

YMCA OF GREATER WAUKESHA COUNTY



THEN. NOW. ALWAYS.

2019 ANNUAL REPORT



FOR A BETTER US

Dear Y Friends:

In 2019, we celebrated 125 years of the YMCA of Greater Waukesha County, founded in 1894. We have a long and distinguished history of dedicated community service. The Y is a tradition-proud, mission-based, and future-driven organization. We are a powerful association of men, women, and children of all ages and from all walks of life joined together by a shared passion - strengthening the foundations of community.

The YMCA of Greater Waukesha County is dedicated to creating lasting, positive change in numerous ways. At the Y, we believe everyone deserves the same opportunities, no matter who you are or where you are from. Because our cause is strengthening our community, the YMCA is committed to creating equity in neighborhoods across our large geographical and diverse service area. In the past year, we served more than 80,000 members and program participants of our community through youth development, healthy living, and social responsibility. We provided significant financial assistance and served youth and families by directing quality programs and services. We invite you to take a closer look at all we do.

In 2019, our board, donors, staff, and members deeply engaged in a strategic planning process that charts our work for the next five years. While our collective work is significant, there is more work to be accomplished in the communities we serve. We look forward to sharing the details of the strategic plan in the year ahead, then putting operational plans into action.

Whatever direction we go as a Y, we will look to our past to inform our future. The stories, connections, and impact all come full circle over time. As we look back over a century, we recognize the board, donors, and partners whose support allows us to lead change in our communities. Our promise is that we will continue to build support and remain stewards of the resources entrusted to us. More importantly, we will fulfill the mission of the Y in all we do and to all we serve - **today, tomorrow, and together.**

Rick Andritsch
Chief Volunteer Officer

Chris Becker
Chief Executive Officer

SPIRIT OF SERVICE AWARD

The Spirit of Service Award was established by the Board of Directors to honor individuals who have significantly impacted the YMCA, exemplify the Y's 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 Swan, has given his time, talent, and treasure in supporting the YMCA of Greater Waukesha County. Rick has been an association board member since 2014 and the Mukwonago YMCA board chair since 2016; his passion for the Y's mission to serve the Mukwonago community shows in his commitment to these roles and his relationships with community leaders. Rick's continued dedication is evident in the Mukwonago Y's ongoing membership and programmatic growth. More importantly, his influential presence is always positive and heartfelt.

When Rick is not attending a board meeting, engaging with members, or meeting with community leaders on behalf of the Y, you will find him "volunteering" his time for both of his sons' businesses, on a well deserved vacation with his wife Martha, or on a golf course with his family and friends.

Thank you for your continued service, Rick. Your support and passion for the Y is greatly appreciated and valued.



Rick Swan, 1972

PREVIOUS AWARD RECIPIENTS

2019	Rick Kalscheuer
2018	Jim Wagner
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

BRANCH IMPACT AWARD

The Branch Impact Award is given to leaders from each branch who have gone above and beyond their responsibilities to support the goals of the YMCA of Greater Waukesha County. They exemplify the character values of honesty, respect, caring, and responsibility in all areas of their work. Each person has positively impacted their co-workers, members, and participants, and significantly impacted the Y. We are proud to acknowledge their contributions and showcase those who are truly living our cause.

MUKWONAGO Y

Wendy Alarcon

NEW BERLIN Y

Peg Wanta

SOUTHWEST Y

Matt Ciardo

TRI COUNTY Y

Rose Krawczyk

WAUKESHA Y

Mari Gapinski

WEST SUBURBAN Y

Jacque Mohar



FINANCIAL STATEMENTS

CONDENSED STATEMENT OF FINANCIAL POSITION

As of December 31, 2019

ASSETS

Cash and equivalents	\$	1,891,009
Certificates of deposit		198,972
Other assets		25,775
Accounts receivable, net		254,430
Pledges receivable, net		67,054
Property and equipment, net		43,577,667
Total assets	\$	46,014,907

LIABILITIES AND NET ASSETS

Payables and accrued expenses	\$	809,754
Deferred revenue		504,541
Capital lease obligations		473,857
Notes payable		6,719,856
Total liabilities	\$	8,508,008
Total net assets		37,506,899
Total liabilities and net assets	\$	46,014,907

CONDENSED STATEMENT OF ACTIVITIES

For the year ended December 31, 2019

OPERATING REVENUE

Public support			
Contributions and special events	\$	553,281	2.91%
United Way		83,463	0.44%
Membership revenue		9,557,193	50.29%
Program revenue		8,610,693	45.31%
Other		199,213	1.05%
Total operating revenue	\$	19,003,843	100%

OPERATING EXPENSE

Youth development	\$	10,212,136	56.19%
Healthy living		5,873,068	32.32%
Social responsibility		249,732	1.37%
Management and general		1,551,421	8.54%
Fundraising		286,346	1.58%
Total operating expenses	\$	18,172,703	100%

CHANGE IN NET ASSETS

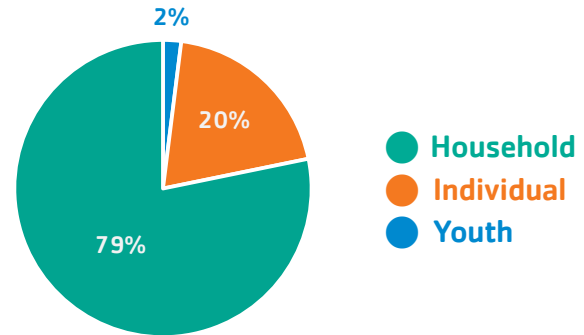
\$831,140

MEMBERSHIP & PROGRAM REVENUE

For the year ended December 31, 2019

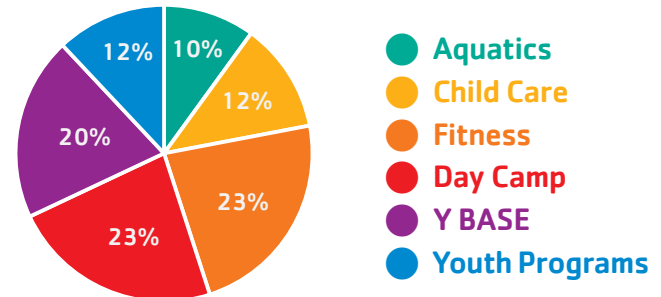
MEMBERSHIP REVENUE

Household	\$ 7,727,180	78.89%
Individual	1,915,387	19.55%
Youth	152,622	1.56%
Gross membership revenue	\$ 9,795,189	100%
Financial assistance	(237,996)	-2.43%
Net membership revenue	\$ 9,557,193	97.57%



PROGRAM REVENUE

Fitness	\$ 2,026,750	23.05%
Day Camp	2,002,126	22.77%
Y BASE	1,751,043	19.91%
Youth Programs	1,021,844	11.62%
Child Care	1,086,016	12.35%
Aquatics	905,472	10.30%
Gross program revenue	\$ 8,793,251	100%
Financial assistance	(182,558)	-1.86%
Net program revenue	\$ 8,610,693	98.14%



THE HISTORY OF OUR FUTURE



Waukesha YMCA

1894
YMCA opens at
257 South Street
in Waukesha

1954
Current Waukesha YMCA
opens at 320 East
Broadway in Waukesha

1986
Gymnasium and
track open to expand
Waukesha facility

1995
Lap Pool opens and original
pool is converted to warm
water therapy pool

2003
Men's Residence
Floor is converted
to program space

2004
Youth Gym and Group
Exercise Studio
addition opens

1890

1950

1980

1990

2000



YMCA of Central Waukesha County

YMCA of Greater Waukesha County

2012

Mukwonago YMCA opens after a successful community capital campaign

2013

YMCA Children's Academy opens in Waukesha to provide full-day child care services

2014

YMCA of Greater Waukesha County forms after the acquisition of the Southwest, Tri County, and West Suburban YMCAs

2017

The Mukwonago YMCA adds a 12,000 square foot addition

2019

The New Berlin YMCA Wellness Center and Association Offices open

2010

2020

EXPANDING OUR HORIZONS

In June 2019, the YMCA of Greater Waukesha County opened the New Berlin YMCA Wellness Center in response to the emerging community need for a space dedicated to helping active and ageless adults achieve their highest level of health and wellness, regardless of age or ability. The 7,000 square foot facility located in New Berlin's City Center Development provides fitness equipment, virtual content, programs, and services for active and ageless adults in our community to promote wellness and help members reclaim their health.

The New Berlin YMCA Wellness Center provides our association expertise in healthy living programs, including our Diabetes Prevention Program, Parkinson's Exercise Program, YMCA's Weight Loss Program, and LIVESTRONG® at the YMCA. In addition, new evidence-based programs, like Blood Pressure Self-Monitoring and Moving for Better Balance, will be piloted out of this location and then, when ready, delivered at our full-facility branches.

Perhaps the highlight of the New Berlin YMCA Wellness Center is the Teaching Kitchen. Nutrition is a key ingredient in a comprehensive wellness program, and we are now able to enhance our core services with nutrition classes and cooking demonstrations.

The building has also become the home for our association offices, allowing us to efficiently and effectively centralize the delivery of administrative supportive services to our branches.

MORE THAN A GYM

"I love the friendly, helpful, upbeat staff, the bright, clean facility, and the amazing way we seniors have our own special place to keep fit and make new friendships."

- New Berlin YMCA Member

"It is wonderful to have this senior Y! We feel so comfortable exercising with people our own age, and the staff is so helpful and encouraging. The classes are my favorite part. Great addition to our New Berlin community."

- New Berlin YMCA Member



HERE FOR YOU THEN & NOW

Throughout the decades, social challenges have changed dramatically and our community continues to change in response. The Y is, and always has been, committed to delivering quality programs and essential services to those who need us most. We serve our community by ensuring children are on track for a successful future, individuals and families are improving their health and well-being, and the communities we serve are stronger as a whole. The challenges will change and programs and services will continue to evolve, but our unwavering willingness and ability to support our communities will always be at the core of the Y.

COMMITTED TO COMMUNITY CHANGE

"Our commitment is grounded in our heritage as a youth development organization, but also responsive to contemporary needs – developing new generations of changemakers who will create communities we all want to live in."

– YMCA of the USA



OUR MISSION

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

OUR CAUSE

We are a powerful association of dedicated leaders joined together by a shared commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility.

OUR IMPACT

We are a cornerstone for empowering individuals and families of all backgrounds and at all stages of life to learn, thrive, and improve our community.

OUR VISION

We are a cause driven organization focused on strengthening the foundations of community by developing the potential of youth, promoting healthy living, and encouraging social responsibility.



BUILDING LIFELONG SUCCESS

MUKWONAGO YMCA

- Served nearly 20,000 individuals through membership and programming, including 10,000 members, 4,500 program participants, 1,670 campers, 320 before and after school students, and 100 4K and preschool students.
- Hosted over 500 runners at the Annual Family Mud Run, raising \$20,000 in financial assistance.
- Educated 350 children on the importance of water safety and helped build skills to prevent drowning through the Safety Around Water Program.

NEW BERLIN YMCA

- Introduced evidence-based programming, including LIVESTRONG® at the YMCA, Parkinson's Exercise Program, and the YMCA's Weight Loss Program.
- Launched live cooking demonstrations in the state-of-the-art Teaching Kitchen.
- Partnered with Ascension Medical Group to host presentations led by medical providers.
- Held successful falls prevention awareness talks and screenings during Falls Prevention Week.
- Piloted virtual group exercise classes through Wellbeats™.

SOUTHWEST YMCA

- Provided a safe environment and engaging programs for over 300 students in the School District of New Berlin through the YMCA Before and After School Engagement program.
- Served over 2,800 children during Summer Day Camp, allowing children to stay active, safe, and social while creating lifelong memories.
- Helped over 1,700 kids reach their full potential through youth sports programming, including gymnastics and martial arts.
- Raised over \$30,000 in financial assistance for the Annual Campaign through the Annual Golf Outing.



TRI COUNTY YMCA

- Provided over \$12,000 in financial assistance for vital programming, including Summer Day Camp and preschool.
- Served over 1,500 individuals in wellness programming, including swim lessons, youth sports leagues, and Y Fit Start.
- Educated 375 children on the importance of water safety and helped build skills to prevent drowning through the Safety Around Water program.
- Supported and encouraged members of the 100 Mile Swim Club to swim a total of 143,648 laps equaling 2,244.5 miles.

WAUKESHA YMCA

- Raised \$70,000 in charitable donations and an additional \$42,000 through the Annual Golf Outing & Benefit Dinner in support of the Annual Campaign.
- Celebrated a 10-year partnership with the School District of Waukesha as a 4K community partner site.
- Provided over 4,300 children a fun and safe place to participate in youth sports, swim lessons, gymnastics, dance, and Summer Day Camp.
- Recorded over 68,000 visits from Active Older Adults looking to improve their health and well-being through group exercise and social programs.

WEST SUBURBAN YMCA

- Educated 100 children on the importance of water safety and helped build skills to prevent drowning through the Safety Around Water program.
- Spread holiday cheer to hundreds of families by collecting gifts for those in need through a community partnership with COA Youth and Family Centers.
- Provided a welcoming and safe place for over 4,100 children to make new friends, learn new skills, and stay active in Summer Day Camp.
- Launched a successful Social Seniors Club, where seniors gathered monthly to learn, socialize, and stay active.

YMCA OF GREATER WAUKESHA COUNTY

- Enhanced the already strong lineup of group exercise programs and reenergized members' workout experience with the addition of Les Mills BODYPUMP™, BODYFLOW®, and BODYCOMBAT.
- Awarded over \$420,000 in financial assistance to 2,591 households in local communities, making it possible for children, families, and adults to have access to Y programs vital to their personal growth and well-being.

MOVING FORWARD BY GIVING BACK

We express our gratitude to the individuals, corporations, organizations, and foundations that are instrumental to our success in helping to ensure the Y is available for all.

\$20,000+

Anonymous*
Potawatomi Hotel and Casino's
Heart of Canal Street
United Way of Greater Milwaukee &
Waukesha County

\$10,000+

L&A Crystal Services, LLC
John Nevins
Pepsi Bottling Group
Precor Fitness
VJS Construction Service
William N. and Janice V. Godfrey
Family Foundation

\$5,000+

Community Memorial Hospital
Fibreform Containers, Inc.
FIS Fitness Challenge
In Memory of Barbara Thompson
Jane A. Gallant Revocable Trust
National Insurance Services
Team Ben
Wisconsin Vision

\$2,500+

Anonymous
Kathy and Steve Baptie
Freemotion Fitness
George Furey

GOAL of East Troy, Inc.
Grainger
Green Bay Packers Foundation
J&J Flooring
Terrance McAdams
Kelly and Rob Olejniczak
John and Ann Petrie
Pat and David Rierson
Rivercrest Chiropractic
Mark Westen
YMCA of the USA

\$1,000+

Anonymous
Chris and Nancy Becker
Kerry Bell
Robert and Cathy Brendel
Joseph Brien
Dorothy Boxhorn
Patrick and Jean Canney
Century 21 Affiliated
Citizens Bank
Tim and Marge Colombe
Linda and John Daley
Tom and Anne Deisinger
Ellen Dizard
Paul and Joan A. Ewig
Patrick and Suzanne Falvey
Bob and Joan Farrell
Fork in the Road
David Geraldson

Greater Menomonee Falls Foundation
James and Mary Green
David Griffin
GSF Mortgage Corporation
Byron Hawks
Darren and Jamie Horndasch
Karin Hiller
In Memory of Cameron Kyle Horne
In Memory of John and Susie Kokott
Interstate Sealant & Concrete
Carl and Carrol Jensen
JM Swan Construction Custom
Homes & Remodeling
Daniel and Merry Johnson
Robert and Ginny Jovanovich
Holly Jurs
Rick Kalscheuer
John Klose
Kohl's
The Kurhajecs
Jay and Betty Lauck
Tom and Amy McAdams
Mike and Debra McCann Family
Marsh and McLennan Agency
Geoffrey Mertens Family
Meijer, Inc.
MetalTek
Microsoft
Aaron and Kristin Miller Family
Scott Morgano
Scott Naze

Jeffrey Nixon
Laurie O'Loughlin
Paragon Tec, Inc
Jeff and Darcy Piette Family
Programmed Painting Service, Inc.
ProHealth Care, Inc.
R&R Insurance Service, Inc.
Aruna Ranganathan
Jeff and Katie Rehm
Jeff and Kristy Richards
Jeremy and Laurie Schlitt
Jason and Amanda Schneider Family
Schroeder Solutions
Joseph Shrawder
Gary Sievewright
The Sonnemann Family
Shirley Stanke
Rick and Martha Swan
Target Corporation
James Tidey
TruStone Financial Federal Credit Union
Francis Wagner
Jim and Marjorie Wagner
Kathy and Tom Westpfahl
Katie and Kevin Wilke Family
Wisconsin Coach Lines
Sherri Wolfmeyer
Sandy and Paul Wysocki

*Capital Donation



65,735

Y Members &
Program Participants



13,771

Active Seniors Joined
in Y Programming



6,652

Individuals Took
Swim Lessons



142

LIVESTRONG® at the
YMCA Participants



19,816

Kids Served in
Y Programs



\$420,554

In Financial Assistance
for Families & Individuals



2,787

Kids Went to
Day Camp



1,240

Kids in Y Before &
After School Care



5,060

Kids Joined
Y Sports Programs



2,591

Households Received
Financial Assistance



2,887

Total Volunteer
Hours Served



362

Total Y Volunteers



1,089

Part-Time
Staff Members



110

Full-Time
Staff Members



26

Diabetes Prevention
Program Participants

LEADING OUR LEGACY

ASSOCIATION EXECUTIVE TEAM

Chris Becker

CHIEF EXECUTIVE OFFICER

Stefany Begue

MEMBERSHIP DIRECTOR

Linda Daley

CHIEF FINANCIAL OFFICER

Katy Groh

EXECUTIVE DIRECTOR

Carley Hoelzel

OPERATIONS DIRECTOR

Sarah Hynek

BUSINESS OPERATIONS ADMIN

Laura Jazwiecki

HUMAN RESOURCES DIRECTOR

Geoff Mertens

VICE PRESIDENT OF OPERATIONS

Aaron Miller

EXECUTIVE DIRECTOR

Hanna Misiak

HEALTHY LIVING DIRECTOR

Emily Salas

MARKETING DIRECTOR

Laurie Schlitt

EXECUTIVE DIRECTOR

Kristen Stoll

FINANCIAL DEVELOPMENT DIRECTOR

Kathy Westpfahl

EXECUTIVE DIRECTOR

Jake Wilson

EXECUTIVE DIRECTOR

ASSOCIATION BOARD OF DIRECTORS

Rick Andritsch

CHIEF VOLUNTEER OFFICER

Ron Clayton

Tom Deisinger

Tom Dieckelman

Ellen Dizard

George Furey

Lew Hill

Cody Horlacher

Darren Horndasch

Rick Kalscheuer

Mark Mirsberger

Scott Naze

John Petrie

Jeff Piette

Griffin Prochnow

Jeff Richards

Jack Riesch

Stan Riffle

Gary Sievewright

Rick Swan

Jim Wagner

Sherri Wolfmeyer



BOARD OF MANAGERS

MUKWONAGO Y

Rick Swan
BOARD CHAIR

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

SOUTHWEST Y

Gary Sievewright
BOARD CHAIR

Teri Block
Verne Cowles
Tom Deisinger
Tracey Esser
Emily Ho
Matt Krawczyk
Tiffany Mitchell-Detvan
Laurie O'Loughlin
Gerianne Prom
Matt Rios
Jim Wagner

TRI COUNTY Y

George Furey
BOARD CHAIR

Rob Brendel
Patrick Canney
Suzanne Falvey
Bill Hayden
Scott Heine
Lisa Mackey
Deb McCann
Pam Pedersen
Jeff Piette
Jeff Richards
Jason Schneider
Katie Wilke

WAUKESHA Y

Tom Dieckelman
BOARD CHAIR

Tim Black
Lisa Brown
Darren Clark
Ron Deabler
Matt Deininger
Gina Ehler
Pam Flores
Chadd Frank
Jessica Himsel
Jim Keal
Meghan Kinateder
Tom Lamoureux
Scott Naze
Matt Nitka
Tim Norgal
Jon Oaks
Brian Radloff
Jack Riesch
Marcia Rupp
Gina Spang
Sandy Wysocki

WEST SUBURBAN Y

Lew Hill
BOARD CHAIR

Steve Baptie
Fay Berry
Ellen Dizard
Scott Gierhahn
Pat Horne
Eric Koepp
Jay Lauck
John Petrie
Ryan McCumber
Jerome Beamon



— **YMCA OF GREATER WAUKESHA COUNTY** —