

YOUR COMMUNITY

BEGINS AND ENDS WITH
THE Y

2019 Annual Report
YMCA OF DANE COUNTY



Your YMCA

Dear Friends and Supporters,

2019 was a year of many accomplishments for both our members and our community. One critical area that we worked on is changing the perception of Your Y in our community. Too many people view the Y as a gym and swim. While our members, nearly 22,000 people-strong, enjoyed the latest fitness offerings and beautiful pools, that is just a small part of Your YMCA.

The magic of a Y rests in our ability to use the dollars we receive to support the greater good within our community. As Dane County's largest child care provider, we recognize the importance of quality early childhood education. To help eliminate the education gap, Your Y provided over \$60,000 to help subsidize program costs to provide equal access to child care and summer camp programs.

So many of the YMCA's sports programs are team-based. It is only fitting that Your Y takes a team approach to meet community needs. Outcomes for families and individuals rarely rests in the offering of one organization. Your Y partnered with two medical organizations to address the problem of diabetes within our community. We work with Group Health Cooperative to provide diabetes prevention program training to reverse the course of the disease before it becomes diabetes. Access Community Health Center offers a living with diabetes program for those that can't reverse the course of the disease but can mitigate the risks associated with it. Your Y provides free annual memberships so that these program graduates can apply what they learn and live longer, happier and healthier lives.

2019 saw meaningful growth in revenues, and thanks to sound business practices and expense management, Your Y is able to report positive net assets. This momentum allows us to enter 2020 with confidence and the ability to do more. I would like to thank all of our donors for the confidence that they showed in the Y to be good stewards of their money. I would like to recognize our signature sponsors: J.H. Findorff & Son and Hallman Lindsay.

Next year promises to be another great year. Our increases in memberships, program participation and generous donors will allow Your Y to do more to support Your Community than ever before. Your Community begins and ends with the Y.

With appreciation,



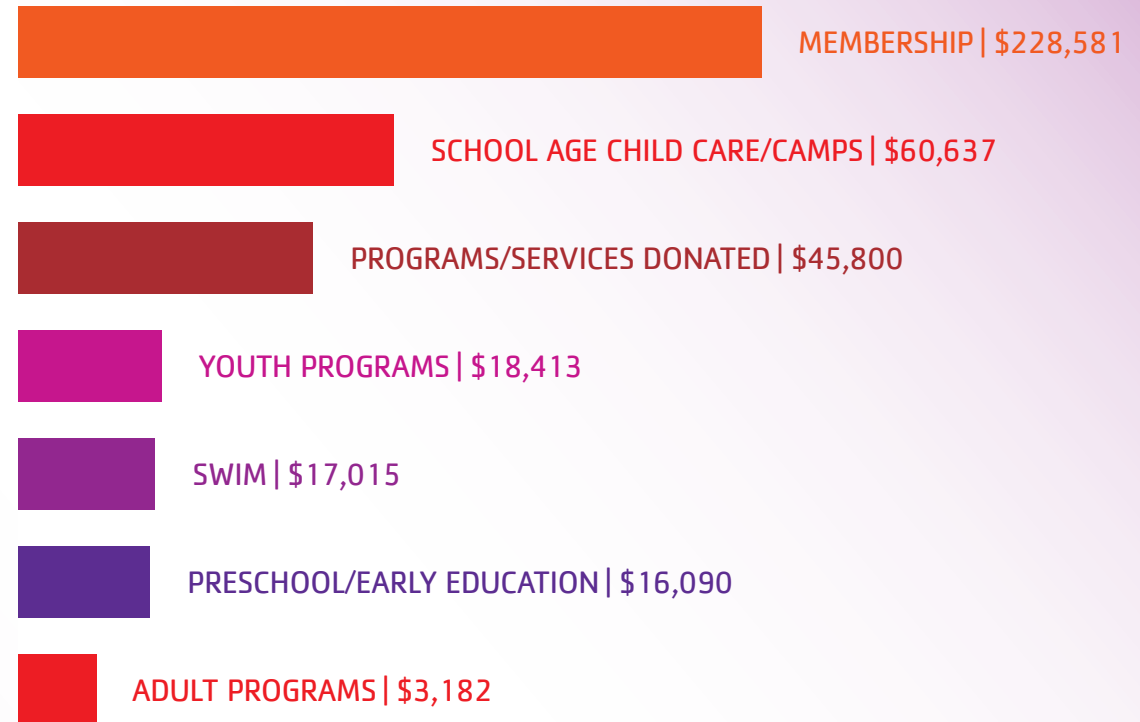
Mark Westover
President & CEO



Community Impact

\$389,718

Access to healthy living and youth development programs should be available to all in our community. The many generous donors that support the Y make our commitment to providing affordable programs and services possible year after year. With the community behind us, we proudly provide financial assistance support to youth, adults and families based on individual needs and circumstances.



OUR COMMITMENT TO INCLUSION

The YMCA of Dane County is committed to diversity, equity and inclusion by ensuring that all members of our community have the opportunity to learn, grow and thrive. We celebrate diversity and effectively engage, connect and advocate for our staff, members and volunteers, positioning us to respond to relevant issues impacting our communities.



Brayden and YMCA School Age Child Care mentor, Monis Allen

The Y Has Become Like A Family To Us

About three years ago, I was looking for more for my son, Brayden. I felt that he would thrive from being in a structured social, after school or summer program, and I would have the opportunity to get

more hours at work. My search for a program and a place that would welcome my son with open arms began.

I asked around, and people said, "summer school" or just "leave him home alone."

Home alone? And summer school was not offered to children passing at grade level ... and home alone? No way! My search continued. One day, while picking up Brayden he wasn't waiting in his usual spot for after-school pick up. Instead, he was playing Capture the Flag with a group of kids. When I asked who he was playing with, he said, "some program." It turned out to be the YMCA's after school child care program. I learned that they also offered before school care, summer day camps and even programs for days when school is out, and I have to work.

Brayden was not as excited as I was, as he would rather have no rules and the freedom of being home alone. I wanted the peace of mind of knowing that he was safe and learning life skills. On top of everything else, money was tight in our single-parent home, so I was nervous to hear about the costs of all of these programs. I contacted the Y with many questions, and they promptly replied with answers. I was excited to learn that they

had a financial assistance program and even more excited to get to know the staff and learn more about the programs.

Brayden started the after school program in third grade and then joined his first Y summer camp. The staff greeted us every

morning with a smile and had so many options for the kids every day.

They go on field trips once a week, have snack time and basically get a structured day of fun.

The staff are great and

have become like family to us. They offer Brayden space when he needs it and support when they can see he isn't having a great day. They know him and all of the kids so well. Brayden has shared how much this program has meant to him, and how Monis (Y teacher and camp counselor) has been like a father figure in his life. We are beyond grateful to be a part of the YMCA family, and we will continue to enjoy all that the YMCA has to offer. Thank you, YMCA team, for all that you do!

Sincerely,

Ashley B., Brayden's Mother

"On top of everything else, money was tight in our single-parent home, so I was nervous to hear about the costs of all of these programs."

YOUTH
DEVELOPMENT
IMPACT



Rosie E.

All It Takes To Begin Is Putting One Toe In The Water

Rosie has been a member of the Sun Prairie YMCA for ten years. She became a member when her doctor said she needed to get active and lose some weight. She knew the pool would be a great place for her, but she was very afraid of the water. She started by just putting her toes in the water and now, ten years later, she can go in the deep end wearing a belt!

It was because of the encouragement of those around her in the pool, from both staff and members, that she's been able to overcome her fear. Once she got in and took the first class, she was hooked, and to this day comes in three days a week for the 9:00 am class. Throughout her years at our Y, Rosie made many friends. If she misses a class, they will call and check on

her, making sure she's okay. A fellow class member brings her leftovers, and she calls it her "meals on wheels." Yet another class member will pick her up, making sure she gets to class during the winter months, when Rosie won't drive. Another amazing part of Rosie's story is that when a new participant joins the class, she is sure to introduce herself and welcome them!

"... if someone tells her to skip a day, she tells them no way, don't take the Y from me!"

Rosie is also a great advocate of our Y, sharing her story about how much the Y has helped her with anyone willing to listen. Some of you may remember her from the Sun Prairie "Here for All Rally" where she shared her story and love of our Y. Rosie said she is just lost when she isn't able to make it to class, and if someone tells her to skip a day, she tells them no way, don't take the Y from me!

According to the Centers for Disease Control web site, regular physical activity is vital for healthy aging. It can help delay, prevent or manage many costly chronic diseases faced by adults 50 years and older. Physical activity can also reduce the risk of premature death. It's

not just the physical activity, however, that is so good for the aging population. It's just as important to exercise the brain. Studies show an association between lifelong involvement in mentally and socially stimulating activities and a reduced risk of Alzheimer's disease.

With the help of our Financial Assistance Program, Rosie is able to afford a YMCA membership. Every dollar donated to our Annual Campaign truly makes a difference in lives of many, just like it has for Rosie.



Rosie and her water aerobics class.

Supporting Strength, Camaraderie & Community

Mary is a proud member of our YMCA. She had been a member in the past but for different reasons had stopped coming to the Y. In Spring of 2018, Mary was diagnosed with breast cancer. She had surgery, chemo and radiation. One day, when she was at radiation, she saw some info on the LIVESTRONG® at the YMCA program. She had heard of the program in the past but never thought much of it because it wasn't something that applied to her life. Little did she know that someday the program would have a large impact on her life. Mary reached out to the coordinator, eventually got in contact with Tammy and in the Spring of 2019, started the program at the Sun Prairie YMCA.



Mary C.

“LIVESTRONG is about more than just physical fitness. It’s been great to be with people who understood what I was going through.”

LIVESTRONG® at the YMCA is a FREE 12-week program for cancer survivors that meets twice a week for 90 minutes.

It uses traditional exercise methods to ease back into fitness and help maintain a healthy weight and focus on building muscle mass and strength, increasing flexibility and endurance and improving confidence and self-esteem. They also learn about wellness, stress reduction techniques

and how to continue healthy habits after the program ends. Just as important, LIVESTRONG® at the YMCA encourages a warm spirit of community, a safe comfortable place to build companionship with others diagnosed with cancer and share stories and inspiration.

Once LIVESTRONG® at the YMCA ended, Mary knew she didn't want her time at the Y to be over, so she and her daughter got

a family membership. She stays in contact with her “classmates” through social media, and they also meet on Wednesday nights in a new program called Stay Strong. They workout together, continue to encourage each other and build even stronger friendships.

Mary is incredibly thankful for all that LIVESTRONG® at the YMCA did for her and appreciates every donor and grantor that makes this program possible. This is a pre-run selfie of Mary, as she has recently been able to start running again! You go Mary!

LIVESTRONG®

FOUNDATION

NEIGHBORS HELPING NEIGHBORS

41,000 colored markers gathered for American Family Children’s Hospital



3,053 diapers donated to Dane County Diaper Bank

340 lbs of baby clothes collected for Casa Alitas

239 children received Christmas presents through our Giving Tree Program



4 Blood Drives

1 Flu Clinic

SOCIAL RESPONSIBILITY IMPACT

Creating Opportunities For All

Guided by our commitment to strengthen communities, the Y works to create opportunities to help everyone reach their full potential.

SUPPORTING PARENTS

28

Before/After school child care sites were equipped to help children learn and grow in a safe, supportive environment.

READY FOR SUCCESS

2,169

Youth age 2-12 are better prepared for kindergarten, elementary school and high school through licensed child care programs.

DEVELOPING LEADERS

710

Day campers combated summer learning loss with the great outdoors and literacy activities.

REDUCING RISK

75

Individuals worked to beat chronic disease by participating in the YMCA's Diabetes Prevention Program.

SAVING LIVES

6,297

Kids learned the importance of water safety and gained self-confidence by participating in swim lessons.

MEANINGFUL MEMBERSHIP

189

Free weekly group exercise classes helped individuals stretch their bodies and minds.

ENDING FOOD INSECURITIES

83,508

Meals and snacks were provided to fight food insecurity and help kids and adults of all ages thrive.

RECLAIMING HEALTH

38

Cancer survivors graduated from LIVESTRONG® at the YMCA, a program that provides instruction and support on the road back to health.

KEEPING CONNECTED

2,583

Active older adults remained healthy and connected at the Y.

Small Actions Equal Big Changes

We appreciate the kindness of our Y supporters

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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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This group of like-minded donors wants to ensure our Y is here to serve future generations. They have generously included our Y into their estate planning.

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

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Working Together Toward Great Things

When we work together, more gets done

The Y is recognized as a community-leading collaborator that achieves bold results, and we are proud to work with many outstanding local organizations such as these:



REVENUE & SUPPORT

Program & Other Fees	\$6,208,797
Membership Dues	\$4,937,252
Contributions & Other Support	\$1,170,625
Grants	\$266,779
All Other Income	\$67,520
Special Event Revenue	\$113,259
Investment Income	\$203,300

TOTAL REVENUE & SUPPORT

\$12,967,532

EXPENSES

Employee Expenses	\$7,682,368
All Other Operating Costs	\$1,920,000
Occupancy	\$1,138,703
Depreciation & Amortization	\$886,426
Y-USA Support & Organizational Dues	\$172,448

TOTAL EXPENSES

\$11,799,945

NET ASSETS, 12/31/19

\$6,498,204

NET ASSETS, 12/31/18

\$5,330,617

CHANGE IN NET ASSETS

\$1,167,587

CAPITAL INVESTMENTS

Member Experience Improvements	\$410,153
Facility/Structural Improvements	\$424,377



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

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