

BURBANK COMMUNITY YMCA EXECUTIVE SUMMARY

In 1924 the Burbank Community YMCA (then called the Burbank Family YMCA) was established by local citizens, who understood the value of having a community-based organization in the heart of the city. Currently the YMCA involves more than *15,500* members, approximately *15 percent* of the Burbank population.

The YMCA's breadth and scope of expertise includes leadership skills, character development and healthy living choices that manifest themselves through a variety of programs such as Youth Sports, Family, Youth, and Adult fitness as well as special programs like Youth and Government, Child Care and senior water fitness classes.

The Burbank Community YMCA's mission is "to provide people of all ages lifelong opportunities to become stronger in spirit, mind and body." It continues its vital role in the community as the only association able to provide for a single working mother, a senior with health concerns or a child who needs a safe and secure environment to learn.

The Burbank community, like communities all over the country is facing a health crisis and it's having profound consequences. Critical health issues like obesity in both children and adults and higher than ever positive diagnoses of diabetes, high blood pressure and high cholesterol, just to name a few lifestyle related ailments, substantiates the need to provide our community with opportunities to pursue healthier lifestyle choices.

The Burbank Community YMCA is in the unique position to address these critical issues by providing opportunities for people of all ages to learn about and engage in better health options through our Activate America initiative. Activate America[®] is the YMCA's bold approach to directly address the health crisis. It influences healthy lifestyles by reaching out and engaging those who seek well being of spirit, mind and body. In particular, those who require significant support.

Current Status/ July 2009:

The Burbank Community YMCA's Influence on the Community

- The Burbank Community YMCA mirrors Burbank in its demographics:

<u>YMCA</u>	<u>Burbank</u>
2.1% African American	2.2% African American
11.8% Asian	10.9% Asian
58.5% Caucasian	63.4% Caucasian
29.2% Hispanic	32.0% Hispanic

Household Income

- 42.4% of the YMCA membership earns \$49,999 or less. This represents slightly less than one-half of our membership and this number is on the rise.
(statistics based on Seer Analytics 4/2009)

Financial Assistance

- The Burbank Community YMCA offers an easily accessible financial assistance to anyone who wants to join our organization but is unable to afford it. In fiscal year ending March 2009, we provided \$373,877 in scholarships for facility membership, child care, preschool, youth sports and camp.
- Currently, 904 individuals and families have financial scholarships.
- In 2008-09 15 percent of our pre-school participants and 24 percent of our school age children are able to attend our Childcare Center because of financial scholarships. And 270 kids are able to attend summer day camp because of this service.
- Over the last three years, the number of families participating has increased from 296 to 904 and the amount of dollars we provide in assistance has more than doubled, from \$141,580 to \$373,877.
- To further expand our reach into the community and to remove any stigma of “financial assistance”, the YMCA’s new leadership introduced income based member rates. This program will promote affordability, inclusiveness and accessibility.

Child Care

- At present, 50 – 60 pre-schoolers use our center daily. Utilizing asset based curriculum the YMCA helps children develop the emotional, social, cognitive and physical skills needed to enter school ready to learn.
- Daily between 60 – 75 children take part in our before and after school enrichment program. This program enables youth to develop healthy decision-making skills and increase their self-esteem in an asset based environment. Utilizing this program we are able to reinforce the Six Pillars of Character: trustworthiness, respect, responsibility, fairness caring and citizenship.
- Our Summer Day Camp program provides opportunities for 130-200 children per week. Over the course of ten weeks, the YMCA helps children develop leadership skills, learn new skills and of course, make friends and gain other qualities necessary to become productive adults.

Childhood Obesity

- For the first time in recorded history, this generation of youth is expected to have a lower quality life than their parents. According to the National Institutes of Health, 16 percent of youth/teens in 2002 were overweight, a 300 percent increase since 1974 for children/teens 6-19. Over 30% of youth are now considered high risk for diabetes and/or heart disease as a direct result of lifestyle choices.
- The Burbank Community YMCA built its Youth Fitness Center, a specially designed workout space for children 8-14, expressly to address this tragic reality. Currently, this center has between 400 and 450 users per month, with new participants joining at a rate of approximately 20 per month and it jumps to more than 500 users during the summer months.

- The Burbank Community YMCA doesn't just reach the youth that come to the YMCA on Magnolia Boulevard. We extend our borders by providing our PE Outreach program to five elementary schools. For the 2008-09 school year, we conducted classes at Bret Harte, Disney, Edison, Miller and Washington. By teaching physical fitness to second graders, the YMCA influences an age group **before** they reach the at-risk category by introducing them to strength, flexibility and cardiovascular activities. More than 450 children participate in the YMCA's PE Outreach program. Our goal is to offer our Physical Education program to all of Burbank's eleven elementary schools.

Jr. Lakers Basketball

- This basketball program is now in its twelfth year. Since 1997, this coed basketball league allows youth ages 3-16 to learn fundamental basketball skills in an atmosphere that teaches the Six Pillars of Characters of trustworthiness, respect, responsibility, fairness caring and citizenship as the foundation for all we do and fair play, teamwork and sportsmanship. Approximately 1000 children a year participate in this program. It's entirely volunteer coached, and many of the older children who "graduate" come back and volunteer their time as coaches the following season. And while each child will receive instruction in shooting, passing, dribbling and defense techniques, it's the concept that "everybody plays" that makes this program unique. For the 2009-10 season, we anticipate over 1,000 children and parents participating.

Youth and Government

- This is a mock legislature and court program for high school sophomores, juniors and seniors. This innovative, one of a kind leadership development program gives teens first hand experience in state government. In 2008, we tripled enrollment from fifteen to twenty-five; and we plan to expand by another 5 delegates for the 2009-10 school year. The Burbank Community YMCA doesn't limit its concern for youth to just their physical well-being. We are as committed to building strong minds as we are to strong bodies.

Healthy Lifestyles

- The Burbank Community YMCA provides a variety of swim lessons for children ranging in age from 3-12. Last year, more than 6,000 children learned to swim at the YMCA. That's almost one-third of the youth population of Burbank.
- Annually the YMCA hosts a free to the community health fair, "Healthy Kids Day" that combines fun and fitness. This health fair attracts more than 500 families each year. It also showcases more than 25 community vendors who offer health and wellness activities.
- The YMCA offers Fitlinxx which is a unique technology based fitness system designed to support those who struggle to maintain and adhere to regular exercise. Approximately 85% of the population has difficulty maintaining a regular exercise program. Fitlinxx provides staff the tools to train, support and adjust the program for each individual. It also allows for staff to intervene in a timely manner to ensure members are receiving the best possible exercise program to meet their needs.

Seniors

- Currently there are 758 senior members of the Burbank Community YMCA, equivalent to approximately 5.9 percent of the entire senior population of Burbank.

- The Burbank Community YMCA offers water fitness classes in concert with the Arthritis Foundation. More than 1,000 members participate in classes per month, added to that another 1,000 take part in water aerobics, Sculpt and Tone, Healthy Joints and Stretch/Strengthen.
- For seniors who belong to the Joslyn Center, we offer 60 special three-month memberships per year.
- Seniors, more than any other age group that our YMCA serves, use our facility as a home away from home.

Future Status

A fundamental principle of the Burbank Community YMCA is to have a positive influence on our members and community while simultaneously planning for the future.

In spite of the economic downturn, the YMCA is positioned to grow. Society's critical issues of healthy choices, character development and providing youth with the developmental assets necessary to grow into productive adults are not easily resolved. The slowed economy simply means more families need help to participate. Our challenge is to match the growth of our contributed support with the magnitude of the issues facing those in need.

Expansion of programs like Aquatics, Summer Day Camp and Physical Education in elementary schools is based on the need of the members and community in real time. As those populations expand, change or decrease, we stand ready to revise and/or create a program to fit that need. For example, we are currently investigating how additional growth in our Aquatics program could be met through the possible use of outside facilities. Filling the gaps in our community as they relate to making better, healthier choices for adults, children and their families is at the heart of the Burbank Community YMCA.

Collaborations

- Burbank Unified School District
- Burbank Adult School
- Providence St. Joseph Medical Center
- Arthritis Foundation
- Rotary
- Kiwanis
- Leadership Burbank
- Y's Men Service Club
- City of Burbank
 - Work Training Program
 - Peace Builders
 - Joslyn Center
 - Community Development Department
 - Burbank Fire Department
 - Burbank Police Department
 - Mayor's Youth Task Force

Other

- 100 Best Communities for Young People (2008)
- Award winning PE Outreach Program
- Mayor's Recognition for Community Service (2008)
- Burbank's Best Health & Fitness Organization (Burbank Leader)

BURBANK COMMUNITY YMCA BY THE NUMBERS:

Total number of current members: 8,399 members*

Youth	1238
Families	5189
Seniors	453
Adults	1519

Total number of current members receiving Financial Assistance: 904

Youth	141
Families	336
Seniors	78
Adults	349

<i>Membership/Youth Program dollars provided: \$269,894</i>

Total number of youth program users: (up to age 14)

Swim Lessons	6,439
Boxing/Karate	3,943
Gymnastics.....	2,637
Jr. Lakers	972
Youth Group Exercise.....	1,009
Youth Fitness.....	5,260

Child Care

Preschool	120
After school	107
Summer day camp.....	1,750

<i>Child Care dollars provided: \$79,105</i>
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Total number of current members receiving Financial Assistance in Childcare: 337

Pre-school	15
After school care.....	12
Day camp	310

Total number of people in outreach programs:

PE Outreach	458
Women's Self Defense	60
Joslyn Center	60
Youth and Government.....	25

<i>Outreach dollars provided: \$24,878</i>
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*Membership numbers reflect April 2009.
All other statistics represent annual participation.

Community Support:

For the fiscal year ending 2008-09, the Burbank Community YMCA provided \$25,654 in additional community support by providing memberships for other nonprofit organizations in the community.

Community Outreach (Apr 2008 - Mar 2009)

The **Burbank Community YMCA** attended or participated in:

- **Burbank Unified School District** Wellness Committee
- **Y's Men** Christmas Tree lot
- “Adopted” five low-income families for **Burbank Coordinating Council's Holiday Basket Drive**, providing, food, clothes and toys for each family
- **Downtown Burbank's** “12 Days of Holiday Cheer” (**Reindeer Run**)
- Host YMCA for **YMCA Program School**
- Participated in **Downtown Burbank's** “**Taste of Downtown Burbank**”
- **State Assemblyman Paul Krekorian** Women's Self Defense class
- **Leadership Burbank** Orientation. We have a class member enrolled.
- Supported the **Alliance to keep Kids Tobacco Free** (AKT)
- **Peyton/Grismer** focus neighborhood back to school fair
- “Put Your Dancing Shoes On” dance/concert series hosted by the **Downtown Burbank partnership**.
- Attended a graduation ceremony for **Burbank Adult School**. Also furnished 15 one-month memberships to the graduates.
- **Burbank Adult School** Advisory Board
- **Burbank Fire Department** - Fire Service Day/Pancake Breakfast. The YMCA Aquatics Department also provided a Water Safety Booth on the same day.
- **Burbank Health Care Foundation** dinner
- **Burbank On Parade**. We featured our gymnastics team, the Y's Men's Club
- **Mayor's Youth Task Force**.
- **St. Finbar** Health Fair.