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YMCA of Greenville announces President and CEO Scot Baddley's upcoming retirement and successor appointment

GREENVILLE, S.C. (July 8, 2024) – After more than 20 years leading one of the largest health and human services organizations in Greenville County, YMCA of Greenville's President and CEO Scot Baddley will be retiring at the end of September. Executive Vice President and Chief Operating Officer, Sam Franklin, is being promoted to president and CEO, effective October 1, 2024.

Since 2004, Baddley has led the 10 site YMCA association, which includes multiple family branch facilities, YMCA Camp Greenville, a year-round residential camp, a community outreach center, and the South Carolina Youth in Government program. As the largest Y in the state, the YMCA of Greenville serves more than 70,000 members and program participants annually.

For more than two decades, Baddley has built highly valuable, long-term strategic partnerships, developed an all-star leadership team, spearheaded innovative, large-scale community health awareness programs, and grown the organization's philanthropic support. He also focused on fostering measurable wellness initiatives, youth and teen enrichment programs, as well as creating new facilities and expanding existing ones in an ongoing effort to serve more Upstate children and families.

Under Baddley's leadership the number of children and families served by the YMCA of Greenville ballooned from 12,000 in 2004 to over 70,000 today. He has achieved significant growth for the Y's two primary revenue generators, membership and programs. Under his leadership, membership revenue grew 179% from 2004 to today. Program revenue grew by 114%. He also successfully navigated the Y through the COVID pandemic, maintaining consistent member services and financial stability through one of the most challenging and disruptive periods of recent history.

Baddley created a unique, high-performing financial development model and built a strong staff and volunteer leadership team, which resulted in a 77% growth in overall funding (grants and contributions) and an increase in Annual Campaign proceeds of over 300% during his tenure. The Annual Campaign enables the Y to ensure that everyone who desires to participate in Y programs may do so, regardless of ability to pay – a promise that is vital to driving the Y's charitable Christian mission. This year, the YMCA of Greenville raised more than $1.45 million for its Annual Campaign, the highest amount raised in the association's history.

Baddley grew up in the Y and began his 44-year YMCA career as a lifeguard and swimming instructor at his hometown Y in Clinton, Mississippi. He progressed through the ranks of

leadership positions in Mississippi and South Carolina to become the seventh president and CEO of the YMCA of Greenville in 2004.

"Scot's life has dovetailed with the YMCA's mission, which focuses on youth development, healthy living and social responsibility," says Brad Hughes, chair of the Metro board of directors for the YMCA of Greenville. "His vision, resilience, fortitude and faith have been instrumental in the lives and needs of thousands of children and families in our community. We are so thankful for the impact of the work he has dedicated his life to, to build a stronger, healthier and more vibrant Greenville County.

Hughes continued, "Sam Franklin's commitment to the Y's mission and culture, coupled with his strong leadership skills makes him the ideal choice to continue the momentum Scot has generated. This transition is part of the YMCA of Greenville's Metro board of directors' succession plan, and Sam was unanimously selected by them to succeed Scot as CEO."

During his tenure, Baddley's major accomplishments include:

- Honored as one of Greenville's "50 Most Influential" by *Greenville Business Magazine*
- Received Mayoral Proclamation for "contributions made to the community, helping people achieve their potential and lead healthier lives and strengthening the bonds of the Greenville community"
- Grew the YMCA of Greenville's association operating budget from $9 million to $20 million
- Transformed the association's facilities through leading over $20 million in capital development projects, including expansions and the launch of new YMCA of Greenville branches
- Earned the Y-USA designation as a Global Center of Excellence for commitment to diversity, inclusion and global engagement
- Recognized by Y-USA for being in the top 6% of YMCAs across the nation that have fully implemented HEPA (Healthy Eating and Physical Activity) standards in child care
- Implemented new board governance systems to determine board strengths and needs, leading to the intentional recruitment of well-matched volunteer leaders, and
- Collaborated with Prisma Health, USC School of Medicine Greenville and American College of Sports Medicine to develop Exercise is Medicine, a global health program designed to improve the health and well-being of people in our community through a prescription of physical activity, lifestyle changes and education from physicians and healthcare providers.

His current and previous community service involvement has included:

- Trustee, Greenville Health Authority Board
- Advisory Board Member, LiveWell Greenville
- Advisory Board Member, Exercise is Medicine Greenville
- Member, Governor's Council on Physical Fitness for South Carolina
- Graduate, Diversity Leadership Initiative and named a Riley Fellow

- Chairman, South Carolina Alliance of YMCAs
- Board of Directors, YMCA Blue Ridge Assembly
- Paul Harris Fellow, Downtown Rotary Club
- Graduate, Greenville Health System's Medical Scholars Program inaugural class

"We are excited for Scot and his family on his upcoming retirement, and for his future," said Sam Franklin, who will succeed Baddley as president and CEO in October. "His leadership, not only at the YMCA of Greenville, but also throughout our community, has been monumental. His leadership and accomplishments, channeling the Y's Christian mission, have set us up for future success. Scot's mark will certainly be felt across our association and throughout Greenville County for years to come. We cannot thank him enough for everything he has done to make the YMCA of Greenville the exceptional, cause-driven organization that it is today."

"I have so many unforgettable memories of my Y experiences, but by far the most enduring are those I've shared with the people I've grown to love and respect and who love our Greenville community in such an extraordinary way," said Baddley. "It has been an honor to serve Greenville, and to work with our staff, donors, volunteers, members, program participants, and community partners over these past two decades. What an absolute privilege it has been to lead this YMCA and to help advance its mission of building a healthy spirit, mind and body for all. Today our Y is strong and poised to expand our impact as we serve this growing community. I'm excited to watch its continued success and have complete faith in Sam and the team who will lead the YMCA of Greenville into the future."

Baddley earned a Master of Business Administration from Mississippi College and has also completed executive development programs through Harvard University, MIT and Tufts University. Upon retirement, Baddley's immediate plans include travel, spending time with his wife, Janice, and enjoying his growing family, including two new grandsons.

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About the YMCA of Greenville, SC

The YMCA of Greenville is a cause-driven non-profit organization. Our mission is, following the example of Christ, to build a healthy spirit, mind, and body for all. With a focus on youth development, healthy living and social responsibility, the Y nurtures the potential of every youth and teen, improves the health and well-being of our community and provides opportunities to give back and help support our neighbors. Founded in 1876, the Y serves more than 70,000 people annually through programs that include after-school care, resident and day camps, aquatics, youth and adult sports, and health and wellness. Programs are offered through four family branches, as well as the Verdae YMCA, YMCA Camp Greenville, and YMCA Judson Community Center. The Y is also home to Y

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Teen Services and the SC Youth in Government programs. For more information about the YMCA of Greenville, visit ymcagreenville.org, or call (864) 412-0288.