YOUR COMMUNITY BEGINS AND ENDS WITH THE Y

2019 Annual Report
YMCA OF DANE COUNTY
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.
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 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

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

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.

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

Rosie E.

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.

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

Mary C.

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.

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.

READY FOR SUCCESS

2,169

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

ENDING FOOD INSECURITIES

83,508

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

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.

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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Kathleen Janssen
Maria Javeed
Trudi Jenny
Terry Johnson, Jr.
Christopher Jones
Steve Justinger
Nancy Kaiser
Marianne Kalina
Sage Karl
Matt & Beth Karnick
Tami Kepler
Tamarra Kerch
Peter Keuler
Laura Kiefer
Mayumi King
Roberta Kirby
Carolyn Kleiner
Ashley Kniesel
Kim Knorr & Steven Schulze
Zachary Kohl
Christopher Komorowski
Carina Koster
Brianne Kraimer
Kranz Imperial Dade
Page Krause
Aaron Krigbaum
Frederick R Kruger Revocable Trust
Mary Kubly
Paul Kudle

Polly Kuelbs
Kelsey Kujoth
Briana Kurlikus
Brian Kavanagh
Roman Kwasnica
Andrew Kwanski
Naomi Lambert
Jon Lansverk
Louis Lass
Peggy Larson
Christopher LaVigne
Ashley Lavin
Briant Lawler
Randall Learish
Bob Lee
Sissy Lentz
Samara Lerner
Lukas Lestikow
Pamela & Fred Licke
Joseph Lorentz
Bensen Loveless & Kimberly Lux
Carter Luke
Logan G Lundgren-Sly
Jeff Luther
Jolene Lynch
Allison Macia
Ross Mack
Tiffany & Jeff Mack
Justin Maclin
Madison4Kids
Teri Magennis
Linda Mahlberg
Mainstream Boutique
Jennifer Malloy
Joan Manthe

Chad Maple
Gloria Mari-Beffa
Joanne Marquez
Marshall Volunteer Fire Company
Megan Martin
Lizzy Martin
Rajath Martin & Akshaya Bhaskar
Bill Martinelli
Tyler Martinelli
Howard Mazur
Barbara McCull
Kimberly McConnell
Chris McGill
Michael & Laura McGowan
Caroline McKinney
James McNeilly
Katie Meland
Franklin Menzel
Mary Menzel
Erin Mews
Matt Mielcarek
Thomas Miller
Jesika Miller
Sacha Milton
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Kate Morand
Brianna Moreland
Under $1,000
Angela Morgan
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Andrew Orfan
Juliet Page
David Paider
Mark Paiz-Handrick
Jennifer Pamphuch
Casey Paplow
Parkcrest Swim & Tennis Club
Ramesh Parupally
Jeanne Parus
Meliza Pasos
Ripal Patel
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Theresa Perils
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Chelsea Pestana
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Tavi Riddle
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Dale Schuhmacher
David Schultz
Dale Seiler
Kathryn Sellin
Gwen Shales
Samantha Sharp
Lucy Sheehy
Kayoko Shimmyo
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Simply Swimming
Lee Sippola
Matthew Skibo
Wilma Smider
Janine Smiley
Bradley Smith
Jennifer Smith
Kathryn Smith
Robert Smith
Social Media Breakfast Madison, Inc.
DeVon Solomon
Cade Sorensen
Wes Sparkman
Deborah Sproule
Craig Stanley
Annette Steele
Mary Lee Steinmuller
Shirley Stephan
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Gifts in Kind
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Kollege town Sports

HERITAGE CLUB
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 Kruel at jkruel@ymcadane.org.
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

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program &amp; Other Fees</td>
<td>$6,208,797</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$4,937,252</td>
</tr>
<tr>
<td>Contributions &amp; Other Support</td>
<td>$1,170,625</td>
</tr>
<tr>
<td>Grants</td>
<td>$266,779</td>
</tr>
<tr>
<td>All Other Income</td>
<td>$67,520</td>
</tr>
<tr>
<td>Special Event Revenue</td>
<td>$113,259</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$203,300</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE &amp; SUPPORT</strong></td>
<td><strong>$12,967,532</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Expenses</td>
<td>$7,682,368</td>
</tr>
<tr>
<td>All Other Operating Costs</td>
<td>$1,920,000</td>
</tr>
<tr>
<td>Occupancy</td>
<td>$1,138,703</td>
</tr>
<tr>
<td>Depreciation &amp; Amortization</td>
<td>$886,426</td>
</tr>
<tr>
<td>Y-USA Support &amp; Organizational Dues</td>
<td>$172,448</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$11,799,945</strong></td>
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</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member Experience Improvements</td>
<td>$410,153</td>
</tr>
<tr>
<td>Facility/Structural Improvements</td>
<td>$424,377</td>
</tr>
</tbody>
</table>
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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