



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



GROWING TO SERVE

YMCA OF METROPOLITAN DETROIT
2024 ANNUAL REPORT



It is a great privilege to serve this incredible community. Since 1852, the YMCA of Metropolitan Detroit has stood as a trusted partner in strengthening the spirit, mind, and body of individuals and families across our region. As a nonprofit 501(c)(3) community service organization, every dollar entrusted to us is reinvested directly into programs that support youth development, healthy living, and social responsibility.

In 2024, we were honored to welcome more than 5,000 new individuals who chose the YMCA as their partner on their wellness journey. With over 11,000 active memberships, we served more than 55,000 people across Wayne, Oakland, Macomb, and eastern Livingston Counties—each with their own story, background, and goals.

Among our proudest accomplishments: nurturing and empowering more than 20,000 children in YMCA youth programs, many of whom are not YMCA members. These programs go beyond recreation. They help young people connect with caring adults, succeed academically, develop lifelong healthy habits, build confidence, explore nature, prepare for careers, and even learn life-saving water safety skills. Each child served represents a story of hope, growth, and possibility.

We were equally honored to walk alongside those navigating life with chronic illness—supporting hundreds of cancer survivors through our LIVESTRONG® at the YMCA program, individuals with Parkinson's through Rock Steady Boxing, and over 10,000 older adults who found fitness, fellowship, and renewed purpose at their local Y. These programs not only promote health, but also reduce isolation and foster meaningful connection and longevity.

Thanks to the generosity of our donors, partners, and volunteers, we raised over \$1.5 million through our Annual Campaign and the Legacy Golf Classic. These funds provided critical financial assistance to ensure that no child, family, or senior is turned away from life-enhancing Y programs due to financial barriers.

Our impact is made possible by our remarkable team of more than 1,200 dedicated YMCA employees. In 2024, we also expanded our leadership team to elevate program quality in wellness, youth services, member engagement, human resources, community partnerships, and technology.

We know that what we focus on grows. This year, that focus led to real enhancements—such as updated wellness centers with more strength-training equipment and the launch of Michigan's only EGYM smart fitness system, proudly located at our South Oakland Family YMCA.

And we didn't stop there. In 2024, we embarked on an ambitious strategic planning process, engaging members, staff, volunteers, and community leaders in a shared vision for the future. Together, we identified five key priorities that will guide our work over the next three years:

- Prioritize Youth and Family Engagement
- Expand Health and Well-Being
- Invest in our People and Culture
- Deepen Impact by Increasing Brand Familiarity and Visibility
- Ensure Organizational Impact

In the year ahead, we look forward to bringing this plan to life—creating new pathways for people of all ages and backgrounds to grow stronger, healthier, and more connected.

Thank you for your ongoing belief in our mission. We invite you to read this report, celebrate the stories of impact within it, and share your YMCA experience with others. Together, we are building a stronger, healthier, and more connected Metro Detroit.

With gratitude,



Gail von Staden
Chair of the Board
YMCA of Metropolitan Detroit



Parrish Underwood
President & CEO
YMCA of Metropolitan Detroit

DEPARTMENT HIGHLIGHTS

FINANCE

CONTINUED GROWTH

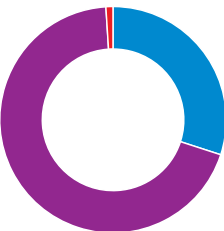
We are proud to share that the financial health of our YMCA continues to improve. This progress is a direct result of the growing support we've seen in membership, program participation, philanthropic giving, and public partnerships.

Every dollar that comes through our doors helps power programs that change lives. We are grateful for every member, donor, and supporter who helps us build a stronger YMCA for all.

OPERATING ACTIVITIES

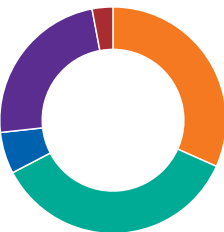
For the Period Ended December 31, 2024

SUPPORT AND REVENUE



Contributions & Grants	\$ 7,611,069
Membership & Program	17,311,230
Other	319,946
Total Operating Revenue	\$25,242,245

EXPENSE



Youth Development	\$8,365,748
Healthy Living	9,525,683
Social Responsibility	1,473,453
Management	6,272,848
Fundraising	751,307
Total Operating Expense	\$26,389,039
Net Loss From Operating Activities	\$(1,146,794)

NON-OPERATING ACTIVITIES

Capital and Other Contributions	\$664,958
Restricted Grant Revenue	(1,110,615)
Investment Activity	801,110
Interest Expense	(554,957)
Depreciation Expense	(2,190,328)
Other	(917,681)
Net Loss from Non-Operating Activities	\$(3,307,513)
Net Loss	\$(4,454,307)

COMMUNITY INITIATIVES

13,700 FAMILIES SERVED

This year, we had the privilege of supporting more than 13,700 youth and families across four counties through community- and resident-

centered programs. From our Fresh Baskets campaign and Y on the Fly sports and play pop-ups to Detroit Swims water safety lessons and Y Arts creative experiences, we showed up where our community needed us most. Our Teen Achievers and Achievers 2.0 programs helped high school students stay on track for graduation and prepare for the future through college and career readiness.

Over the holiday season, our Fresh Baskets campaign raised \$32,555, thanks to 90 generous volunteers. Together, we helped 455 families—including 1,087 adults and 970 children—put food on the table during a time that can be especially challenging. While we serve the region's four largest counties, more than 75% of the people we reached live in Detroit and 80% in Wayne County. Every day, we work to remove barriers and increase opportunity for our most vulnerable neighbors through the power of collaboration and community care.



MEMBERSHIP

50,000 METRO DETROITERS

This year, more than 1,400 new memberships—representing over 5,000 people—joined our YMCA family. By the end of 2024, we were serving nearly 50,000 Metro Detroiters through over 11,000 active memberships.



Each membership is more than a number—it's a story of someone choosing to build a healthier, more connected life. Whether in the pool, in group exercise, or volunteering at a community event, our members make our YMCA stronger every day.



CULTURE & COMMUNITY BRIDGING COMMUNITY

In 2024, we proudly unveiled the “Call for Peace” mural at our YMCA—a vibrant visual commitment to unity, created in partnership with Interfaith America, YMCA of the USA, City Walls Detroit, and Detroit artist Trae Isaac. As a center of community and peace, we aim to uplift humanity across all lines of difference.

We also hosted several Stand for Something community conversations focused on mental health and visited local cultural institutions in Southwest Detroit. These moments of connection and learning help us fulfill our promise to serve all—and create spaces where everyone can belong.

INFORMATION TECHNOLOGY 9 LOCATIONS 2 PERSON TEAM

Supporting seven YMCAs, two camps, and dozens of off-site programs with just two IT staff is no small task—but we’re up for the challenge. From keeping phones and copiers online to managing our member software and website, we keep the digital backbone of the Y running smoothly.

One of our proudest moments this year was introducing EGYM technology to Michigan for the first time. This smart equipment brings 21st-century wellness to our fitness floors—helping members work out smarter, not harder. Our goal is to make sure every piece of technology works so our members can thrive.



HUMAN RESOURCES & RISK MANAGEMENT

1,226

EMPLOYEES

Our YMCA is powered by people—and in 2024, we had the privilege of employing 179 full-time and 1,047 part-time staff. We also honored 244 incredible team members who’ve served our Y for five years or more during our Longevity Breakfast.

Safety is also a top priority. That’s why we continue to uphold our Praesidium Accreditation, a mark of our commitment to the highest standards of safety and care.



PHILANTHROPY \$1,000,000 RAISED IN 2024

Together, we raised more than one million dollars to ensure children, teens, and families have access to the YMCA programs they need most—like summer camp, water safety, and Teen Achievers college and career prep.

Thanks to your support, our YMCA Day of Giving raised over \$80,000 in just one day. And our Legacy Golf Classic brought in more than \$390,000. We are so grateful to every donor, partner, and volunteer who helped make these achievements possible. Your generosity is making life better for thousands of people every day.



MARKETING & COMMUNICATIONS

Every day, we see the impact of the Y in action—from the first swim lesson to cancer survivorship. In 2024, we worked hard to lift up those stories through powerful media partnerships with outlets like Audacy's 97.1 The Ticket and WWJ 950 AM, Crain's Detroit Business, Metro Parent, iHeartMedia's 92.3 the Mix and WNIC 100.3, LittleGuide Detroit, WDIV Channel 4, and WXYZ Channel 7.

Through these stories, we invited more people to join our mission—whether as members, donors, volunteers, or partners. Because when we share the impact of the Y, we open the door to even greater community change.



FACILITIES UPGRADED WELLNESS FOR ALL

Maintaining seven full-facility YMCAs, each with its own pool, plus two camps is no small feat—but it's a responsibility we take to heart. This year, we made key upgrades to improve the member experience, from new lighting and locker room renovations to updated pool decks. One of the highlights: we brought in modern stairmasters and a suite of new strength training equipment across all of our wellness centers.

These upgrades aren't just about aesthetics—they're about creating safe, welcoming spaces where people of all ages can grow stronger, healthier, and more connected. We're proud of the behind-the-scenes work that makes every visit to the Y something our members can count on.

A JOURNEY OF RECOVERY

When Jeremy Wilmot arrived in Michigan from the West Coast in January 2022, he was in the early stages of recovery from substance use disorder and navigating the overwhelming realities of life after addiction, including anxiety, depression, financial instability, and unemployment.

It was at the Y that Jeremy found community, stability, and support in the South Oakland Family YMCA.

The Y became more than just a gym to Jeremy, but a sanctuary where he could begin to rebuild body and mind. Through physical activity, a supportive environment, and finding exercise education at the Y, Jeremy recovered from muscle atrophy and loss of strength, as well as built mental resilience.

“One of the things I love most about the YMCA is a sense of community. You never feel judged here. You're not just a number. The staff and members create a space of genuine inclusion.”

Exercise and community became Jeremy's number one tool in maintaining sobriety and reclaiming his life.

Today, Jeremy is a certified recovery coach, mentor, community health worker, and holds a position as a training coordinator at the Detroit Recovery Project. With over 46 million Americans impacted by substance use disorders, Jeremy's journey is a reminder of the power of community and resilience that is cultivated every day at the branches of the YMCA of Metropolitan Detroit. Through supporting people like Jeremy, the Y strives to build a better, healthier, happier future for lives in our community.



BRANCH HIGHLIGHTS

A look through our seven Metropolitan Detroit branches and non-branch programs throughout the 2024 year, highlighting the impact made every day in our communities on the lives of youth, families, and older adults. Moments like these are created daily through the Y's focus on providing youth and families a safe place to belong, bond, connect, volunteer, and improve their health.

BIRMINGHAM FAMILY YMCA

375
DAY CAMPERS

Two of our Birmingham Blue Dolphins qualified for the Olympic Trials! Over 375 kids thrived in our summer camp, and more than 80 youth and adults became safer around water by participating in YMCA swim lessons.



BOLL FAMILY YMCA

2,000
NEW MEMBERS

We welcomed over 2,000 new members and served 12,500 Metro Detroiters. With partners like Downtown Detroit Partnership and Eastern Market, we offered free fitness classes in city parks and distributed fresh produce at our Y.

CARLS FAMILY YMCA

STEM
OPPORTUNITIES

Thanks to generous donors, we raised over \$105,000 that enabled our YMCA to provide healthy meals, water safety lessons, and access to STEM and summer camp learning opportunities to over 500 children.



DOWNRIVER FAMILY YMCA

184
HOLIDAY MEALS

We raised \$73,313 to provide YMCA programs for families in our community. We also shared Thanksgiving meals with 184 of our Downriver neighbors.

FARMINGTON FAMILY YMCA

\$115,000
RAISED IN 2024

We raised more than \$115,000 to support over 150 children, families, and cancer survivors with financial assistance for swim lessons, youth sports, summer camp, and LIVESTRONG at the YMCA.





MACOMB FAMILY YMCA

150

SAFER SWIMMERS

We served over 100 children in summer camp, providing \$10,000 in scholarships. Thanks to our partners, 150 kids also received free swim lessons. We continue to host the only Rock Steady Boxing program in Macomb County for those living with Parkinson's.



SOUTH OAKLAND FAMILY YMCA

EGYM

FIRST IN MICHIGAN

We became Michigan's first EGYM facility, bringing smart fitness technology to our members. We also raised \$60,000 to help over 100 families access YMCA programs like swim lessons, summer camp, and LIVESTRONG at the YMCA.



PLYMOUTH FAMILY YMCA

\$6,000

TO SUPPORT CAMPERS

We gave 120 children a joyful, enriching summer camp experience and awarded over \$6,000 in scholarships to help 10 campers attend.



METRO YOUTH YMCA

100%

GRADUATION RATE

We supported 610 teens and young adults through Achievers, Youth in Government, and initiatives like Grow Detroit's Young Talent and Boys & Young Men of Color. Every one of our 32 senior Achievers graduated on time. YMCA of the USA spotlighted our Unity Project for amplifying voices of first-generation immigrant youth.



YMCA LEARNING CENTERS

2,033

STUDENTS SERVED

We opened six new sites in Fraser Public Schools, serving 650 new students. In total, we reached 2,033 kids with safe, structured before and after-school care and awarded over \$30,000 in scholarships.



Y ARTS

6,246

ARTISTIC EXPERIENCES

Through 15 live performances, 10 gallery exhibits, and 262 workshops, we brought enriching arts experiences to over 6,200 Metro Detroiters across schools, Y branches, and community spaces.



YMCA POSITIVE PLAY INITIATIVE

3,400
ACTIVE CHILDREN

We brought sports and active play to over 3,400 kids across Wayne, Oakland, Macomb, and Livingston counties. With mobile programming in neighborhood spaces, kids explored pickleball, fencing, soccer, and more—all in a safe, fun environment.

GIRLS ON THE RUN

4,050
5K RUNNERS

More than 2,100 elementary schoolers completed 5Ks at Belle Isle and Lake Huron Metropark through Girls on the Run and PACE. Over 400 volunteer coaches and 1,500 running buddies helped make it happen.



DETROIT SWIMS

1,385
SAFER YOUTH

We expanded pool access in partnership with Wayne State, Centerline, and Detroit Public Schools—providing swim lessons to 1,385 youth. Highlights included teaching open-water safety in the Detroit River with the Detroit Sailing Company.

CAMPS OHIYESA & NISSOKONE

TOP 100
OVERNIGHT CAMPS

We were honored to be named two of Newsweek's top 100 camps in the country. Together, our camps gave over 6,200 kids life-changing outdoor experiences.



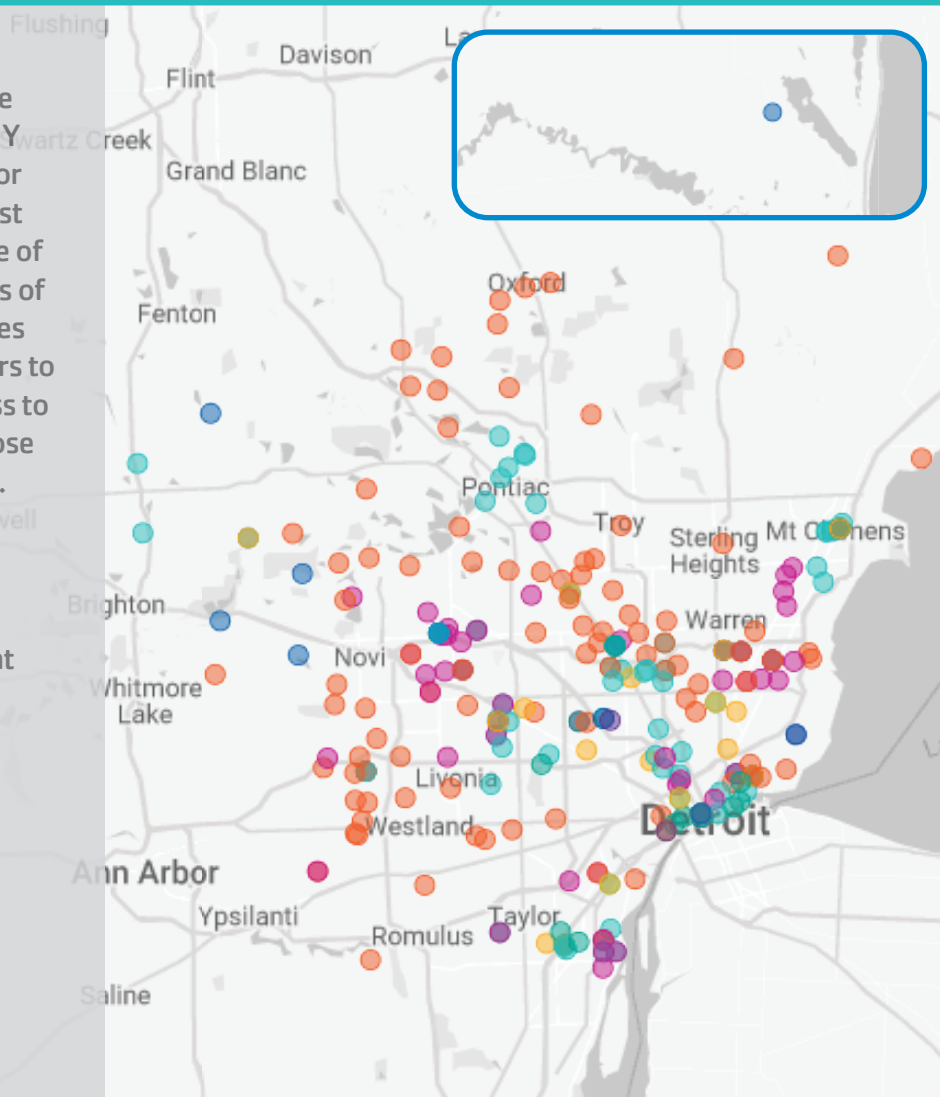
OUR REACH

The Y's influence does not stop at the front door of a branch within the YMCA of Metropolitan Detroit. The Y recognizes the foundational need for community to come together not just within the Y's four walls, but outside of it as well. Our dedication to wellness of the mind, spirit, and body for families and youth leads us beyond our doors to bring outreach programs and access to enrichment to the front steps of those within our community most in need.

For more details on how far the Y's reach spreads throughout Metropolitan Detroit communities, find the online version of this map at www.det.org/2024

LOCATION TYPE:

- ▶ YMCA POSITIVE PLAY INITIATIVE (YPPi)
- ▶ YLC SITE
- ▶ GIRLS ON THE RUN / PACE
- ▶ METRO YOUTH
- ▶ YMCA CAMP
- ▶ YMCA NON-FACILITY BRANCH
- ▶ YMCA FACILITY BRANCH
- ▶ HEALTHY LIVING
- ▶ DETROIT SWIMS
- ▶ YARTS



YMCA FACILITY LOCATIONS

BIRMINGHAM FAMILY YMCA

400 E. Lincoln St.
Birmingham, MI 48009
(248) 644-9036

BOLL FAMILY YMCA

1401 Broadway
Detroit, MI 48226
(313) 309-9622

CARLS FAMILY

YMCA 300 Family Drive
Milford, MI 48381
(248) 685-3020

DOWNRIVER FAMILY YMCA

16777 Northline Rd.
Southgate, MI 48195
(734) 282-9622

FARMINGTON FAMILY YMCA

28100 Farmington Rd.
Farmington Hills, MI 48334
(248) 553-4020

MACOMB FAMILY YMCA

10 North River Rd.
Mt. Clemens, MI 48043
(586) 468-1411

SOUTH OAKLAND FAMILY YMCA

1016 W. 11 Mile Rd.
Royal Oak, MI 48067
(248) 547-0030

COMMUNITY INITIATIVE & OUTREACH LOCATIONS

METRO YOUTH YMCA

1401 Broadway, Suite 3A
Detroit, MI 48226
(313) 223-2841

PLYMOUTH FAMILY YMCA

650 Church St, Rm 111
Plymouth, MI 48170
(734) 453-2904

YARTS

1401 Broadway, Suite 3A
Detroit, MI 48226
(313) 223-2751

YMCA CAMPS

YMCA CAMP NISSOKONE

6836 F-41
Oscoda, MI 48750
(989) 739-2801

YMCA CAMP OHIYESA

7300 Hickory Ridge Rd.
Holly, MI 48442
(248) 887-4533

PARTNERS

Academy Securities, Inc
Alliance Inspection Management
AmeriCorp NCCC
Annapurna Foundation
AON Corporation
Arch Insurance Company
Arman Foundation
Asplundh Tree Expert
Atwell, LLC
Bank of America Charitable Foundation
Barclays Capital
Barton Malow Co.
Barton Malow Foundation
Big Cat Basketball
Blue Cross Complete of Michigan
BMO (Bank of Montreal)
BNP Paribas
Bosch Community Foundation
Busch's Supermarket
Canton Community Foundation
Carls Foundation
Cass Community Services
Centers for Success
Children's Foundation
CIBC
Citi Group
City of Detroit Block Grant NOF
City of Detroit Parks & Recreation
Clark Hill
Community Foundation for Southeast Michigan
Community Foundation of Plymouth
Corewell
Credit Agricole CIB
Culture Source-Detroit Arts Support/
Erb Family Foundation
Culture Source-Detroit Arts Support/Kresge
Culture Source-Digital Access for the Arts
Delta Airlines
Delta Dental
Deneweth Vittiglio Sassak PC
Detroit Economic Solutions Corporation-City
Connect Detroit Grow Detroit's Young Talent
Detroit Kiwanis #1 Club
Detroit Pistons Basketball Co.
Detroit Public School Community District

Detroit Riverfront Conservancy
DTE Energy Foundation
Duke and Duke Services. Inc.
Eagles for Children
Elizabeth, Allan, and Warren Shelden Fund
Emerson Automation Solutions
Erb Family Foundation
Fifth Third Bank
Flagstar Bank
Flagstar Foundation
Ford Motor Company Fund
Ford Motor Credit Company
Franklin Wright Settlements
Gannett
Girls on the Run International
Girls on the Run of Michigan
Girls on the Run of Southeastern Michigan
Gleaners Community Food Bank
Goldman Sachs
Hazel Park Community Center
Hazel Park School District
Huron Valley State Bank
Huron-Clinton Metropolitan
Authority (MetroParks)
Interlochen Center for the Arts
J.P. Morgan
John A. & Marlene L. Boll Foundation
Katten Muchin Rosenman LLP
KHS Global, Inc.
Kiwanis Club of Allen Park
Kresge Foundation
Kyung Don Joo Foundation
Lee Family Dental
LL Bean
Maibach Family Foundation
Matilda R. Wilson Fund
Max & Margorie Fisher Foundation
Meijer
Michigan Arts and Culture Council
Michigan Department of Education
Michigan Department of Health
and Human Services
Michigan Department of Lifelong
Education, Advancement, and Potential
Miller Pipeline

Mizuho Americas
Morgan Stanley
MUFG Bank, LTD
Oakland County
OneMagnify
Openlane, Inc.
Partnership for a Healthy America
Peacock's Farm
Planet Ant Theatre
Plastipak
PMMI Education and Training Foundation
PricewaterhouseCoopers LLP
R.L. Coolsaet Construction Co
Ralph C. Wilson Jr. Foundation
Ralph L & Winifred Polk Foundation
RBC Capital Markets
Reynolds and Reynolds
Rite Aid
River Raisin National Battlefield
Park-National Park Service
Robert Bosch Foundation
Roberts & Ryan Investments
Roncelli, Inc
Roscoe & Horkey Farm
RouteOne LLC
Samaritas
San Tan Ford
SEEL, LLC
State Alliance of Michigan YMCAs
Sumitomo Mitsui Banking Corporation
Sutar-Sutaruk-Meyer Foundation
TD Auto Finance
The Bank of Nova Scotia
Total Health Care Foundation
Toni A. Wisne Foundation
Transunion
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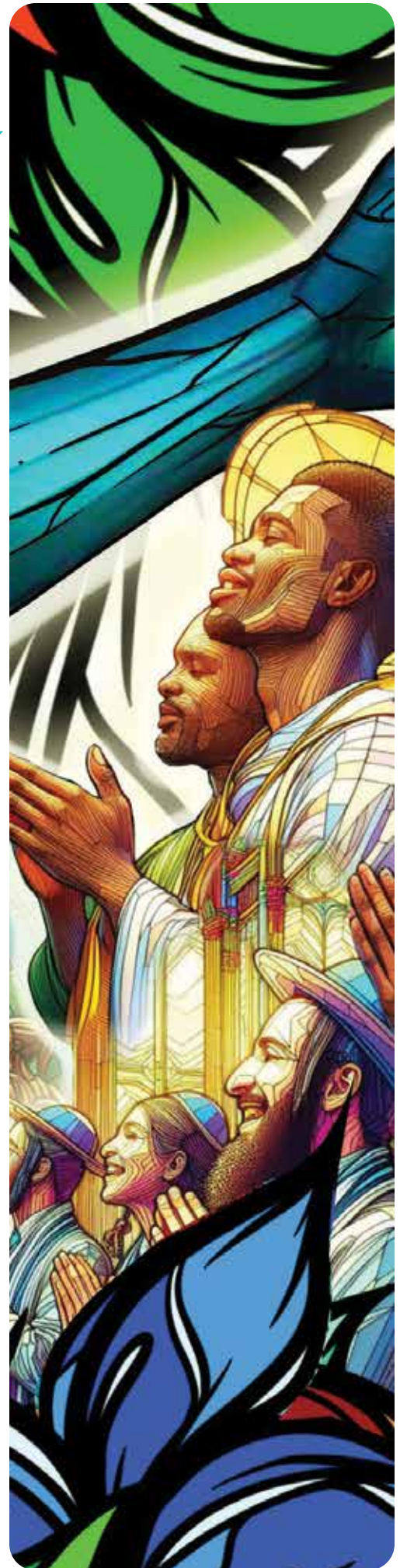
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2024 Annual Report
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YMCA OF METROPOLITAN DETROIT

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