



YMCA OF THE ROCKIES

Estes Park Center
Snow Mountain Ranch
Camp Chief Ouray

IMPACT REPORT

January 1 – December 31, 2023



YMCA of the Rockies puts Christian principles into practice through programs, staff, and facilities in an environment that builds

**HEALTHY SPIRIT, MIND,
AND BODY FOR ALL.**

MESSAGE FROM LEADERSHIP

Since 1907, YMCA of the Rockies has been a unique place where people come from across the world to experience adventure, fun, peace and transformation in the majestic Rocky Mountains.

In 2023, YMCA of the Rockies prioritized:

- **Developing Tomorrow's Leaders**
- **Reimagining Outdoor Recreation**
- **Inspiring Creativity and Spiritual Well-Being**
- **Providing Transformational Hospitality**
- **Leading in Social and Environmental Responsibility**

These priorities guide our work in addressing today's pressures. As you'll read in this report, we are seeing impact. Summer campers are growing in leadership, young staff members are developing their careers, family and friendships are being strengthened, and our sense of responsibility for the environment and our communities is deepening.

Highlights include serving more families through donor-sponsored getaways, implementing a new reservation system that reduced booking wait-times, adding aerial challenge courses and the new Schlessman Family Camper Hub at Camp Chief Ouray. We also set a greenhouse gas reduction goal of 50% or more by 2050 and staff participated in over 1,300 hours of training to create a better culture of belonging among guests, campers and staff.

We are grateful for our community of members, donors, staff, and volunteers working together to build a healthier spirit, mind and body for today, tomorrow and future generations.

With sincere appreciation,



Julie Watkins
President/CEO



Steve Moomau
Board Chair

OUR MISSION: YMCA of the Rockies puts Christian principles into practice through programs, staff, and facilities in an environment that builds healthy spirit, mind, and body for all. **IN 2023, WE ACCOMPLISHED THIS BY:**

WELCOMING OVER
200,000 GUESTS
THROUGH CONFERENCES,
VACATIONS, AND YOUTH CAMPS



HOSTING **25,000+**
NORDIC SKIERS
ON 82KM OF GROOMED TRAILS



PROVIDING
UNIFYING EXPERIENCES FOR
2,324
FAMILIES
WITH DONOR-SPONSORED
GETAWAYS FOR TEACHERS,
MILITARY AND FOSTER FAMILIES,
SINGLE PARENTS, FAITH LEADERS
AND MORE



ENGAGING
1,923
STAFF
& **343**
VOLUNTEERS
WITH LEADERSHIP
OPPORTUNITIES AND
PRODUCTIVE WORK
EXPERIENCES



SERVING **1,811**
GROUPS & CONFERENCES
OF A RELIGIOUS, EDUCATIONAL, OR
RECREATIONAL NATURE INCLUDING **756** FAMILY
REUNIONS AND WEDDINGS



OFFERING **11,815**
STUDENTS & CAMPERS
CHARACTER-BUILDING AND LIFE-ENRICHING
EXPERIENCES THROUGH OUTDOOR EDUCATION,
PRESCHOOL, DAY CAMP, AND OVERNIGHT CAMP

View our online report with all board, leadership staff and supporter recognition lists at ymcarockies.org/give/impact. Thank you.

IMPACT SPOTLIGHTS

GROUPS

National General Secretaries Meeting

YMCA of the Rockies - Estes Park Center was honored to host the 85th World YMCA Executive Committee meeting to advance the YMCA Vision 2030, aligning with the UN Sustainable Development Goals for global empowerment and community building. With a focus on unity and collaboration among YMCAs in **120 countries**, the conference highlighted strategies for justice, equity, and sustainability through partnerships and resource development discussions.



YMCA National General Secretaries doing the "YMCA" at Estes Park Center in March 2023

CARLOS SANVEE
WORLD YMCA
SECRETARY GENERAL



“YMCA of the Rockies took great care of us, and really made us feel at home. Their leadership team presented an overview of their programs and strategic plan. The plan closely aligns under the four Vision 2030 Pillars of Impact. We hadn't known the scope of their work – and we were inspired! We are so pleased to see how the Vision 2030 concept as our collective North Star is gaining traction.”

FAMILIES

Donor-Sponsored Getaways

Through annual fund support, YMCA of the Rockies provided **2,324 donor-sponsored getaways** to people in critical need of respite. This included:

- **1,320 Teacher Families**
- **634 Military Families**
- **12 Families affected by critical childhood illness**
- **97 Foster Families**
- **51 Faith Leader Families**
- **31 Single-Parent Families**

Plus, 179 stays to school and nonprofit fundraisers.

A NOTE OF GRATITUDE

“Thank you, supporters of YMCA of the Rockies! Both my husband and I are teachers in St. Louis, Missouri. I cannot tell you how a trip to the mountains was needed for my soul, and my husband's as well.

One of our stand-out moments at Snow Mountain Ranch was when my daughter decided to try the zipline. She was terrified to climb the pole in order to get up to the zipline. The instructor was so kind and continually encouraged her and she climbed higher and higher. After she came down, she was so proud of her accomplishment and she decided to do it again!

We will never forget this generosity and the memorable experience the Teacher Recess program afforded us to have.”

MEGHAN AND BILL TAYLOR, TEACHER RECESS GUESTS



STAFF

Staff Making an Impact

Otis Loga, a competitive Nordic sit-skier and seasonal staff member at Snow Mountain Ranch Nordic Center, has mild cerebral palsy and a passionate enthusiasm for sports.

This winter, a guest noticed Otis's sit-ski and shared that her daughter, who uses a wheelchair, stayed back in the cabin while the rest of the family went Nordic skiing. Otis's sit-ski prompted the mom to bring her daughter down to meet him. Otis not only created a Nordic skiing opportunity for her daughter but also for their entire family, fostering inclusivity and bringing the family together. By the end of the day, the daughter decided she wanted to get her own sit-ski. Our mission impact is evident in staff like Otis, making our Nordic Center more inclusive and offering opportunities to people of all abilities.

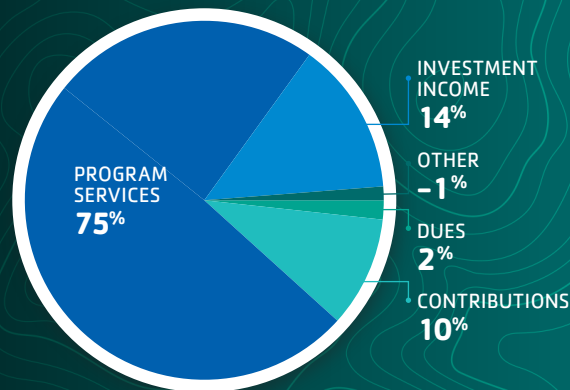
Learn more about Otis's athletic journey here: www.ymcarockies.org/otis-loga



Taylor Family at Waterfall Trail, Snow Mountain Ranch

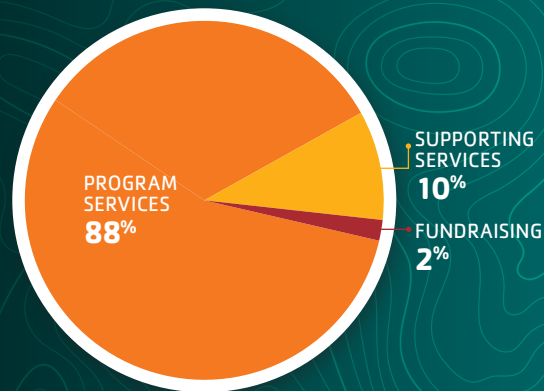


2023 FINANCIALS



REVENUES

Membership Dues	\$ 1,123,977
Contributions	\$ 6,514,246
Program Services	\$ 47,829,377
Investment Income	\$ 9,013,940
Other	\$ -805,237
Total Revenue	\$ 63,676,303



EXPENSES

Program Services	\$ 50,119,809
Supporting Services	\$ 5,590,606
Fundraising	\$ 1,055,679
Total Expenses	\$ 56,766,094

YOUTH

- Students from **91 schools** received nature-based education
- **Over \$220,000** awarded in camp, preschool, and outdoor education scholarships

Gear For Good

YMCA of the Rockies Outdoor Education programs impact over 7,400 students annually. Recognizing the challenges some students face with access to outdoor gear, YMCA of the Rockies initiated a pilot project for an Outdoor Education Gear Closet at Estes Park Center. The program provides essential items like raincoats, mittens, boots, and warm jackets free of charge. **In 2023, 1,000+ items were loaned out, ensuring every student, regardless of their background, had the necessary gear to be comfortable in the outdoor learning environment.**

The Gear Closet not only eliminates barriers to participation but also fosters a love of the outdoors, enabling students to fully engage in the curriculum and activities. As a result of this successful pilot project, a gear closet has been funded for Snow Mountain Ranch and another is being developed and awaiting funding to serve youth at Camp Chief Ouray.

Gear Closet at Boone Family Mountain Center, Estes Park Center.

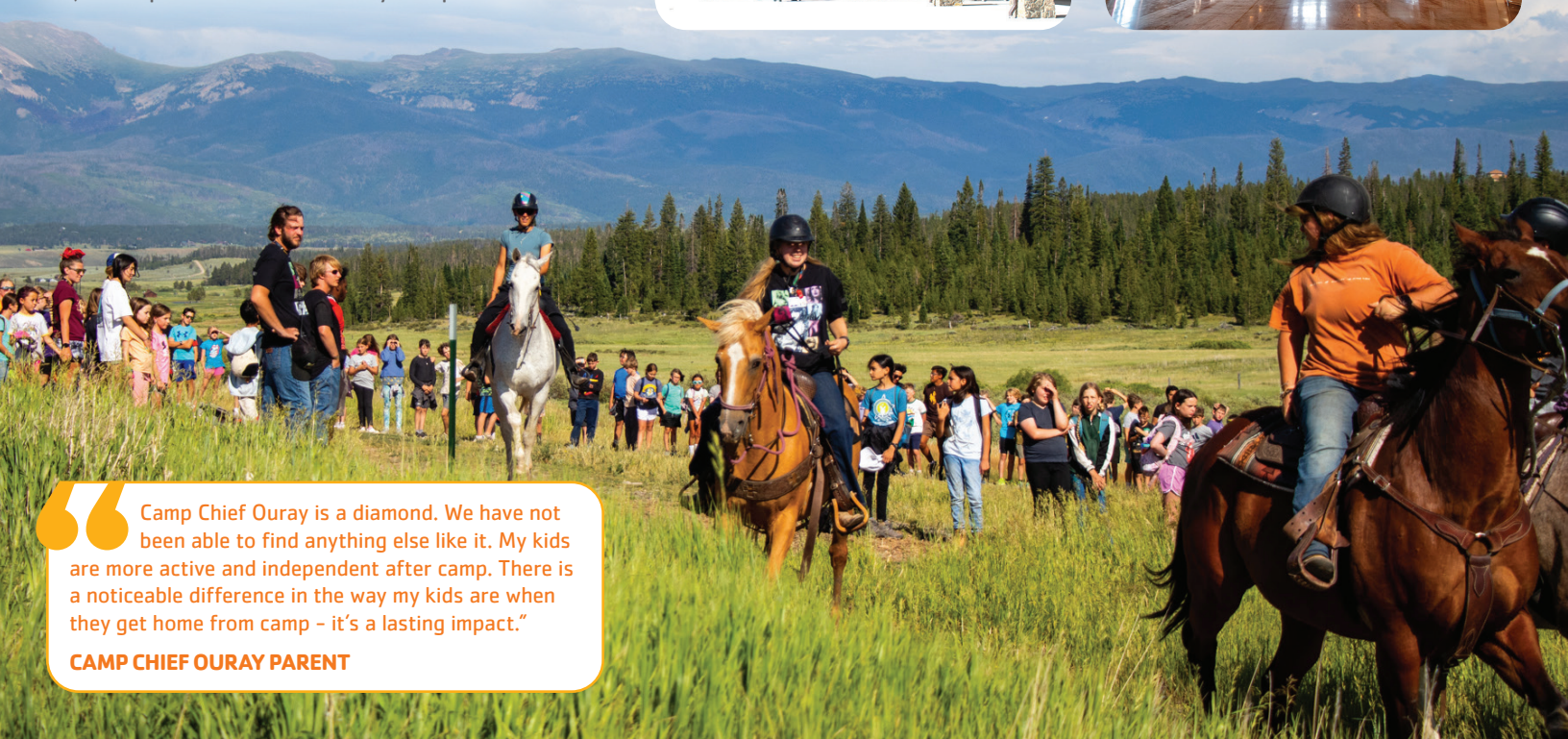
Camp Chief Ouray

In the summer of 2023, Camp Chief Ouray served **437 day campers** and **2,475 overnight campers**, with over **\$116,000 awarded in scholarships**. As we look ahead to 2024, we are excited to serve summer campers for the first time in the new, LEED certified, 18,000 sq. ft. Schlessman Family Camper Hub.



“Camp Chief Ouray is a diamond. We have not been able to find anything else like it. My kids are more active and independent after camp. There is a noticeable difference in the way my kids are when they get home from camp - it's a lasting impact.”

CAMP CHIEF OURAY PARENT





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



**THANK YOU
TO 8,500 MEMBERS, DONORS,
STAFF AND VOLUNTEERS
FOR MAKING THIS MISSION
YOUR OWN**

YMCA OF THE ROCKIES

**Estes Park Center
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Camp Chief Ouray**

PO Box 20800 / Estes Park, CO 80511-2800
ymcarockies.org / campchiefouray.org
877-686-6968

Please contact Chelsea Thompson at
cthompson@ymcarockies.org for any corrections.

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Heights of Generosity

Thanks to a generous family who loves YMCA of the Rockies, we are proud to announce new aerial challenge courses at both Estes Park Center and Snow Mountain Ranch. The courses enhance our mission impact, offering adventure and invaluable opportunities for families, youth and groups to grow through team building, leadership development, and character building. Whether it's conquering fears, pushing personal limits or simply enjoying the thrill of the heights, the new aerial challenge courses will inspire and empower all who take part.