Hello All,
This may be an unusual salutation, but none more fitting than for the Y. Our mission statement ends with, “for all.” There is a former UW-Madison graduate student by the name of Maslow that developed a hierarchy of needs. When I look at the hierarchy, it amazes me that our members and program participants fall into each category and look to the Y to help them meet their needs. For some, the Y addresses their basic needs like food and safety. For others, the Y meets their psychological needs through the development of friendships and a sense of accomplishment. Ultimately, we work to help everyone grow to meet their self-fulfillment needs.

YMCA are built by the communities and for the communities they serve. I would like to thank all of the people and corporations that invested in the Y to help build a better community. Findorff, Hallman Lindsay Paints and Johnson Health Tech/Matrix were our signature sponsors for 2018, and the Y had hundreds of people that donated to help us be available for all. The business model of the Y also helps by using revenue streams from membership and program fees to supplement the costs associated with our facilities, administrative costs and overhead. This enables donated dollars to go further by being used directly to help people in our community.

Despite the generosity of our community, the YMCA of Dane County has had its fair share of struggles. We lost a large amount of money last year as the needs of the community continued to grow. Through improved staffing, cost reduction and increased revenues, we are on the right path to realizing an increase in net assets. With finances stabilized, we are better able to focus on increased impact in the communities we serve.

This impact will result not only from the direct efforts of the Y but also through collaborative efforts with partner agencies in the community. Partners like Second Harvest, Access Community Health, Group Health Cooperative and Rush Soccer. It will also happen because of the generosity of our community. Please consider donating to help keep the Y available to all.

Gratefully,

Mark Westover
President/CEO
Although I am now 75, I can still remember the happy times I had at the Y in West Philadelphia, Pennsylvania. If not for the Y after school and summer programs, my brother and I probably would have hung out on the streets of Philly—though, at the time, they were a little less dangerous than today. My father died when I was seven. My brother was 11, and my mother gave birth to my sister two months after my father’s death. The four of us lived in a small, two-bedroom row house, and we had very little money.

Thanks to the Y, my brother and I learned how to swim. The boys swam in the nude, separately from the girls, of course. Hal! Hal! I participated in synchronized swimming and was a Barker at a carnival. I also met Chief Halftown at the Y, who was a local TV personality, and I got to appear on his show. (Go ahead and Google it!) It was great fun!

One summer, probably in 1951, I spent two weeks at an overnight camp in Downingtown, PA. It was called Camp Castle because it was shaped that way (see photo on p. 4). My brother went to Camp Hilltop. We swam, created arts and crafts and learned archery. I remember riding on a train to get there. What a thrill!

Now I want to pay it forward."

- Donna Dressler

It only recently occurred to me that we were able to attend the YMCA and enjoy those opportunities because of community generosity. Now I want to pay it forward. I am delighted to be able to donate and help other families and children here in Dane County.
2018 FINANCIAL SNAPSHOT

REVENUE & SUPPORT

Program & Other Fees $5,859,306
Membership Dues $4,695,101
Contributions & Other Support $338,064
Grants $213,387
All Other Income $213,151
Special Event Revenue $106,649
Investment Income $(65,141)

TOTAL REVENUE & SUPPORT $11,360,517

EXPENSES

Employee Expenses $7,685,584
All Other Operating Costs $1,965,877
Occupancy $1,082,872
Depreciation & Amortization $942,298
Y-USA Support & Organizational Dues $188,332

TOTAL EXPENSES $11,864,963

NET ASSETS, 12/31/17 $5,835,063
NET ASSETS, 12/31/18 $5,330,617
CHANGE IN NET ASSETS $(504,446)

CAPITAL INVESTMENTS

Member Experience Improvements $362,491
Facility/Structural Improvements $54,665

FOR TODAY
FOR TOMORROW
FOR GOOD
Heritage Club

This group of like-minded donors wants to ensure that the Y is always here to build community and to help realize potential in future generations. They generously included the YMCA of Dane County in their family’s estate planning.

Robert & Patricia Anderson
Ted & Barbara Crabb
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Elizabeth Huebel &
David Silverberg
Rob & Ann Johnson
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Charlotte Miura
Pat O’Brien & Dawn Meyer
Ford Randall & Cindy Munn
Renee Reback
Ray & Marion Tomlinson

For more information on how to become part of this elite group of donors, please contact Jen at jkruel@ymcadane.org.

OUR IMPACT

$84,254 donated in Y memberships, programs and services to other local nonprofits to inspire greater change.

$398,521 TOTAL FINANCIAL ASSISTANCE AWARDED

MEMBERSHIP $280,150
CHILD CARE $77,943
YOUTH PROGRAMMING $37,768
ADULT PROGRAMMING $2,660

FOR TODAY
FOR TOMORROW
FOR GOOD
Heritage Club
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Brian Garlock
Mari Gasirowicz
David Genin
Amie Gibba
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We do our best to ensure that the donor list is accurate; we apologize for any errors or omissions. We are truly grateful for your support, and if you are not represented correctly, please let us know so that we may accurately acknowledge your gift in the future.

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### YOUR YMCA

The YMCA of Dane County is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families and communities. Every day our impact is felt when an individual makes a healthy choice, when a mentor inspires a child and when a community comes together for the common good.

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<table>
<thead>
<tr>
<th>DONORS</th>
<th>3 Branches, 526 Employees with 89 being Teens, 292 Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29 Child Care Locations</td>
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<td></td>
<td>3 Summer Camp Locations</td>
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<tr>
<td></td>
<td>19 Current Collaborations</td>
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<tr>
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<td>19,888 Total Members</td>
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### OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

---

**Lussier Family East YMCA**

711 Cottage Grove Road
Madison, WI 53716
608 221 1571

**Sun Prairie YMCA**

1470 Don Simon Drive
Sun Prairie, WI 53590
608 837 8221

**Lussier Family West YMCA**

5515 Medical Circle
Madison, WI 53719
608 276 6606
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