.
6. Other revenue includes returns on investments which remained positive although lower due to reductions in earnings.

### SOURCES OF SUPPORT AND REVENUE

- **Child Care and Camp Fees** 33.2%
- **Membership Fees** 31%
- **Contributions — Capital** 19%
- **Grants** 6%
- **Contributions — Other** 5%
- **Other** 1%
- **Program Fees** 5%
87,908 people across the four-county region were served by YMCA of the Suncoast programs in 2014. Of those...

47,153 were women and girls

40,755 were men and boys

20,066 were 65 or older

29,027 were younger than 18

2,017 Swim lessons given across the association

53,040 Volunteer hours clocked by 3,709 people. That equals...

6 years of 24-hour service

3,762 Children attended summer camps

5,301 Children in our school-age programs

6,630 8-hour work days