

Making Lives Better.



Greater Midland
Community Centers, Inc.

Welcome to the Greater Midland Community Centers' Annual Report.

You're about to see numbers that demonstrate our impact. Some of them are large and impressive. Exactly what you expect from GMCC.

Here's what you might not expect – our most important number of all:

One.

That's right. One. As in one man losing enough weight to get down and play with his grandkids; one senior woman fighting her way back to walking unassisted after being told it was impossible; one teenager saying she feels safe within our walls.

Because at Greater Midland, each of our five operating units provides excellence in ways unique to their communities, but we're all doing one thing the same –

Making Lives Better.

Enjoy 2010 in review.



Chris Tointon
Chief Executive Officer
GMCC Inc.

One of the important tools in any CEO's toolbox is the elevator speech, right? Your organization in two minutes or less, summed up and impactful, in a memorable format. This year, our executive team sat down together and refined our vision down to three words.

Making Lives Better.

Succinct and heartfelt – at the core of everything we do, that's how we sum up our ultimate goals.

Whether it's through providing an excellent tennis adventure, turning the heat back on in a home, watching someone pursue better health or take their first program, we want life to be just a little better for having interacted with us.

In 2010, we served 77,127 members and program participants organization-wide. We gave out \$270,000 in scholarships and free programs. This fantastic community enabled us to do that with total support of \$3,000,000.

We are powered by more than 600 employees, who dedicate themselves to providing high quality programs and services in a patron-focused environment. One of the statistics I am particularly proud of comes from our Employee Satisfaction Survey, where 93% of our staff told us that they are proud to be employees of the Greater Midland Community Centers, Inc.

I'm proud to lead them, and am even prouder to be a part of the phenomenal work being done throughout the Greater Midland community. Whether you're reading this annual report as a donor, member, volunteer, or interested community resident, thank you for your support.

Sincerely,

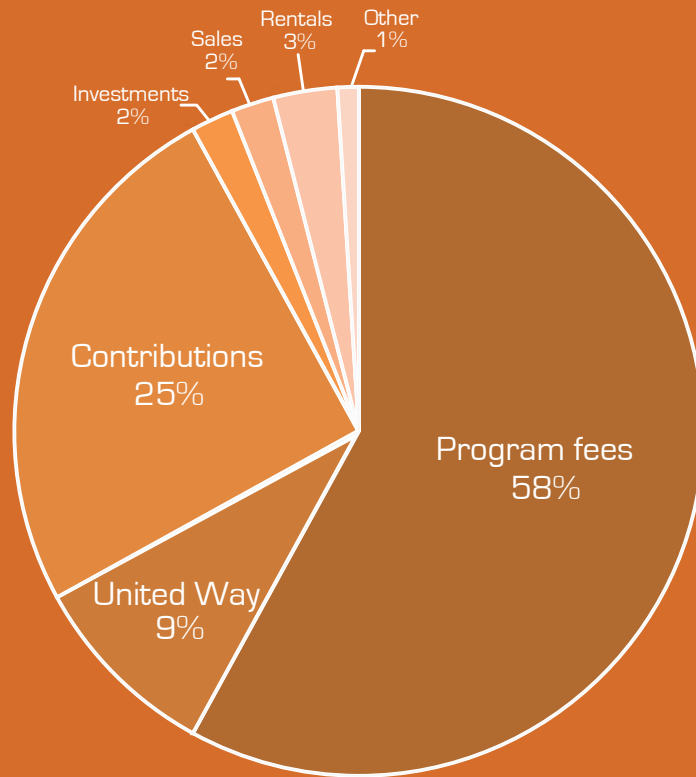
A handwritten signature in black ink that reads "Chris Tointon". The signature is written in a cursive, flowing style.

Chris Tointon
CEO

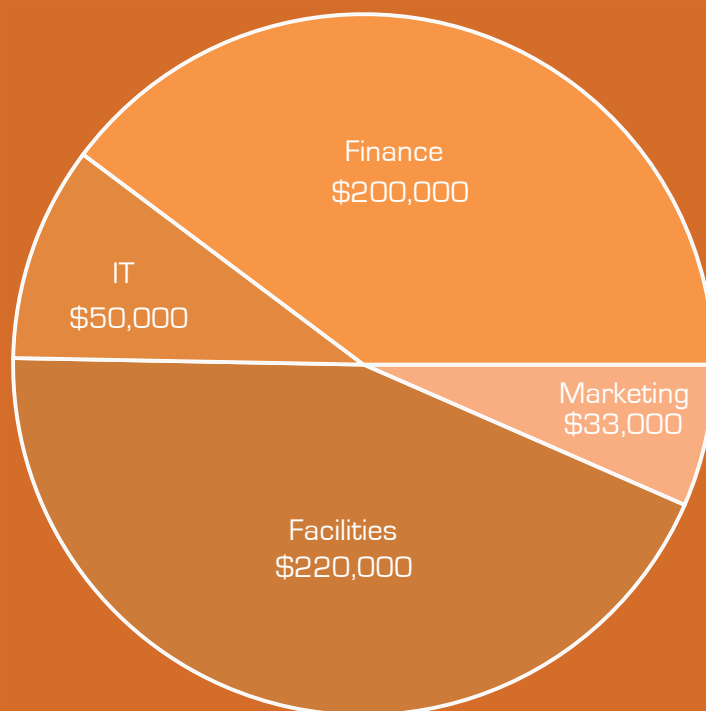
Financials

	Midland Community Center	Midland Community Tennis Center	North Midland Family Center	Railway Family Center	Midland Curling Center	Corporate Office & Inter-fund Eliminations	For the year ended	
							December 31	
							Total	
							2010	2009
Revenues								
Program fees	\$ 2,912,023	\$ 1,829,694	\$ 103,678	\$ 166,512	\$ 46,290	\$ -	\$ 5,058,197	\$ 4,835,624
United Way	550,000	-	140,371	88,000	-	-	778,371	851,479
Contributions	514,133	2,887	438,628	285,495	-	952,933	2,194,076	1,318,301
Investments	88	15,457	16,212	-	345	136,370	168,472	221,846
Sales	-	170,693	-	-	-	-	170,693	170,734
Rentals	151,403	-	16,522	15,167	13,510	36,712	233,314	257,972
Other	51,961	-	26,299	910	853	922	80,945	65,637
Total revenues	4,179,608	2,018,731	741,710	556,084	60,998	1,126,937	8,684,068	7,721,593
Expenses								
Program services	3,807,041	1,846,161	585,175	546,206	48,753	(312,946)	6,520,390	6,443,980
Administration	370,654	293,196	144,125	-	-	519,984	1,327,959	1,194,523
Total expenses before depreciation	4,177,695	2,139,357	729,300	546,206	48,753	207,038	7,848,349	7,638,503
Change in op. net assets	1,913	(120,626)	12,410	9,878	12,245	919,899	835,719	83,090
Depreciation	815,236	146,454	124,261	22,540	38,577	32,494	1,179,562	1,150,994
Change in op. net assets after depreciation	(813,323)	(267,080)	(111,851)	(12,662)	(26,332)	887,405	(343,843)	(1,067,904)
Gain (loss) on disposal of property and equipment	-	-	-	-	-	-	-	69,601
Investments loss/gain	-	17,983	78,148	-	-	783,584	879,715	915,181
Transfer of net assets	169,294	-	2,751	-	1,190	(173,235)	-	-
Change in net assets	(644,029)	(249,097)	(30,952)	(12,662)	(25,142)	1,497,754	535,872	(83,122)
Net assets, beginning of year	11,095,612	2,713,544	3,869,912	180,310	1,407,873	6,408,978	25,676,229	25,759,351
Net assets, end of year	\$ 10,451,583	\$ 2,464,447	\$ 3,838,960	\$ 167,648	\$ 1,382,731	\$ 7,906,732	\$ 26,212,101	\$ 25,676,229

2010 Combined Funding Sources



Cost Savings from Shared Services



Railway Family Center

2010 Year in Review

- \$19,648 in community fund development, up from \$8,800 in 2009
- 36 girls represented Railway in travel basketball
- New program introduced 52 girls to the love of dance
- Over 200 youth and adults actively participated in fitness programs

\$115,000
in new grant funding

1,000
pantry requests

300
volunteers
donated time

76
kids served through
summer camp





Jill is a young mother, with two boys ages 4 and 2. Life hasn't been easy for her.

Recently out of a violent relationship, Jill courageously worked with Shelterhouse to have a safe temporary home for her and her children. When she first connected with the Railway Family Center, it was for a simple need – diapers.

Through Railway's service pantry, this need was met, and a relationship began.

As Jill grew more comfortable and revealed more of her story, it became obvious to the caring staff at Railway that they could help with much more than just diapers.

Listening to Jill's needs enabled Railway to respond in meaningful ways, working to help make her life better. Employees provided childcare so her children would be well-cared for while she sought employment, helped her obtain and fill out documents to receive state assistance, and connected her with resources to help provide her autistic 4-year-old with the special help that he needed.

Within two weeks, Jill started a job and found permanent housing. She no longer seems overwhelmed, her children are learning and growing with us, and she is an inspiration to others.

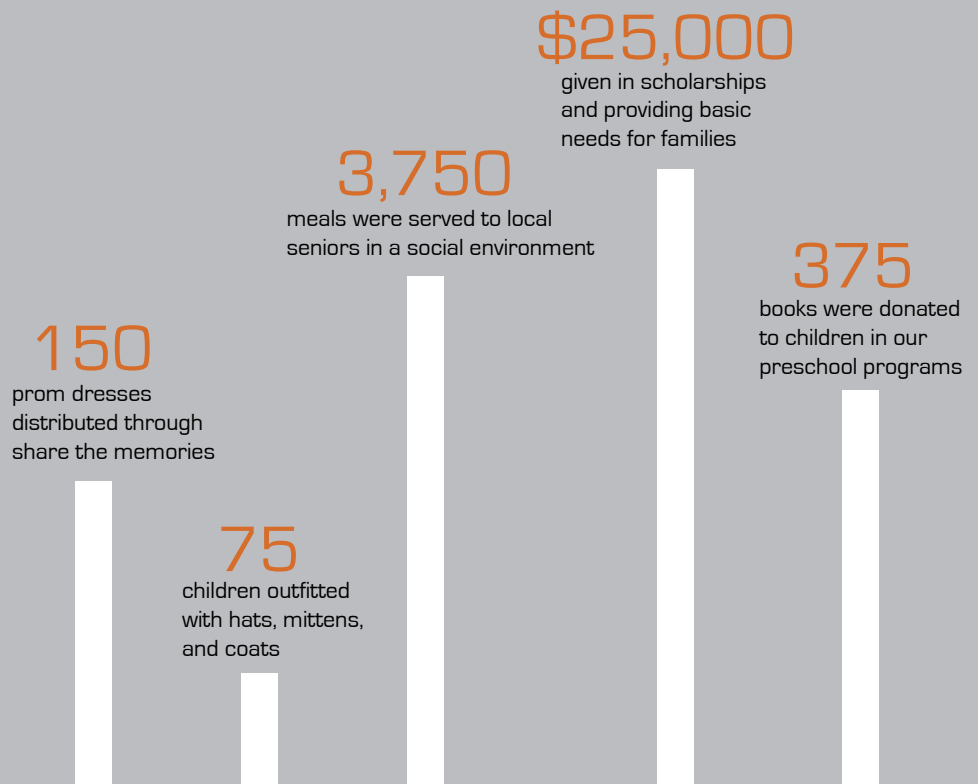
Life hasn't been easy, but thanks to Jill's determination and the Railway Family Center's support, it's gotten easier.



North Midland Family Center

2010 Year in Review

- North Midland Family Center, Memorial Presbyterian Church, and Mills Township collaborated to expand Operation Fun and serve over 130 children
- Call of the Wild raised \$24,725, up from \$19,400 in 2009
- 100% of children were assessed as ready for kindergarten upon completion of our Great Start Readiness program
- Received over \$35,000 from the Board Letter Campaign and contributions
- Over 95 children were served through Child Care services, and an additional 54 were enrolled in 3's Preschool and the Great Start Readiness program





As a young elementary student with boundless enthusiasm, Megan Mathews connected to the North Midland Family Center through our summer Operation Fun program.

This spring, she begins training to be a Junior Counselor, ready to share her excitement and re-create her impactful summer experiences for younger campers.

Now 13 and in 8th grade at Central Middle School, Megan is an active participant in NMFC's Teen Leadership Club. A constant attendant at Friday Teen Nights, Megan is the first one to volunteer to help out with events or projects.

"I'm always excited to see Megan walk into the building because I know she's going to bring a positive attitude and be a great leader for the rest of the kids,"

says Jennifer Finney, Youth and Resource Director for the North Midland Family Center and the Teen Leadership Club. "Megan is a gift to our Center. We wish we had 10 of her."

"I love hanging out at the North Midland Family Center. The staff are fun and supportive and I am so excited to be part of the team as a junior counselor," Megan said recently. "Operation Fun was something I looked forward to every summer and now I get to be a part of creating that fun for other kids."

North Midland Family Center and Megan Mathews. One organization touching one life and making it better, empowering a young girl to reach out and do the same for hundreds of children to come.

Midland Community Center

2010 Year in Review

- 2nd Annual Snowball Gala raised over \$14,000 for scholarship assistance
- Partnered with Big Brothers/Big Sisters to provide monthly activities for mentors and kids
- Actively engaged over 10,000 children in Kid's Corner, incorporating educational components and creating a babysitter's club
- Launched the Midland Basketball Academy (MBA) and raised \$10,000 through our "No Kid Left On the Bench" fundraiser
- Travel basketball program tripled from 5 teams to 15 teams

\$200,000

given in scholarships
to 2,000 families

10,000

participants in zumba

2,000

pounds lost by 240
participants in the lose
to win program

1,284

guests came to
the mcc

17%

growth in
membership
revenue





Photo courtesy of Midland Daily News

Bart Bremmer is at home in the water.

"I was born in the Netherlands," says Bremmer. "I started off 4 feet below sea level...so I suppose my being a swimmer makes sense."

With over 75 years of swimming under his belt, Bart has been more than a recreational swimmer. A natural talent, he qualified in the 1940's for the Olympic team in the breaststroke. He was unable to participate due to the cost, but he's known still today among the Midland community swimming group as "the Breaststroke Man".

Bart's introduction to the world of water, however, resulted from a more somber reason. After two young relatives drowned, Bart's father was determined his son would learn to swim. He paid 6 guilders – considered an enormous amount of money in those days – to a local lifeguard to teach Bart essential swimming skills.

Today, at 83, Bart still swims at the Midland Community Center. He sees special value in the free Begin to Swim lessons offered annually to the community, making lives better - and safer - in the process.

"Knowing how to swim is so important," says Bart. "It is a great thing that is being done here – I can speak to that from my own experience."



Midland Community Tennis Center

2010 Year in Review

- Selected for Top 20 Sites in the nation for the USTA 10 and Under Initiative
- 9 National Junior Championships won by Midland Community Tennis Center junior players
- Midland Chamber of Commerce Excellence in Business Enterprise Award
- USPTA Midwest Professional of the Year Award: Mike Woody
- TIA/PTR Commitment to Industry Award: Mike Woody

\$1.4 million

economic impact
with tournaments
and events

\$1.2 million+

raised for the Paul
Oreffice outdoor
complex

4,250

kids impacted
at the 23rd
annual Dow
Corning Tennis
Classic

8,000

youth benefited
from equipment and
training in school

10,000

people reached
with 5 "Best Tennis
Town" projects

360

donors
contributed in
2010

Remember the slogan, “Life is Good. Play Sports.”?

For Jen Butcher, it should be, “Life is Good. Play Tennis.”

A self-described “tennis addict”, Jen lives to chase down bright green orbs and smash them across the net – whether in league play, a dynamic Cardio Tennis class, or with her husband and daughter.

“I could be the MCTC spokesperson, truly,” says Jen with enthusiasm. “Tennis makes my life better in so many ways. Personally, I get a great work out, it allows for constant learning, and provides such incredible energy. For my family, it’s fun and it’s physical. We get competitive and goofy which strengthens our relationship.”

Those family ties are especially key in Jen’s eyes, given that her daughter, Claire, is a pre-teen.

“At this age, developing strong self-esteem is crucial,” says Jen. “Body image is often a barometer of self-worth. Knowing the physical strength of your body versus focusing on only the structure of your body is very important.”

When Jen first moved to Midland, she was astounded by the MCTC. Coming from Atlanta, she says she never would have expected such an incredible resource.

“The (Midland Community) Tennis Center is phenomenal,” says Jen. “Such a state-of-the-art facility in a town the size of Midland is just AMAZING.”

The big question – in an all-out, no-holds-barred family tennis match, who would go home the winner?

“I’m so competitive – I have to say me,” laughs Jen. “Play to win, right?”



“Tennis teaches you how to be strong; there’s a connection between physical and mental strength that unveils the power you have inside.”

Midland Curling Center

2010 Year in Review

- Curling Club's community outreach initiatives included hosting a Life Long Living course offered through SVSU
- Special events included a "Thrills and Skills Bonspiel" season kick-off, inter-state and youth bonspiels, and clinics to develop instructors and officials
- Competitive curling growth included a Midland team competing in the 2011 US Senior Nationals
- Facility successes included installation of Hack-To-Hack Solution sheets, an eco-friendly alternative to painting; installation of a deionized water system; and optimization of the chilling system



\$80,760

value of volunteer hours and services

3,940

hours donated by volunteers

82

age of Doug Leng, curler and inductee to the midland county sports hall of fame with his wife, Marguerite

248

memberships at the curling center

3

years of consecutive membership growth



When Doug and Marguerite Leng look back at the first Midland Curling Club, the word they use to describe it is “obscure”. An obscure sport, an obscure location – even the conditions they played in aptly supported the theme of obscurity.

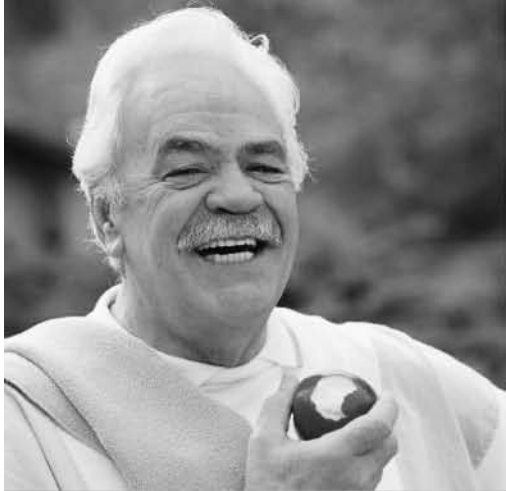
“One of my favorite stories is from when Marguerite was skipping, at the original Curling Club,” says Doug. “We were so heavily bundled whenever we played there because of the cold. At one of our gatherings, a woman came up to Marguerite and said hello, and Marguerite had no idea who she was. The woman was one of her own teammates that she’d been curling with all season!”

How times change. Now, the Midland Curling Club is anything but obscure.

Membership has tripled since the early days on Gerald Court, and the club has created headlines with a rare eight-ender and by hosting the U.S. Mixed Nationals curling event. Most of the leagues are full, and youth curling is growing in popularity as well.

“I believe our contribution to Midland is providing an economical means of competitive activity, fostering friendships, and teaching new experiences,” says Doug. “That’s our opportunity to make lives better.”

Doug and Marguerite Leng were inducted into the Midland County Sports Hall of Fame on October 23, 2010.



Making Lives Better is what we do. But the real question is, how do we make this happen? Here's the secret: it's the champion concept. Focus and play to your strengths.

Babe Ruth is known for slugging, not bunting; Michael Jordan is known for closing the game, not passing; Roger Federer is known for playing at Wimbledon, not the French Open; Mia Hamm is known for scoring, not defense.

What makes each of these athletes champions is that they play within a team that provides the other aspects of success. That's how our operating units and our corporate office work together. Each unit is a star, the best at what they do.

We like that concept.

As a corporate office, supporting our stars is what we do best. We're playing to our strengths, too - streamlining expenses, consolidating services, providing expertise in that next level of operating excellence. In 2010, we had some impressive numbers of our own.

\$446,000 - that's a good one to start with. That's how much extra value was provided to our operating units in 2010. Or \$219,932, \$50,000, and \$32,850... savings that GMCC provided in facilities, IT, and marketing, respectively. Our finance department received a perfect audit. No small achievement.

Operating units and corporate office. Star players and a champion team. The Greater Midland Community Centers, Inc. celebrates the collaborative successes of 2010 and Making Lives Better.

We can't wait for 2011.

Our Board of Trustees is made up of dedicated community leaders who use their diverse talents to help define Greater Midland Community Centers, Inc.'s long-range strategic plan. Our Trustees firmly believe that GMCC plays a vital role in shaping children, supporting families, and providing people of all ages and abilities in our community with programs that can help them realize their full potential.

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Kathy Fothergill, Vice-President
Alan Ott, Treasurer
Lynn Weimer, Secretary

Directors

Shelley Bausch
Judge Steve Carras
Matt Davis
Marie Eckstein
Carl Ellinger
Bruce Grant
Jon Lynch
Larry Washington

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Chris Tointon
President and CEO
Greater Midland Community Centers, Inc.

Alison Ginter
Executive Director
North Midland Family Center

Kevin Heye
Executive Director
Midland Community Center / Midland Curling Club

Bridget Sullivan
Executive Director
Railway Family Center

Mike Woody
Executive Director
Midland Community Tennis Center

GMCC Corporate Office Staff

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Facilities Director

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H.R. Specialist

Diane Roan
Accounts Payable

Andrew Warren
I.T. Coordinator

Barb Stoecker
Accounts Receivable

Deborah Witt
Finance Director

Greater Midland Community Centers, Inc. is a visionary non-profit corporation dedicated to improving the lives of its community members through the offerings of its operating units. Each of these units – Midland Community Center, Midland Community Tennis Center, Midland Curling Club, North Midland Family Center and Railway Family Center – offers individuals and families the opportunity to enjoy recreational, social, wellness, and educational programs.

GMCC is dedicated to the success of its operating units and provides efficient, day-to-day support to them in a variety of areas.

Greater Midland Community Centers, Inc.
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Midland, MI 48640
989-923-4622

Midland Community Center - www.mymcc.org
Midland Community Tennis Center - www.midlandtennis.com
Midland Curling Club - www.midlandcurls.org
North Midland Family Center - www.nmfc.org
Railway Family Center - www.railwayfamilycenter.org

Introducing

Greater Reach Consulting
Sanford Community Programs