



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Southeast Raleigh YMCA

Impact Report | 2024

Contact

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Introduction

Southeast Raleigh YMCA (SER Y)

The SER Y is a proud partner in the Purpose Built Community, established by Southeast Raleigh Promise in 2019. Rooted in a commitment to equity, we work to address disparities through our core Purpose Built Pillars: Health & Wellness, Cradle-to-Career Education, Mixed-Income Housing, and Economic Opportunity.

This collective community impact approach aims to create generational wealth providing resources, programs, and partnerships that uplift individuals and families.

This report highlights the ways in which SER YMCA, alongside our partners, is driving lasting change in our community. Thank you for your support and shared commitment to building a thriving Southeast Raleigh.

Health & Community Well-Being

Southeast Raleigh YMCA

Quarterly Impact | 2024

- Community Baby Shower (May 2024): 175 attendees, 27% from 27610; Partner: WakeMed Birth and Family Education.
- Free Community Cooking Classes: Hosted by NC Cooperative Extension, featuring a 6-week "Nutrition Bites" course covering nutrition, food safety, resource management, and physical activity.
- Black Farmers' Market: 14 market events, increasing fresh food access.
- Black Family Wellness Expo: 400 attendees; screenings for blood pressure, cholesterol, cancer, mental health, and heart health; fitness classes and massages. Partner: The Raleigh NC Links.
- Advance Community Health Partnership: Diabetes Management Program led by a Health Equity Coordinator.
- Monthly Mobile Food Distributions: 124,578 meals provided; 4,868 individuals served; 200+ volunteers.
- Black Fathers Summit: 26 participants; mental and physical health focus; screenings by Advance Community Health.
- Advance Community Health Block Party: 1,500 attendees; giveaways included 350 backpacks and 18 refurbished laptops



- Swim for Life Community Swim Lessons: 100 participants (preschool to adult).
- Soul Care Sunday: 30 participants; activities included line dancing, Afrobeat yoga, and meditation.
- Hispanic Heritage Event: 60 attendees, performances by Venezuela es Danza, Flor de Hidalgo, and Folklore NC.
- Juneteenth Health Fair & Expo: 25% attendance from 27610; services provided by Advance Community Health, WakeMed, and Invision Diagnostics.
- Diabetes Prevention Program: Partnering with YMCA of the Triangle for in-person diabetes prevention classes.



Cradle to Career Education

Southeast Raleigh YMCA

Quarterly Impact | 2024



- Teen Fellowship Workforce Development: 6-month program; 18 graduates; 11 employed at SER YMCA.
- Education in Advocacy: Partner: Advocacy and Consulting Solutions; 71% of participants from 27610.
- SWIM 1922 Event: Partnership with USA Swimming and Sigma Gamma Rho to improve swim proficiency.
- Teen Fellowship - Paid Internship: 26 fellows; 27610 zip code applicants tripled.
- Swimming Proficiency: Nationally, 64% of African American children have minimal to no swimming ability, compared to 40% of Caucasian children. Black children (ages 10-14) drown at rates 7.6 times higher than White children.





Economic Vitality

Southeast Raleigh YMCA

Quarterly Impact | 2024

- Black & Minority-Owned Business Vendor Spending: \$251,564 total, including \$42,548 with Black farmers/grocers.
- Real ID Community Drive: Addressing barriers to employment.
- Mama Afrika Festival: 12th annual event.
- Workforce Development Training: 8-week Baking & Culinary class in partnership with Wake Tech.
- Black Farmers' Market: 14 events with 30+ vendors.
- Women's Empowerment Conference: 5-week program hosted by The Encouraging Place.



Mixed Income Housing & Real Estate

Southeast Raleigh YMCA

Quarterly Impact | 2024



- Walnut Creek Stakeholder Event: Partnered with Partners for Environmental Justice for community input on rezoning.
- MLK Day of Service: Donations of toiletries and food distributed to South Wilmington Street Shelter, Oak City Cares, and Revelation Missionary Baptist Church Food Pantry.
- Community Hub Space: Hosted 50+ events; provided \$23,000 in in-kind facility use donations.
- Case Management: Supported 15 families with therapy, clothing, insurance, and YMCA medical memberships; 25 children attended summer camp at reduced rates.
- Zone Membership & Program Pricing: Expanded programs in Summer Day Camp, Youth Sports, and Swim Lessons; 30% participation growth.
- Early Voting Location: 13,000+ voter turnout; 17 days of operation.



Special Thanks

Community Anchor Partners

- Southeast Raleigh Promise
- Southeast Raleigh Elementary School
- DHIC
- Self-Help Credit Union
- CMC Property Management
- Telamon

SER Y Advisory Board