



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

LIVING OUR CAUSE

2018 Annual Report
YMCA OF GREATER WAUKESHA COUNTY

FOR A BETTER US

As my two year term as Chief Volunteer Officer comes to a close, I reflect on a number of successes related to strategic partnerships, operational growth, and a strong YMCA connected to the communities we serve.

- Growth in our core programs and membership has been significant. Our household membership increase makes us the preferred destination for engaged families and our commitment to adult wellness has resulted in serving more active adults and seniors.
- A commitment to providing high quality programs led by qualified and creative staff makes our YMCA a well respected community resource. Needed services in the areas of before and after school care, summer camps, and aquatic safety are a commitment that we continue to deliver to the communities we serve.
- We continue to allocate resources to building development and upkeep, reinvest in equipment and services as well as staff acquisition and development to address needs and opportunities.

None of these achievements could or would have occurred without the fantastic staff we have throughout our branches. The YMCA of Greater Waukesha County is a top ranked Association and is a leader throughout the movement. Our staff is dedicated to the mission of the YMCA and that makes all of the work and results that much more impactful and meaningful. Lastly, I would like to thank the members of the association board for their support and service. This is a top notch board that is diverse in thought and expertise and strongly represents the vast service region of our YMCA.

It has been an honor to serve as the Chief Volunteer Officer; we have made great strides and I look forward to even greater things to come.

RICK KALSCHUER

Chief Volunteer Officer





STRONGER TOGETHER

I am humbled to serve as the CEO of this great YMCA and to work with such an outstanding group of board members, donors, volunteers, and staff. Collectively we assemble talents, experiences, and dedication to strengthen the communities we serve and deepen our YMCA service.

Throughout this report you will find statistics and stories that affirm the scope and scale of our true impact. The statistics provide clarity for the relevance of our mission and how we align our programs and services to address community need. More than the numbers, the stories share the personal perspective on the work we do. The stories provide examples of how lives are changed and positively impacted by our committed mission driven work.

One of the great things about our Y is that I am always driven by what is next and I firmly believe that we will provide better services and accomplish more in the days ahead. 2018 was a fantastic year and with continued Board leadership, donor generosity, passionate volunteers, and talented staff, we are indeed Stronger Together.

CHRIS BECKER

Chief Executive Officer

PREVIOUS AWARD RECIPIENTS

2018	Jim Wager
2017	Ron Deabler
2016	Cheryl Berg
2015	Stan Riffle
2014	Bob Lombardi
2013	Lorraine McAdams
2012	Doug Hastad
2011	Tim Colombe
2010	Rick Frowein
2009	Roger Pascavis
2008	David Schmidt
2007	Ken Riesch
2006	Monte McCormick
2005	Donald Fundingsland
2004	Larry Soukup
2003	David Bahl, Sr.
2002	Martin Frank
2001	Tom Czarnecki
2000	Terry Inman
1999	John Nevins
1998	Tom Dalum
1997	Don Taylor
1996	Agustin Ramirez
1995	Carl Taylor
1994	Mike Hansen
1993	Geraldson Family
1992	Warner Kerr
1991	Anthony Bryant

THE SPIRIT OF SERVICE AWARD

RICK KALSCHUEUR

The Spirit of Service Award, formerly known as the President's Award, was established by the Board of Directors to honor individuals who have significantly impacted the YMCA, exemplify the Y mission, and have provided outstanding leadership throughout the community. In the history of any successful organization, select individuals create positive change so that organizations can rise to new levels of service.

This year's recipient, Rick Kalscheuer, not only benefited from the Y while growing up at West Suburban, he has given his time, talent, and treasure to ensure there is a strong Y presence in the greater Waukesha County area for years to come. Rick started on the YMCA board in Waukesha in 1995, serving on many committees such as finance, fundraising, and board development. Rick was involved in developing the organizational model with the addition of the Mukwonago Y and also provided keen insight in the 2014 Y acquisition process that significantly expanded our community reach. Rick is concluding his two year leadership role as Chief Volunteer Officer and has done a tremendous job of positioning the Y for continued growth and prosperity. He also serves on the YMCA Foundation Board and has been a great Y ambassador in his many community service and board activities.

Rick and Colleen have been married for 39 years and live near Hartland. They have three adult children, Ryan, Andy, and Annie. They are active in the community; Waukesha County Business Alliance, where Rick chairs the education committee and is part of the Manufacturing Alliance Executive Council; Lake Country Rotary (Rick is a past president); and St Charles Catholic Church. Rick loves to golf at Oconomowoc Golf Club (past president) when time and Colleen allow. They can often be seen walking their golden retriever in the Lake Country. Rick celebrated 30 years at R&R Insurance this year and leads the Municipal Insurance division and assists clients in the Manufacturing and Health Care areas.

He has been a significant leader in the history and success of our YMCA. Thank you, Rick!



FINANCIAL STATEMENTS

CONDENSED STATEMENT OF FINANCIAL POSITION

As of December 31, 2018

ASSETS

Cash and equivalents	\$ 1,975,672
Certificates of deposit	198,972
Other assets	84,555
Accounts receivable, net	216,320
Pledges receivable, net	91,244
Property and equipment, net	40,833,330
Total assets	\$43,400,093

LIABILITIES AND NET ASSETS

Payables and accrued expenses	\$ 1,001,693
Deferred revenue	492,046
Capital lease obligations	829,947
Notes payable	4,400,648
Total liabilities	6,724,334
Total net assets	36,675,759
Total liabilities and net assets	\$43,400,093

CONDENSED STATEMENT OF ACTIVITIES

For the year ended December 31, 2018

OPERATING REVENUE

Public support		
Contributions and special events	\$ 462,163	2.56%
United Way	98,772	0.55%
Membership revenue	9,131,474	50.54%
Program revenue	8,161,897	45.17%
Other	213,923	1.18%
Total operating revenue	\$18,068,229	100%

OPERATING EXPENSE

Youth development	\$ 9,605,780	56.18%
Healthy living	5,573,897	32.60%
Social responsibility	155,832	0.91%
Management and general	1,319,656	7.72%
Fundraising	443,215	2.59%
Total operating expenses	\$17,098,380	100%

CHANGE IN NET ASSETS \$ 969,849

MEMBERSHIP & PROGRAM REVENUE

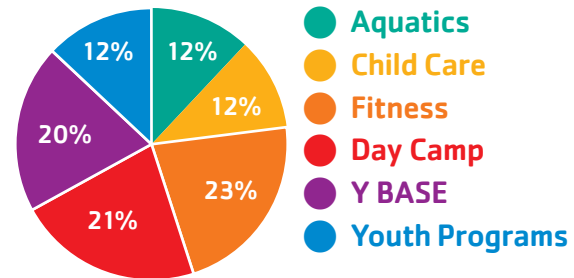
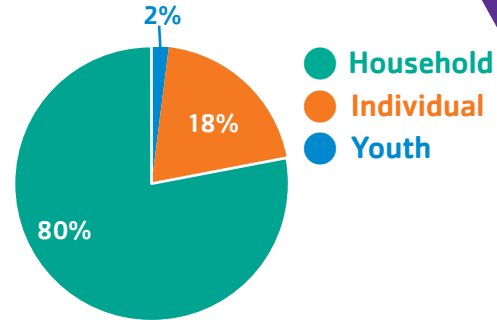
For the year ended December 31, 2017

MEMBERSHIP REVENUE

Household	\$7,446,723	79.88%
Individual	1,710,835	18.35%
Youth	164,406	1.76%
Gross membership revenue	9,321,964	100.00%
Financial assistance	(190,490)	-2.04%
Net membership revenue	\$9,131,474	97.96%

PROGRAM REVENUE

Fitness	\$1,921,802	23.14%
Day Camp	1,761,588	21.21%
Y BASE	1,655,545	19.94%
Youth Programs	1,012,200	12.19%
Child Care	1,009,841	12.16%
Aquatics	943,212	11.36%
Gross program revenue	\$8,304,188	100.00%
Financial assistance	(142,291)	-1.53%
Net program revenue	\$8,161,897	98.47%



A photograph of a man and a young boy in a swimming pool. The man, on the left, has a grey beard and is smiling warmly. The boy, on the right, is also smiling and looking towards the camera. They are both in the water, which is a light blue color. A large purple shape is overlaid on the left side of the image, containing the text.

**youth
DEVELOPMENT**



“The Y has taught my kids social responsibility, great values, and the importance of family and friends. The Y is a place we can come and always feel welcomed.”

Serving families has always been at the heart of the Y. Special programs, activities, and events designed for families encourage them to spend time together, strengthen their relationships, and stay active. When families choose to come to the Y, a variety of activities are available for family members of all ages to enjoy together and separately. Whether it is grandchildren and grandparents, parents and children, or family friends, the Y strives to provide a place where everyone can deepen their relationships, develop new skills and interests, and improve their health and well-being together.

The Y's family programs and activities support the mission of the Y and promote family togetherness and a healthy lifestyle. Programs aim to accommodate all schedules, including nights and weekends, when many families are able to spend the most time together. For Y household members, all of the family programs are offered at a low-cost or free.

Family Nights offer themed activities, swimming, gym time, or special guest activities. Throughout the year, the Y celebrates holidays with family events that include activities like Easter egg hunts, diving for pumpkins, and breakfast with Santa. To encourage healthy development and quality family time, the Y offers parent and child enrichment classes, family fitness classes, and family fun in the pool. No matter what activity families choose, their time spent together is cherished.

To ensure all family programs and activities remain affordable for members and participants, the Y relies on fundraising through the Annual Campaign, which provides memberships and programs to those who need it most. Annual Campaign events like the West Suburban Y Backyard Bash and the Mukwonago Y Family Mud Run help raise money while also providing a fun-filled day for the entire family.

Whether families are looking to get active, discover new interests, or spend quality time together, the Y offers something for everyone.

healthy
LIVING





“ I’ve come to see the overall culture of the Y mirrors what I feel in **LIVESTRONG**: the Y exists in order to help all of us become our best selves. ”

The YMCA aims to improve the health of the community by providing programs and services that support the whole person. In 2018, the YMCA of Greater Waukesha County expanded **LIVESTRONG**® at the YMCA to all five branches, increasing the Y’s capacity to support cancer survivors in the community. **LIVESTRONG** at the YMCA is an evidence-based physical activity and well-being program designed to help adult cancer survivors reclaim their health. Participants work with Y staff trained in supportive cancer care to achieve goals such as building muscle mass and strength, increasing flexibility and endurance, and improving confidence and self-esteem. By focusing on the whole person and not the disease, **LIVESTRONG** at the YMCA is helping survivors move beyond cancer in spirit, mind, and body.

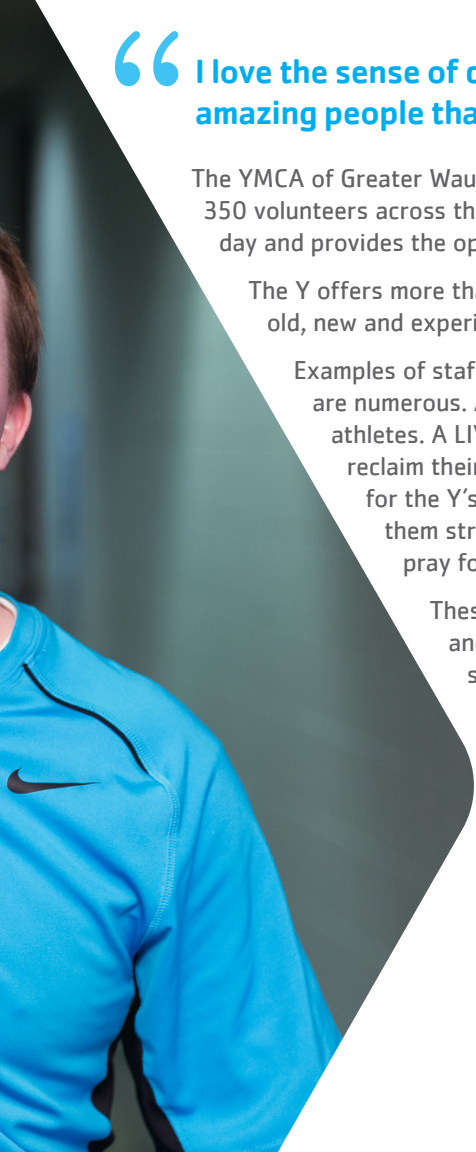
Beyond the physical benefits, **LIVESTRONG** at the YMCA offers a warm and welcoming environment that allows cancer survivors to build companionship and inspire one another. Each survivor has a unique story, yet the small group of participants all share something in common – a cancer diagnosis. This commonality allows participants to relate to one another and develop strong bonds even after the 12 weeks have ended.

On top of the physical effects of cancer, the financial impact on cancer survivors can be devastating. Offering **LIVESTRONG** at the YMCA at no cost ensures that the YMCA does not add to survivors’ financial burdens. In addition, the Y provides each participant and their family a free membership to use during the program and for three months following completion of the program. This allows family members to encourage and support their loved ones on their path to better health.

LIVESTRONG at the YMCA truly embodies the mission of the YMCA. To further this mission, the YMCA of Greater Waukesha County will continue to offer **LIVESTRONG** at the YMCA and the YMCA’s Diabetes Prevention Program and expand the portfolio of Healthy Living Programs in 2019 and beyond. Together with key community partners, the YMCA of Greater Waukesha County will continue to make the community a healthier place.

social RESPONSIBILITY





“ I love the sense of community and welcoming the Y brings. I am able to interact with amazing people that seem to teach me something new every time I come to work. ”

The YMCA of Greater Waukesha County employs 112 full-time and 1,138 part-time staff, and engages over 350 volunteers across their five branches. Every role plays an integral part in making the Y a success every day and provides the opportunity to create new relationships, learn from others, and develop new skills.

The Y offers more than a place to work and volunteer. It brings people from our community - young and old, new and experienced - together to become role models and make a difference.

Examples of staff and volunteers embodying the Y's mission through their engagement at the Y are numerous. A volunteer coach teaching fairness and good sportsmanship to a team of young athletes. A LIVESTRONG® at the YMCA instructor guiding cancer survivors on a journey to reclaim their health. A team of volunteers spending their day at a special event to raise money for the Y's Annual Campaign. A trainer teaching a group of seniors new exercises to keep them strong, healthy, and independent. A group of community members coming together to pray for the common good of the community.

These moments not only benefit the Y's members and the community, they allow staff and volunteers to become leaders, realize their potential, and discover how their time spent at the Y has a deeper impact. Staff and volunteers walk away knowing their efforts are valued and they played a role in shaping the future of others.

With staff and volunteers of all ages, backgrounds, and life experiences, the Y provides an environment for staff and volunteers to learn, grow, and thrive.

2018 STAFF IMPACT AWARD

The Staff Impact Award is given to staff members from each branch who have gone above and beyond their job description to support the goals of the YMCA. These employees exemplify the character values of honesty, respect, caring, and responsibility in all areas of their work. Each staff member has positively impacted his or her co-workers, department, branch, or the YMCA of Greater Waukesha County. We are proud to acknowledge their contributions and showcase those who are truly living our cause.

MUKWONAGO

Heidi Hyatt

SOUTHWEST

Lydia Witkiewicz

TRI COUNTY

Fred Kennard

WAUKESHA

Judy Shepherd

WEST SUBURBAN

Jeanne Hanson

ADVANCING OUR CAUSE

MUKWONAGO

The Mukwonago Y is a 70,000 square foot facility located in the Village of Mukwonago, serving families, seniors, adults, and youth in Waukesha, Walworth, and Racine counties. Built in 2012, the Mukwonago branch is the result of the hard work of many volunteers and donors who had a vision to provide the community with a healthy, active place for families.

2018 ACCOMPLISHMENTS:

- In collaboration with the Mukwonago Area School District, increased 4K enrollment with the addition of a new classroom, serving 100 students.
- Implemented LIVESTRONG® at the YMCA, which served 32 cancer survivors.
- Received a \$10,000 donation to implement adaptive and special needs programming that served nearly 250 individuals.

SOUTHWEST

The Southwest Y, located in Greenfield, serves Milwaukee's Southwest neighborhoods. This Y is a dynamic and inclusive gathering place that fosters healthy lifestyles and positive relationships. They specialize in family activities, health and wellness for all ages, adaptive fitness (for individuals with physical limitations), senior programming, and youth development.

2018 ACCOMPLISHMENTS:

- Provided a safe and fun environment for 450 children at Summer Day Camp.
- Instructed more than 600 youth in gymnastics and 320 youth in Tae Kwon Do.
- Guided over 115 volunteers and participants in adaptive programming (adaptive personal training and adaptive swim lessons).

**ADDITIONAL YMCA LOCATIONS: YMCA CHILDREN'S ACADEMY, CAMP
OPENING IN 2019: NEW BERLIN YMCA WELLNESS CENTER**

TRI COUNTY

The Tri County Y, located in Menomonee Falls, serves more than 60 Wisconsin communities. Tri County blends the community's prideful traditions with progressive approaches to family health and wellness. This Y has some of the largest Summer Day Camps, Aquatics, and SilverSneakers® programs in the area. To continue to welcome future generations, this Y prides itself on investing not only in its facility and programming, but its community.

2018 ACCOMPLISHMENTS:

- Helped 375 2nd graders learn about water safety through the Safety Around Water program.
- Graduated 26 cancer survivors from the LIVESTRONG® at the YMCA program.
- With record attendance, raised \$17,000 at the Annual Sport Shoot to benefit the Annual Campaign.

WAUKESHA

The Waukesha Y has served Waukesha and the surrounding area since 1894, a remarkable record of stability and service. The Waukesha Y believes they have something special – a sense of community – and that everyone should have access to programs and services that help them learn and grow. This Y is proud to strengthen its impact through many community collaborations and unique program offerings.

2018 ACCOMPLISHMENTS:

- Helped 1,477 children learn to be safe around water through participation in swim lessons.
- Offered healthy activities for the whole family including 125 group exercise classes per week, family boot camp and yoga, and a sports league for every season.
- Through the member-led Christmas Caring Tree campaign, donated meaningful gifts for local families.

WEST SUBURBAN

The West Suburban Y, located in Wauwatosa, primarily serves the Brookfield, Elm Grove, and Wauwatosa communities. Generations of families have grown with the West Suburban Y, making it the largest Y in the Greater Waukesha County Association. Rich in family programming and strong in youth development, this Y is a very diverse place where you will find many active older adults, a flourishing youth and teen population, and health and wellness options for all.

2018 ACCOMPLISHMENTS:

- Through the aquatics program, taught 3,000 children and teens the basics of water safety and how to swim.
- Educated, trained, and graduated more than 100 new lifeguards through the lifeguard training certification program.
- Received a grant from NASA that helped bring solar energy programming resources and materials to over 130 children in STEAM Day Camp during Space Week.

SUPPORTING OUR CAUSE

\$10,000+ Donors

Anonymous - Adaptive Programming
Connoils, LLC
L&A Crystal Services, LLC
John Nevins
Pepsi Bottling Group
United Way of Greater Milwaukee & Waukesha County
William N. and Janice V. Godfrey Family Foundation

\$5,000+ Donors

Citizens Bank
Community Memorial Hospital
FIS Fitness Challenge
Gannett Foundation
James Office Equipment
JCPenney
National Insurance Services
VJS Construction Service
Wisconsin Vision
YMCA of the USA

\$2,500+ Donors

Anonymous
Anonymous
Kathy and Steve Baptie
Grainger
In Memory Of Noah J. Lentz
John and Ann Petrie
RiverCrest Chiropractic
West Bend Community Foundation
Mark Westen
Woodman's Market

\$1,000+ Donors

Rick and Stacie Andritsch
Anonymous
Anonymous
Chris and Nancy Becker
Ben and Cristi Bergles
Paul Beste
Robert and Cathy Brendel
Patrick and Jean Canney
Tim and Marge Colombe
Community League of Menomonee Falls
Linda and John Daley
Matthew Deininger
Tom and Anne Deisinger
Paul and Joan A. Ewig
Patrick and Suzanne Falvey and Family
Bob and Joan Farrell
Fork in the Road
Suzanne Frank
George Furey
The GE Foundation
Darren and Jamie Horndasch
Patrick Horne
Carl and Carrol Jensen
Jerry & Kathleen Grundhofer Family Foundation
Merry Johnson
In Memory of Chet Jozwik
Don and Mary Lou Kasner
Emery Klemm
The Konkol Family Fund
The Kurhajecs
Tom Lamoureux Family
Jay and Betty Lauck
Macy's
Marsh & McLennan
Patrick McAdams
Terrance McAdams

Tom and Amy McAdams
Mike and Debra McCann Family
Meijer, Inc
Geoffrey Mertens Family
Microsoft
Aaron and Kristin Miller Family
Scott Morgano Family
Mukwonago Family Dentistry
Jeffrey Nixon
Kelly and Rob Olejniczak
Jeff and Darcy Piette Family
In Memory of Cassandra Leigh Pokorny
Premier Medical Staffing
Programmed Painting Service, Inc
R&R Insurance Service Inc.
Brian Radloff
Katie and Jeff Rehm
Jeff and Kristy Richards Family
Robertson, Ryan and Associates
Jeremy and Laurie Schlicht
Amanda and Jason Schneider Family
The Sonnemann Family
Rick and Martha Swan
Target Corporation
Team Ben
James Tidey
United Way of the Greater Lehigh Valley
US Bank
Francis Wagner
Jim and Marj Wagner
WaterStone Bank
Waukesha County Community Foundation
Kathy and Tom Westpfahl
Katie and Kevin Wilke Family
Wisconsin Coach Lines
Sherri Wolfmeyer
The Family of Peter A. Zangerle

WHERE CAUSE MEETS COMMUNITY



72,065
Y Members &
Program Participants



12,835
Active Seniors Joined
in Y Programming



7,487
Individuals Took
Swim Lessons



156
Participants of
LIVESTRONG®
at the YMCA



20,160
Kids Served in
Y Programs



\$355,286
In Financial Assistance
for Families & Individuals



2,167
Kids Went to
Day Camp



1,329
Kids in Y Before &
After School Care



5,002
Kids Joined
Y Sports Programs



2,630
Families & Individuals
Received
Financial Assistance



3,158
Total Volunteer
Hours Served



370
Total Y Volunteers



1,138
Part-Time
Staff Members



112
Full-Time
Staff Members



45
Participants of the
Diabetes Prevention
Program

LEADING OUR CAUSE

ASSOCIATION BOARD OF DIRECTORS

Rick Kalscheuer

Chief Volunteer Officer

Rick Andritsch

Paul Beste

Ron Clayton

Tom Deisinger

Tom Dieckelman

Ellen Dizard

Cody Horlacher

Darren Horndasch

Joe Kurhajec

Mark Mirsberger

Scott Naze

John Petrie

Jeff Piette

Griffin Prochnow

Jeff Richards

Stan Riffle

Gary Sievewright

Rick Swan

Jim Wagner

Sherri Wolfmeyer

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Chief Executive Officer

Linda Daley

Chief Financial Officer

Laura Jazwiecki

Human Resources Director

Sarah Odegaard

Business Operations Administrator

Katie Rehm

Vice President of Operations

Stefany Begue

Membership Director

Hanna Misiak

Healthy Living Director

Emily Salas

Marketing Director

Kristen Stoll

Financial Development Director

Geoff Mertens

Vice President of Operations

Katy Groh

Associate Executive Director

Aaron Miller

Executive Director

Laurie Schlitt

Executive Director

Kathy Westpfahl

District Executive Director

Jake Wilson

Executive Director

BOARD OF MANAGERS

MUKWONAGO Y

Ben Bergles
Jennifer Burns
Trisha Dahl
Jim Green
Byron Hawks
Paul Hennessy
Cody Horlacher
Carl Jensen
Jeff Lundberg
Tom McAdams
Shawn McNulty
Christie Peterson
Rick Swan
Jane Thompson
Pat Vandehey
Fran Wagner
Mark Wildeman
Sherri Wolfmeyer

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Mark Hanoski
Darren Horndasch
Matt Krawczyk
Tiffany Mitchell-
Detvan
Mike Moskopf
Laurie O'Loughlin
Gerianne Prom
Matt Rios
Gary Sievewright
Jim Wagner

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Patrick Canney
Suzanne Falvey
George Furey
Bill Hayden
Joe Kurhajec
Lisa Mackey
Deb McCann
Tony Morgan
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Jeff Richards
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Patrick Tierney
Katie Wilke

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Darren Clark
Ron Deabler
Matt Deininger
Tom Dieckelman
Gina Ehler
Pam Flores
Chadd Frank
Jessica Himself
Shawn Kalloway
Meghan Kinateder
Tom Lamoureux
Scott Naze
Matt Nitka
Tim Norgal
Jon Oaks
Brian Radloff
Jack Riesch
Sandy Wysocki

WEST SUBURBAN Y

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Fay Berry
Paul Beste
Ellen Dizard
Dave Fritzke
Scott Gierhahn
Kim Hargis
Lew Hill
Pat Horne
Eric Koepp
Jay Lauck
John Petrie
Griffin Prochnow
Tarima Sergey
Kevin Shermach
Karie Stowe

**“First, do what is
necessary; then do
what is possible.
Before long, you will
find yourself doing
the impossible.”**

- Saint Francis of Assisi

**The mission of the YMCA of Greater Waukesha County
is to put Christian principles into practice through programs
that build healthy spirit, mind, and body for all.**