THE END OF AN ERA
YMCA OF GREATER ROCHESTER

2021/2022 ANNUAL REPORT
A YEAR OF GROWTH.
A YEAR OF EVOLUTION.

It would be an understatement to say the past few years have thrown challenges our way following the COVID-19 pandemic. But what excited us most about 2022 was seeing all the steps we took forward in the midst of the world continuing to change around us. As 2023 approaches, what this past year has provided gives us a yearning for what’s on the horizon.

We opened up several new locations and broke ground on another; we prepared to send off an old friend of ours while getting ready to welcome in a new one; we were able to reconnect with the Greater Rochester community on a scale more familiar to us than in recent years.

It was bittersweet, when in March, President & CEO George Romell officially announced his retirement. While we wish him a happy and healthy retirement, George’s presence in the YMCA will be missed tremendously. He has nearly 50 years of experience with YMCAs, 33 years spent in Rochester, and the last 24 as President & CEO. George’s retirement led to a nationwide search that resulted in our Transition Committee selecting Ernest “Ernie” Lamour as his successor. Ernie will continue his illustrious YMCA career here in Rochester when his tenure begins on January 9, 2023. Once in place, Ernie will be making it a priority to get out to all locations to meet staff, volunteers and members. We look forward to offering opportunities to all to welcome Ernie into our Y family.

Throughout the year, there was a shift to provide services at urban Neighborhood Centers with the purchase and renaming of the Lewis Street YMCA Neighborhood Center, re-imagining our Southwest Family YMCA into the Thurston Road YMCA Neighborhood Center, as well as continuing to develop greater outreach services at our Maplewood Family YMCA.

Expansion was a theme for us this past year. After the Canandaigua Family YMCA joined our Association, a new facility was set for construction with the assistance of the Sands Family Foundation and its historic $13.5 million gift. This paved the way for the Sands Family YMCA to break ground in July 2022, with an expected grand opening in October 2023. Another expansion that took place in the City of Rochester was the unveiling of the YMCA at Innovation Square. Opening its doors in October, the YMCA at Innovation Square provides Downtown Rochester with another wellness center facility, which also features the new eGYM Circuit System. Currently, the interactive training eGYM program is available at four of our branch locations: Eastside, Westside, Schottland, and Innovation Square.

With the help of our friends at Corning Incorporated, we were also able to acquire Watson Homestead Conference & Retreat Center, which is know known as The Y at Watson Woods. Extending on a partnership of providing exceptional summer camp services for children for more than five decades, the Y at Watson Woods gives the YMCA of Greater Rochester Association another residential camp and conference center.

As I turn the page on my role as Board Chair I do so with pride and gratitude. My tenure was full of incredible accomplishments and some difficult days, but with the Y cause at the center, it was always an honor and a joy.
For nearly five decades, there has been no bigger supporter of the YMCA than George Romell. George has done just about every job you can imagine at the YMCA – camp counselor, lifeguard, locker room cleaner, front desk staff, program director, and of course, CEO. But now, George is ready to take on his next role: Silver Member!

George has spent half of his storied YMCA career as President & CEO in Rochester, becoming a visionary leader locally and nationally throughout the Y Movement. He has been a fierce advocate, and more importantly, a friend to so many. We will miss working alongside George. We will miss witnessing the impact he makes every day, both within our Y’s and throughout the community. What provides us with reassurance is knowing we, and the greater Rochester community, are better because of his tireless dedication, and that because of him, the YMCA of Greater Rochester will continue to make a difference for decades to come.

During his incredible tenure, George has overseen the impressive growth of youth programming, becoming the largest childcare provider in Monroe County with child care centers, camp and school age care. George has been instrumental in leading multiple teams of volunteers in raising more than $100 million dollars in support of driving the YMCA’s mission in new, innovative ways; including establishing a first-of-its-kind system-wide partnership in the northeast with the University of Rochester. Simply put: he has propelled the YMCA of Greater Rochester to be a Top 25 YMCA in the country, nationally looked to as a model of service.

Along with programmatic growth, George has grown the physical footprint of the YMCA of Greater Rochester with the opening, and expansions, of multiple facilities including:

- **1998:** The Thurston Road YMCA Neighborhood Center (the Southwest Family YMCA)
- **2000~’04:** Strategic focus on camping services, with restorations made to Camp Cory, Camp Gorham, Camp Arrowhead, and the creation of Camp Northpoint
- **2004:** Westside Family YMCA
- **2006:** Eastside Family YMCA
- **2009:** Bay View Outdoor Swim Center
- **2011:** Maplewood Family YMCA revitalization including opening of Lily Café
- **2019:** Schottland Family YMCA
- **2022:** Purchase of 53 Lewis Street, Groundbreaking of Sands Family YMCA which garnered the largest, one-time single donation in YMCA of Greater Rochester history
The YMCA of Greater Rochester is pleased to recognize Corning Incorporated as the 2022 Collaboration Award Winner! This special award is only given when truly deserved. With past winners including the United Way of Rochester and the Finger Lakes, Foodlink, University of Rochester Medical Center, ESL Federal Credit Union, and more, Corning Incorporated joins a group of true regional leaders.

Corning Incorporated is the cornerstone of the Corning community, a legacy corporation in the State of New York, a national icon, and an international trendsetter. The YMCA of Greater Rochester is proud to stand on the foundation Corning Incorporated has created to help make the greater Corning area a better place for all to live and thrive. Corning Incorporated’s influence, support, and partnership has allowed for the Corning Family YMCA and The Y at Watson Woods to make a meaningful difference in the region.

The Corning Family YMCA is situated directly adjacent to the Corning Museum of Glass and even before joining the Rochester YMCA, was supported by the company. Since the merger in 2016, Corning Incorporated has been at the forefront of funding the operational success of the branch. Additionally, they have funded the addition of a Kid’s Adventure Center that has made indoor fun available for kids all year long. The YMCA long utilized Watson Homestead for Day Camp, and when the idea of the YMCA taking on operation of the facility was brought forward, Corning Incorporated immediately supported the bold plan. The company worked closely with the Y to allow for a debt-free transition of the property and seed funding for operational success.

It is not just the financial investment that makes Corning Incorporated the 2022 Collaboration Award winner, it is the people and the partnership. When the noon horn blows at the Corning Headquarters each day, you can expect an influx of employees at the YMCA. Many of these employees have served as volunteer leaders for the YMCA, including the current Branch Board Chair, and the Chair of the Branch Cabinet. Key leaders from Corning Incorporated, the Corning Foundation, and Corning Enterprises have been critical partners of the advancement of the Y mission throughout the region and for decades. More recently, during the past five years there have been dozens of calls, meetings, and of course, virtual meetings to discuss innovative ideas, new projects, funding opportunities, and community partnerships. If the Y has thoughts for something new or different in the region, the first call is always to Corning Incorporated. They have proven to be the highest quality innovators and partners in each new endeavor, offering guidance and support every step of the way. They understand the unique challenges and opportunities in the region and have shown a level of trust with the YMCA that allows for maximum impact.

The Corning Family YMCA, The Y at Watson Woods, and the YMCA of Greater Rochester, as a whole, is a better organization because of Corning Incorporated. Put simply, no other entity has had a greater influence on the Y’s service in the Southern tier region.
We continue to fulfill our mission in new ways in support of all those in our community. The following are updates regarding our ongoing efforts to enhance our program offerings and services available to City Residents, in concert with our seven Task Force Recommendations:

**No. 1: UNIFIED URBAN SERVICES**
Realigned leadership throughout urban services and placed Neighborhood Center Directors at each location.

**No. 2: PARTNERSHIPS IN HEALTH & WELL BEING**
- Established Senior Resource Center with United Way at Thurston Road.
- Reignited Rochester City School District partnership with programming at School No. 4 and 8.
- Establishing Food Access Centers and meal programs with Foodlink.

**No. 3: FINANCIAL SUSTAINABILITY**
- Created multi-million dollar Urban Endowment Fund to support programs.
- Awarded $2,031,544 in ARPA funding to directly support Urban Neighborhood Centers.

**No. 4: EXISTING LOCATIONS & COMMUNITY OUTREACH**
Purchased Lewis Street and renamed to The Lewis Street YMCA Neighborhood Center, solidifying the Y’s investment in the community for generations to come. Created two additional Neighborhood Centers at Thurston Road and within Maplewood. Held community meetings, and learned residents are seeking food access points, health care, support services, youth and senior services.

**No. 5: CENTER CITY WELLNESS LOCATION**
Opened The YMCA at Innovation Square.

**No. 6: FUTURE OF CARLSON**
Approval by Executive Committee on sale parameters has been obtained. Key components include: Robust adolescent and teen presence, with exclusive third floor space, and use of pool and gym. Relocation plans for our corporate offices, early childhood center and school age services are ongoing.

**FUTURE FOCUS**

**No. 7: NEW, FULL-SERVICE FACILITY**
The timeline on this recommendation, when approved in December of 2021, was outlined as 4 to 6 years. At current, the YMCA remains committed to determining the feasibility of a second, full facility YMCA within the city limits to create a “neighborhood hub model.” Our goal remains to engage key community leaders in a feasibility study beginning in mid-2024.
A Leader. A Partner. An Advocate. A Friend. Dan Burns has been each of these for the YMCA of Greater Rochester for more than 20 years. His unique talents helped catapult the YMCA into the 21st century and has been at the forefront of many of the YMCA’s most critical junctures during the first two decades of the millennium. The YMCA would simply not be what it is today without his volunteerism.

Jurij Z. Kushner Red Triangle Award winners exemplify volunteers who have demonstrated the highest level of volunteer impact for the YMCA. Dan has been a dedicated YMCA volunteer since 2002 in roles including Annual Campaign Chair, Board Chair, Board Vice President, Maplewood Capital Campaign Co-Chair, CEO Transition Committee Member, and innumerable additional volunteer positions. Dan has shown a unique ability to connect the YMCA with like-minded partners and donors to advance the Y mission. The result of this talent has been new YMCA facilities, transformational donor investment, and enhanced service to the community.

Dan, his wife Denise, and their adult children are longtime YMCA members and participants. Dan has embraced all levels of personal and corporate philanthropy. He doesn’t lead from afar, instead you can often find Dan in a Y, particularly on Saturday morning at a cycle classes. As we look around the YMCA in 2022, it is hard to imagine what it would be without Dan’s influence. He is most deserving of this special honor, and we thank him for his truly remarkable service.
“My volunteer work is truly a function of my own ‘red triangle’ of people who have been my role models: my Dad, Neil T. Burns; long-time M&T CEO Bob Wilmers; and Rochester Icon Carlos Carballada. Looking back today, all I can say is, ‘how lucky am I to have these kinds of role models!’”

- Dan Burns, reflecting on his volunteerism
YMCA OF GREATER ROCHESTER
LOCATIONS

FACILITIES

Bay View Family YMCA ............................................. 585.671.8414
1209 Bay Road, Webster, NY 14580

Canandaigua Family YMCA ........................................ 585.394.6866
32 North Street, Canandaigua, NY 14424

Corning Family YMCA .............................................. 607.936.4638
127 Center Way, Corning, NY 14830

Eastside Family YMCA ............................................ 585.341.4000
1835 Fairport Nine Mile Point Road, Penfield, NY 14526

Maplewood Family YMCA ....................................... 585.647.3600
25 Driving Park Avenue, Rochester, NY 14613

Northwest Family YMCA .................................... 585.227.3900
730 Long Pond Road, Rochester, NY 14612

Schottland Family YMCA .................................... 585.446.2000
2300 West Jefferson Road, Pittsford, NY 14534

The Lewis Street YMCA Neighborhood Center ............... 585.325.2572
53 Lewis Street, Rochester, NY 14605

The Thurston Road YMCA Neighborhood Center ............ 585.328.9330
597 Thurston Road, Rochester, NY 14619

The YMCA at Innovation Square ................................ 585.723.3020
100 South Clinton Ave, C250, Rochester, NY 14604

The YMCA at Watson Woods ................................... 607.962.0541
9620 Dry Run Road, Painted Post, NY 14870

Westside Family YMCA ........................................... 585.247.3501
920 Elm Grove Road, Rochester, NY 14624

SUMMER CAMPS

Camp Arrowhead .................................................. 585.383.4590
20 Arrowhead Road, Pittsford, NY 14534

Camp Bay View .................................................... 585.341.4001
1209 Bay Road, Webster, NY 14580

Camp Corning ....................................................... 607.962.0541
9620 Dry Run Road, Painted Post, NY 14870

Camp Cory .......................................................... 585.325.2889
140 Route 54 East Lake Road, Penn Yan, NY 14527

Camp Eastside ....................................................... 585.341.4030
1835 Fairport Nine Mile Point Road, Penfield, NY 14526

Camp Gorham ....................................................... 315.357.6401
265 Darts Lake Road, Eagle Bay, NY 13331

Camp Northpoint ................................................... 585.784.3800
249 North Greece Road, Hilton, NY 14468

CHILD CARE

Before & After School Program Offices ....................... 585.341.4010
1851 Fairport Nine Mile Point Road, Penfield, NY 14526

Carlson Child Care Center ....................................... 585.263.4283
444 East Main Street, Rochester, NY 14604

Eastside Child Care Center at Fairport Baptist Homes . 585.341.3054
4646 Fairport Nine Mile Point Road #2, Fairport, NY 14450

Skalny Child Care Center ....................................... 585.446.2080
2300 West Jefferson Road, Pittsford, NY 14534

Westside Child Care Center .................................... 585.341.3278
920 Elm Grove Road, Rochester, NY 14624

BRANCH MEMBERSHIP

<table>
<thead>
<tr>
<th>Branch</th>
<th>Total People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bay View Family YMCA</td>
<td>6,466</td>
</tr>
<tr>
<td>Canandaigua Family YMCA</td>
<td>3,849</td>
</tr>
<tr>
<td>Corning Community YMCA</td>
<td>5,185</td>
</tr>
<tr>
<td>Eastside Family YMCA</td>
<td>15,001</td>
</tr>
<tr>
<td>Maplewood Family YMCA</td>
<td>3,678</td>
</tr>
<tr>
<td>Northwest Family YMCA</td>
<td>7,918</td>
</tr>
<tr>
<td>Schottland Family YMCA</td>
<td>24,548</td>
</tr>
<tr>
<td>The YMCA at Innovation Square</td>
<td>638</td>
</tr>
<tr>
<td>Thurstont Road YMCA Neighborhood Center</td>
<td>475</td>
</tr>
<tr>
<td>Westside Family YMCA</td>
<td>9,924</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>77,682</strong></td>
</tr>
</tbody>
</table>

585.546.5500
RochesterYMCA.org
444 East Main Street | Rochester, NY 14604