



WE'RE HERE FOR GOOD

YMCA OF GREATER WAUKESHA COUNTY
2021 ANNUAL REPORT

HERE FOR GOOD

**LIFE IS MORE
FULFILLING
TO START EVERY DAY
AND END EVERY NIGHT
BY TAKING A MOMENT TO
BE GRATEFUL.**

Dear YMCA Friends,

The impact of the continued pandemic in 2021 and the complexities of various economic, manufacturing, and employment issues created some of the most challenging times our country has experienced. With passion and dedication, our YMCA staff team charged to the front lines to stay true to our mission and continue serving our community. The Y's mission is and always has been to put Christian principles into practice through the focus areas of Youth Development, Healthy Living, and Social Responsibility.

The mission is only achievable with the leadership of our dedicated staff, governance from our Board of Directors, generosity from our donors, and support from our members. We are here to serve all.

Our 2021 annual report shares how we navigated through the year, accomplished extraordinary results, and grew stronger together. We built back community by doing what we do best. We offered safe and health-conscious opportunities for adults, provided activities for senior citizens to address social isolation, engaged kids in fun and creative summer camp programs, addressed the need for quality child care and before and school program needs, and directed Safety Around Water programs to ensure kids are safe in and around water. Our evidence-based healthy living programs supported participants in their health and wellness goals and continued to be some of our most impactful work. Across our service area, each of our six branches provides programs and services unique to their community. We have unwavering commitment to our cause, especially when our communities need us the most. That is the power and resolve of the YMCA of Greater Waukesha County.

Our legacy of committed volunteer leadership has never been stronger. Our Board of Directors and working committees have been a guiding force throughout 2021, and in positioning our Y as a trusted community asset. With a strong focus on fiscal stewardship, we carefully managed our resources, and prioritized expanding and reinvesting in our beautiful facilities to enhance our programming and services for our members and community.

Our message is one of deep gratitude for our Board members, donors, members, and staff. Together, we are meeting the needs of the community and remaining a trusted community partner. We are proud of our accomplishments this year and look forward to further developing our success. Our gratitude is as great as your generosity.

We're here for good!

Scott Naze

CHIEF VOLUNTEER OFFICER

Chris Becker

CHIEF EXECUTIVE OFFICER

SPIRIT OF SERVICE AWARD DARREN HORNDASCH

In every successful organization you will find key players who create positive change and inspire growth. The Board of Directors established the Spirit of Service Award to honor individuals who significantly impact our organization, exemplify our mission, and provide outstanding leadership.

Darren Horndasch has a deep history of the Y movement running through his veins. Darren moved to Wisconsin in the mid '90s for a job opportunity. With their two sons in tow, he and his wife Jaime bought their first home and sent their boys to a new school. According to Jaime, they were in full scrambling mode!

Jaime encouraged Darren to join the YMCA in order to have an outlet from the day-to-day stress of a new career, a young family, and a new community. He could be at the Y by 5:00 AM and home in time to see their boys off to school. The family literally grew up at the Y!

Shortly after joining the Y, Darren was approached to be on the Southwest YMCA Board of Directors. Darren is a relationship-maker and a people person. With these skills, and his love of helping others, it was a perfect fit. Darren has given his time, talent, and treasure since the inception of the

YMCA of Greater Waukesha County (YGWC) in 2014.

He is a leader on the Association Board of Directors and is the respected chairperson of the Association Membership and Marketing Committee. He has also spent countless hours working with Matt Krawczyk on raising awareness for LIVESTRONG[®] at the YMCA. In 2021, they raised over \$10,000 to help cancer survivors reclaim their health.

Darren continues to be an avid Y member, longtime participant and supporter of the Southwest YMCA's benefit Golf Outing, and a Y ambassador with all of his vast community connections.

Darren's professional experience with Wisconsin Vision and personal passion for the Y have given YGWC the energy, focus, and strategic expertise to continue sharing the impact of our mission. Darren, we appreciate your commitment to our Y and the communities we serve.

PREVIOUS AWARD RECIPIENTS

2021 **Rick Andritsch**
 2020 **Rick Swan**
 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 Pascaviv**
 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**

INSPIRING IMPACT AWARD MATT KRAWCZYK

As a non-profit organization, we are fortunate to have many Y champions who are willing to dedicate their time, energy, and passion to help us create a stronger community. The Inspiring Impact Award recognizes an outstanding individual who has inspired others in support of the life-changing programs and services at the Y.

There is no better definition of a “Y person” than Matt Krawczyk. He embodies all the traits of an excellent Board member whose purpose is to serve his community. This is by no means an accident, as the Y is truly part of his DNA.

Matt grew up with the Southwest YMCA literally in his backyard. He experienced all that the Y had to offer as a member and even worked there part-time at one point. Part of this influence can certainly be attributed to his family’s strong connection to the Southwest YMCA -- Matt’s father Gary was a longtime Board member.

Matt has carried on his father’s legacy by becoming a very active member of the Southwest YMCA’s Board. Specifically, he and his wife, Gretchen, have led the charge to bring awareness and raise funds for the LIVESTRONG® at the YMCA program in honor of Gretchen’s sister Tina who passed away from cancer in 2020.

In 2021, his efforts helped secure over \$15,000 for the program and inspired a very successful LIVESTRONG® event (Matt’s brainchild). Matt and Gretchen continue to champion this cause, bringing passion and determination to raise additional funds in 2022 to help cancer survivors. To honor Tina, he had the Hoan Bridge in Milwaukee lit up yellow on February 12, 2022 in recognition of raising an additional \$12,000 for this worthy cause.

Matt is also actively involved in other Southwest YMCA events, including the annual Golf Outing. He personally contributes to these events and the general Board giving campaign.

We are excited to honor and thank Matt for all of his efforts in support of the Y and the LIVESTRONG® program. Your dedication to the cause is truly making an impact for so many in our community and is the inspiration for creating this award. Thank you!

CAUSE-DRIVEN LEADER AWARD

The Cause-Driven Leader 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 our 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.

Ben Bergles
MUKWONAGO

Lauren Sovelenko
NEW BERLIN

Tracey Esser
SOUTHWEST

Dave Griffin
TRI COUNTY

Jon Oaks
WAUKESHA

Peter Euper
WEST SUBURBAN

FINANCIAL STATEMENTS

CONDENSED STATEMENT OF FINANCIAL POSITION

AS OF DECEMBER 31, 2021

ASSETS

Cash & equivalents	\$ 2,262,049
Certificates of deposit	214,991
Other assets	213,134
Accounts receivable, net	1,205,669
Pledges receivable, net	7,784
Property & equipment, net	41,354,930
Total assets	\$ 42,252,557

LIABILITIES & NET ASSETS

Payables & accrued expenses	\$ 701,992
Deferred revenue	735,453
Refundable Advance*	98,254
Capital lease obligations	-
Notes payable	5,045,923
Total liabilities	\$ 6,581,622
Total net assets	34,644,936
Total liabilities & net assets	\$ 45,226,557

*REFUNDABLE ADVANCE

\$98,254 are remaining proceeds received from the WI DCF Child Care Counts grant. Unused portions are payable back to the State of Wisconsin. Deadline to spend funds is April 1, 2022.

CONDENSED STATEMENT OF ACTIVITIES

FOR THE YEAR ENDED DECEMBER 31, 2021

OPERATING REVENUE

Public support		
Contributions & special events	\$ 571,528	2.98%
United Way	60,455	0.32%
Membership revenue	7,127,436	37.17%
Program revenue	6,964,713	36.32%
Government Grants	4,187,520	21.84%
Other	262,639	1.37%
Total operating revenue	\$19,174,291	100%

OPERATING EXPENSE

Youth development	\$ 9,315,814	54.13%
Healthy living	5,220,370	30.33%
Social responsibility	215,595	1.25%
Management & general	2,193,500	12.74%
Fundraising	266,171	1.55%
Total operating expenses	\$ 15,479,071	100%
Gain: PPP Loan forgiveness	\$ 1,825,000	

CHANGE IN NET ASSETS \$ 3,787,841

CONDENSED STATEMENT OF ACTIVITIES – OPERATING FUND

FOR THE YEAR ENDED DECEMBER 31, 2021

REVENUE

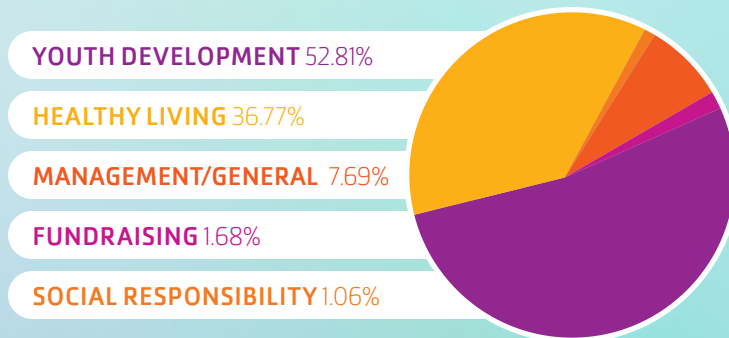
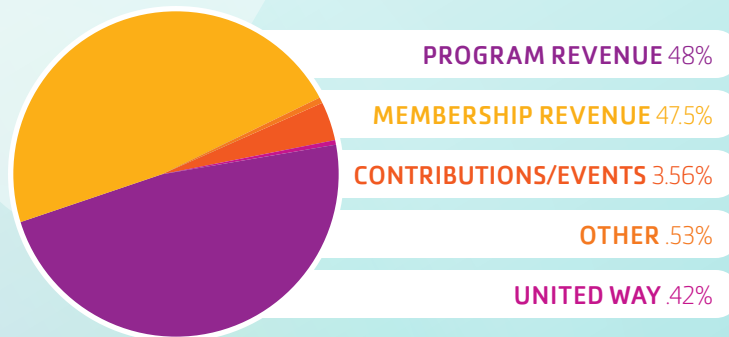
Public support

Contributions & special events	\$ 571,528	3.56%
United Way	60,455	0.42%
Membership revenue	6,880,917	47.5%
Program revenue	6,953,557	48%
Other	76,331	.53%
Total operating revenue	\$14,486,635	100%

EXPENSE

Youth development	\$ 7,938,934	52.81%
Healthy living	5,527,765	36.77%
Social responsibility	159,567	1.06%
Management & general	1,155,439	7.69%
Fundraising	252,167	1.68%
Total expenses	\$ 15,033,872	100%

CHANGE IN NET ASSETS \$ (547,237)



OUR MISSION:

TO PUT CHRISTIAN PRINCIPLES
INTO PRACTICE THROUGH
PROGRAMS THAT BUILD HEALTHY
SPIRIT, MIND & 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 cause-driven organization focused on strengthening the foundations of community by developing the potential of youth, promoting healthy living, and encouraging social responsibility.

OUR VISION

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.

STRATEGIC SUCCESS

In 2021, the Strategic Plan Committee focused on intentional results-driven Board discussions aligning our cause with our work. Each branch Board created goals and objectives that fit their community needs. Continuing with the commitment of branch identity in association vision, the Strategic Plan Committee creates a platform where goals and results are gathered and aligned.

All Board discussions revolved around financial development, board governance, and community engagement. Below are a few examples of our progress that are worth celebrating.

ASSOCIATION

Overall, we witnessed a deeper engagement among volunteers and leadership since implementing the strategic plan. This enhanced our work at Board meetings by providing a roadmap which allowed for intentional conversations, giving purpose to our community goals and objectives.

Additionally, as an association, we met the goal of 100% Board giving for the first time!

NEW BERLIN YMCA WELLNESS CENTER

We began purposefully re-engaging with our corporate partners. We shifted to meet their needs by offering virtual cooking demonstrations, nutrition coaching services, and lunch and learns to help prioritize their employees' overall health and well-being.

SOUTHWEST YMCA

We began with an intentional change in language by shifting our focus to the mission of the Y. Staff and board members have begun to see the work in a larger context which has facilitated more boldness in sharing the message of who we are as a branch and movement.

This had a significant influence on the culture of the Southwest YMCA. Because we consistently and intentionally focus on the mission over all else, we now have likeminded community organizations contacting us to be involved with the Y. Some examples are physical therapy clinics, school districts with programs for children with development disabilities, and church leaders looking for ways to collaborate.

TRI COUNTY YMCA

Our commitment to community engagement, inside and outside of our walls, kept Tri County YMCA positioned as a true leader for community wellness in northern Waukesha County. Our members and community partners took notice. Tri County led in comeback numbers, such as membership retention and number of visits. Tri County was also first to support renewed community events like Memorial Fest and those held as a part of the Menomonee Falls downtown resurgence.

Our additional efforts to maximize our impact included growing our branch Board of Managers with a refreshed cohort of supporters; and we saw the biggest amount of Annual Campaign dollars raised through our special event's 11-year history.

WELL-BEING FOR ALL

The Y will provide an environment that supports physical, mental, and social well-being. We are uniquely positioned to be a total wellness resource. A healthier community is a stronger community.



50,353 PEOPLE

grew in spirit, mind, and body through Y membership and programs.



1,206 YOUTH

were inspired to learn, play, and grow in our before and after school programs.



1,769 KIDS

found a safe place to explore and build fundamental skills at Summer Day Camp.

EMPOWERED TO SERVE

The Y will create an inclusive culture committed to serving through leadership. We believe our people are our greatest asset. More than facilities, equipment, programs, it's our people who make a difference in the lives we serve.



324 VOLUNTEERS

devoted time, energy, and heart to serving others.



872 STAFF

worked with purpose to positively impact people in our community.



3,298 HOURS

spent strengthening our community through the dedication of volunteers.

MAXIMIZE IMPACT

The Y will increase our internal capacity and emphasize external collaborations for the betterment of all. We believe that community comes first and the Y, as it strives to make every community a better place to live, must continually evolve to fulfill our mission.



12,103 SENIORS

actively maintained a healthy lifestyle and built meaningful relationships.



12 ORGANIZATIONS

were supported by members, participants, and staff through donations of food and essential items.



33 SCHOOLS

partnered with the Y to receive early learning, before/after school, and camp programming.

COMMUNITY BENEFIT

The Y will make our community healthier, stronger, and safer by providing critical programs through philanthropic support. We are a cornerstone for social change, empowering individuals and families of all backgrounds and at all stages of life to learn, play, and thrive.



1,034 DONORS

ensured Y programs and services were available for all.



\$307,654

provided in financial assistance to families and individuals who need us most.



157 INDIVIDUALS

made lifestyle changes by participating in evidence-based Healthy Living programs.

ANNUAL CAMPAIGN FUNDRAISERS

Through the generous support of individual, corporate, and foundation donors to our Annual Campaign, we are building a stronger community.

To support our Annual Campaign efforts, each branch holds an annual fundraising event where everyone comes together to learn, celebrate, and give back to the Y. With each golf swing or muddy footprint, participants help us break down the financial barriers in our community, allowing the Y to serve more children, adults, and families.

All together, the members, friends, and donors who attended our 2021 Annual Campaign events helped raise \$150,000. The proceeds from each event stay directly in the Y's community and support individuals by providing financial assistance for Y membership and programs.

Thank you to our 2021 lead event sponsors.

Alto-Shaam
Dillett Mechanical
Freemotion Fitness
Hot House Tavern
Merit Asphalt
Nassco
Next Electric
Precor
Vision Telecommunications

MUKWONAGO YMCA MUD RUN

The annual Mud Run hosted at the Mukwonago High School featured a 2-mile run with muddy obstacles, family-friendly inflatables, and photo stations.

SOUTHWEST YMCA GOLF OUTING

Attendees who participated in the Golf Outing enjoyed 18 holes of golf, lunch, and dinner, followed by a 19th hole reception with auctions and prizes.

TRI COUNTY YMCA SPORT SHOOT

At the Sport Shoot, participants enjoyed a welcome reception, practice round, a traditional sporting clays course, flurries, lunch, raffle prizes, awards, and more.

WAUKESHA YMCA GOLF OUTING

The annual Golf Outing invited golfers to 18 holes on one of southeastern Wisconsin's premier golf courses. The day included lunch, appetizers, raffles, and silent auction.

WEST SUBURBAN YMCA RAFFLE

The West Suburban YMCA celebrated 50 years of operation with a raffle. Community members purchased tickets for a chance to win prizes, while giving back to the community.

OUR DONORS

We are deeply grateful for the generosity of our community. You are instrumental to helping ensure the Y is available for all.

\$20,000+

Anonymous
United Way of Greater Milwaukee
& Waukesha County

\$10,000+

Felss Rotaform, LLC
L&A Crystal Services, LLC
Pepsi Bottling Group
Precor Fitness
VJS Construction
William N. and Janice V. Godfrey
Family Foundation
Wisconsin Vision

\$5,000+

Anonymous
Educators Credit Union
Fibreform Containers, Inc.
Suzanne Frank
The Lupo Charitable Fund at
The Chicago Community
Foundation

\$2,500+

Anonymous (2)
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Insurance Group
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George and Ardy Bergin Family
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Darren and Jamie Horndasch
IN MEMORY OF James D. Jensen
Robert and Kelly Olejniczak
Mark Westen

\$1,000+

1Collision County Line
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West Bend Community Foundation
Kathy and Tom Westpfahl
Mark and Lori Wildeman
Katie and Kevin Wilke Family
Sandy and Paul Wysocki
IN MEMORY OF Peter A. Zangerle

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Michael Heron-Becker	
Joanne Holmes	

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Carley Hoelzel
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FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

YMCA OF GREATER WAUKESHA COUNTY

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