



Oh, the Places We'll Grow!
2024 ANNUAL REPORT
YMCA OF METROPOLITAN CHATTANOOGA
ymcachattanooga.org

YMCA OF METROPOLITAN CHATTANOOGA

IMPACT BY THE NUMBERS



13,365

Membership Units
(13.6% growth YoY)



303

Corporate
Memberships



660

Afterschool
Participants



300k+

Meals Served
Across 80 Sites



1,190
Camp Ocoee
Campers



209
Youth Served
via YCAP



4,354
Day Campers



\$774k Awarded
Income Based Memberships
(13% of membership units)



\$1.3M Raised
Community
Support Campaign



VISION 2028 UPDATE: 50 IN 5

Serving 25,000 more families by 2028

People | Places | Philanthropy | Partnerships

Projects Underway

- Breaking ground in Cleveland in 2025 Q2
- Transformation of J. A. Henry at new facility
- Renovation of Downtown wellness center
- North River architectural drawings with groundbreaking set for 2026 Q1

\$10.7M Total Raised

- 2022 - \$300k
- 2023 - \$2.8M
- 2024 - \$5.7M
- 2025 - \$1.9M

A MESSAGE FROM BOARD CHAIR BOBBY LUSK AND PRESIDENT AND CEO BARON HERDELIN-DOHERTY

As we spring into the possibilities of 2025, we reflect on the achievements of our previous year. The 2024 Annual Report "Oh, the Places We'll Grow" showcases the progress of our people, places, philanthropy, and partnerships. Central to our growth is our Y community – our staff, volunteers, donors and members.

Our programs reach every corner of our community, including the 5,800 children served through Camp Ocoee, Summer Day Camp and YCAP initiatives as well as through after school care and our early learning centers. With more than 300,000 meals served in 2024, we are addressing hunger while nourishing the minds and bodies of those we serve.

Our 2024 membership reflects a growing community – including an increase in income-based units, which now make up 13% of our total membership. By surpassing our goals and welcoming members from all walks of life, we are continuing to improve our community's health and wellness. Together with our dedicated volunteers and staff, we achieved 13.6% growth in membership in 2024.

As we look ahead, we are making progress under Vision 2028, our strategic, five-year capital campaign. We had several milestones in 2024, including renovating and dedicating the Downtown David and Cindy Garvey Wellness Center and opening the doors of our new facility for the J. A. Henry Y.

We are grateful to our board of directors, whose leadership and guidance advances our mission and organization. Together, we embrace the opportunities and possibilities ahead. Thank you for serving your community.



Bobby Lusk
Metro Board Chair



Baron Herdelin-Doherty
President & CEO

YCAP



In 2024, three YCAP sites served 152 children and 116 families, bringing fun and growth to over 20 schools and in partnership with Hamilton and Bradley County Juvenile Courts. With the community's support, we saw significant academic and behavioral improvements in our youth. The Joe Smith YCAP Scholarship Fund awarded four college scholarships to former YCAP participants and high school graduates, helping them pursue higher education. With water safety remaining a top priority, more than 50 children received free swim lessons at the Cleveland, Downtown and Hamilton YMCAs. Our goal is for every child in our program to learn how to swim, ensuring their safety and fostering lifelong skills.

JAMES A. HENRY COMMUNITY YMCA

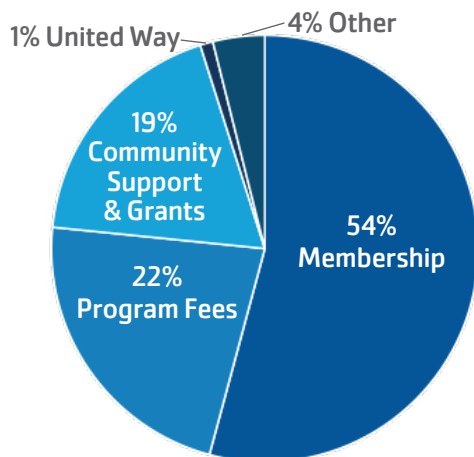
In September 2024, we celebrated the grand opening of the James A. Henry Community YMCA at 3500 Dodds Ave., marking a key milestone in our Vision 2028 plan. This newly renovated facility includes upgraded equipment, a commercial kitchen, office space, and a dedicated teaching kitchen for community nutrition education and workforce development. The J. A. Henry YMCA plays a vital role in fighting hunger, distributing 300,000 meals annually to children across the region through programs such as Food & Fun, Mobile Market and Mobile Fit.



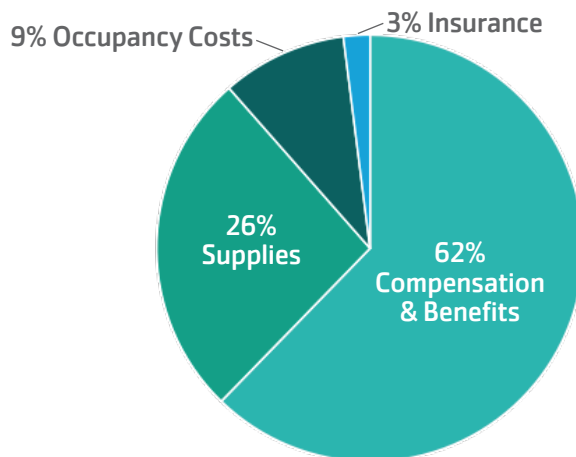
J. A. Henry also partners with Wellpoint Tennessee to provide healthcare and social service assistance. With its expanded services and commitment to nutrition education, the J. A. Henry Y continues to support local youth, families and the community.



2024 YMCA OF METRO CHATTANOOGA FINANCIAL SNAPSHOT



OPERATING REVENUE: \$22.8M



OPERATING EXPENSES: \$21.9M

COMMUNITY IMPACT PROGRAMS



**131 Served
Livestrong at
the YMCA &
Staying Strong**



**95 Served
Adaptive Swim**



**102 Served
Rock Steady &
Pedaling for Parkinson's**

Five branches serve cancer survivors through Livestrong at the YMCA. According to an American Cancer Society study, cancer is on the rise in younger adults. In 2024, the Y launched a new Livestrong at the YMCA session specifically to support young adult cancer survivors.

YMCA OF METROPOLITAN CHATTANOOGA BOARD OF DIRECTORS

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Corporate Memberships

In 2024, the YMCA of Metropolitan Chattanooga reached a record 303 corporate memberships, reflecting the growing demand for employee wellness programs.

Jabari & Keonna Daughtry
YMCA Corporate Members &
McDonald's Owner-Operators

Corporate partners benefitted from reduced healthcare costs, increased productivity and enhanced employee morale. Corporate memberships include nationwide membership access, on-site wellness seminars and personalized wellness coaching. By partnering with the YMCA, companies improve retention, recruitment and workplace culture, while making wellness programs accessible to all employees.

DOWNTOWN FAMILY YMCA



In December 2024, the YMCA of Metropolitan Chattanooga dedicated the new David and Cindy Garvey Wellness Center at the Downtown Family YMCA.

The renovation transformed the wellness center to enhance the fitness experience for all members. The renovation included new flooring, adding bright lighting, an updated modern paint palette, and the demolition of a glass half wall that made room for cutting-edge equipment. A new Life Fitness cable system was added to elevate strength training opportunities.

CLEVELAND FAMILY YMCA

The Sheehan family and the Ocoee Foundation donated \$2.5 million to the Cleveland Family YMCA in December 2024, the largest donation in history to the Cleveland Y and Metro. The donation goes toward the plan to renovate the 78,000-square-foot facility, enhancing its programs and services.



VISION 2028: THE FUTURE IS BRIGHT. LET'S GROW!

