



**FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

2020 ANNUAL REPORT

YMCA OF THE PIKES PEAK REGION



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COLORADO SPRINGS SENIOR CENTER



Staff hand-delivered **2,500 meals** to senior's homes

Over **7,800 meals** were distributed from the Senior Center



We spread cheer and passed out over **8,000 handwritten cards**

Over **13,600 check-in calls** were made to our seniors



We fulfilled **347 special requests** from seniors who needed extra help

Launched **114 different virtual classes** in June 2020 and socially distanced **in-person classes** in July 2020



COMMUNICATION ANALYTICS

Total Website Traffic 2020

Pageviews: 4,313,053
Unique Users: 393,906
Overall Visits: 757,575



Total Pageviews
116,000 views on our Reopening page
32,300 views on our Coronavirus Updates page

Sent over **255 individual** COVID update emails to member and program participants with an average open rate of 57%



From March 23 - June 30, sent out **94 Stay-At-Home challenges** to our senior population with an average open rate of 24%.

HEALTHY LIVING



Launched our new virtual wellness platform, **BurnAlong**, in November of 2020

Total Pageviews
5,927 views on our Mind-Body Medicine pages
31,000 views on our Virtual Wellness pages





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MEMBERSHIP

Total Members: 15,206
Virtual Members: 86



Utilized **Conversica** (Ai technology) to engage terminated and on-hold membership units

871 Members elected to convert their membership dues to donations resulting in **\$188,359**



DEVELOPMENT



Hosted **176 golfers** at the Annual Stars & Stripes Golf Classic, our highest-attended event to date

Raised over **\$55,000** at the Stars & Stripes Golf Classic for our military families



\$771,975 raised for the 2020 Annual Support Campaign

1,378 participants in our first-ever Virtual Turkey Trot

The Virtual Turkey Trot **raised \$46,000** for critical childcare, senior support, and health & wellness for all



YOUTH DEVELOPMENT

Hosted **248 families and kids** for day camps onsite at Camp Shady Brook



Offered virtual camp online for **250 campers**

The YMCA stepped in to offer **816 hours** of critical childcare to 170 participants, with a total of over 3,000 registrations



Since reopening, we have cared for over **2,500 kids** at five Learn & Play locations

With schools pivoting to online learning, the Y created our Adventure Academy program to offer care for children during the day as well as assist them with e-learning. **303 kids spent over 2,000 hours in the Adventure Academy program.**





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YOUTH SPORTS & AQUATICS



Winter 2019-2020 Basketball: **2,444**

Spring 2020 Sports (season cancelled): **1,504**

indoor/outdoor soccer, flag football, volleyball



Summer 2020 Sports Camps: **331**

baseball, basketball, soccer and volleyball

Fall 2020 Sports: **1,435**

outdoor soccer, flag football, volleyball



Fall Basketball (season cancelled): **1,800**

Although March lessons were cancelled and we were unable to offer aquatics programs through June, the YMCA still held **251 private lessons** in 2020 and taught group lessons to over **4,000 participants**



SOCIAL IMPACT & COLLABORATION

10,360 Families received boxes of food in partnership with Care n Share and Food Rescue



75 Flu Shots in partnership with Matthews Vu Primary Care

290 COVID Tests in partnership with El Paso Co Department of Public Health



200 Utilities savings kits- in partnership with COS Utilities

150 Financial assistance requests- in partnership with Servicios de la Raza



650 Backpacks and school supplies- in partnership with Servicios de la Raza and COS Police Dept

Location:

Southeast & Armed Services Family YMCA

Demographic:

Primarily undocumented Latino families, Southeast community residents-children, families and seniors.