

YMCA

PARTICIPANT PROFILE



Heidi Brasher
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Funder: American Express

Heidi Brasher is the Senior Director of Product Line Cohorts, Strategy and Innovation at the YMCA of the USA. In this role, she helps leverage innovation in local YMCAs to become National solutions whether it be modifying a program, creating a brand new one or adapting a service to serve a new demographic.

In addition to programmatic strategy and innovation, Heidi carries financial development responsibilities including grant management and donor reporting. Funds from national fundraising efforts directly support local Ys in their Strategic Initiatives including Improving Academic Performance and Increasing Social Equity for All.

Heidi has a 20 year history of work in local YMCAs that includes program management and development in the areas of early care, afterschool, day camp, and teen programs. She has worked in Marketing/Communications, Membership, and Financial Development but most recently led all centralized out-of-school programs in the YMCA of Greater Houston.

ORGANIZATION INFORMATION

Mission Statement: The YMCA is the leading nonprofit committed to strengthening individuals and communities across the country. At the Y, we're here to help you find your "why" by connecting you with opportunities to improve your health, support young people, make friends and contribute to a stronger, more cohesive community for all.

Mission Priorities:

1. Youth
2. Health/Mental Health/Substance Abuse
3. Hunger/Food Insecurity
4. Community Building/Economic Empowerment & Independence

Total number of employees: NA

Total number of volunteers (estimate): NA

Revenue	Prior Year	2021
Contributions and grants		
Program service revenue		
Investment income		
Other revenue		
Total revenue		

Statement of Revenue (from page 9 – Form 990)	
1a. Federated campaigns	
b. Membership dues	
c. Fundraising events	
d. Related organizations	
e. Government grants	
f. All other contributions	
g. Noncash gifts in line F	
h. Total	
2. a-g Other revenue (if applicable)	

Fun Fact: NA