**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
YOUTH DEVELOPMENT

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

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

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.

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.

MEMBERSHIP

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.

Total Members: 15,206
Virtual Members: 86

Since reopening, we have cared for over 2,500 kids at five Learn & Play locations.
2020 ANNUAL REPORT

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.