



South Shore & Southtown YMCA

Annual Report



Caring
Honesty
Respect
Responsibility



Welcome Welcome Welcome

The South Shore and Southtown YMCAs are committed to making our community stronger through investing in kids, families and the communities we serve.

In 2009, we worked to build relationships with schools, companies and organizations within the community to extend the reach of our YMCA beyond our building walls. Through values-based programs, we serve thousands of children and families and focus on incorporating the four core values in everything we do: *caring, honesty, respect and responsibility.*

Our YMCA is a constant source of support and encouragement in the lives of many that pass through our doors each and every day, and in doing so we will continue to focus on building strong kids, strong families and strong communities.



Tina Kreitlow, Center Executive, South Shore and Southtown YMCAs

South Shore and Southtown YMCA Strong Kids Campaign

The YMCA Strong Kids Campaign is the cornerstone of the YMCA's long-standing commitment to making our community strong and serving everyone who wishes to belong to the Y including kids, families, adults and seniors.

Financial support of the YMCA Strong Kids Campaign makes programs and services available to everyone in the community – regardless of age, economic circumstances or ability. In 2009, more than **\$177,000** was provided through program membership and support, while we raised nearly **\$133,000** from generous individuals, corporations and foundations in our community.

The Strong Kids Campaign annually raises money to provide youth and families with a place to build a healthy spirit, mind and body in our community.

Enhancing Lives, One Member at a Time

In 2009, many of our members experienced a change in their life as a result of a job loss. A member at one of our centers lost his job, but was able to continue his family membership at the Y because of the Strong Kids Scholarships available that are raised through our Annual Campaign.

Here's what Tim had to say about being able to continue to be part of the Y:

"My family really appreciated what the YMCA has done for us the last three months-it has given me the opportunity to spend some time each day with my daughter Danielle, something that has never happened before for us and I believe we have gotten to know each other a little better-things are very good between us and I can only thank you and the YMCA for allowing us to continue our membership. Thanks for all your help, it will be remembered forever."

The demand for scholarships and program sponsors increases every year, and thousands of individuals received assistance last year. Continued support is needed to keep the YMCA open to all, and so families like Tim's can enjoy the enriching environment of the Y during times when it's needed most.

The YMCA of Metropolitan Milwaukee is a non-profit, charitable organization serving over 115,000 children and families.

healthy spirit
mind
body



Strong Communities

In response to the needs of the community and families in our area, the YMCA works to provide families, youth and members with resources and services through programming, education and outreach through programs such as:

Healthy Kids Day

- The nation's largest health day for kids and families.
- The YMCA is filled with fun, engaging and creative activities that foster healthy living, and is a part of the YMCA's larger efforts to help more kids and families become physically active.

Volunteer Opportunities

- In 2009, the YMCA was supported through program and policy volunteers, which allowed the YMCA to extend our reach even further into the communities we support.
- Volunteers helped with various programming and membership areas including youth sports, youth development and facilities.



Youth Development

Through our values-based programs and offerings, we serve thousands of youth every year. More than simply skills, we build character by incorporating four core values in everything we do: *caring, honesty, respect and responsibility*. At the South Shore and Southtown YMCAs, we served over **6,000 children and youth** in programs such as:

Day Camp

- Kids are provided access to a safe, nature-based, outside environment, where they can learn, play and grow. In addition, day camp serves as full day care while parents are away at work.

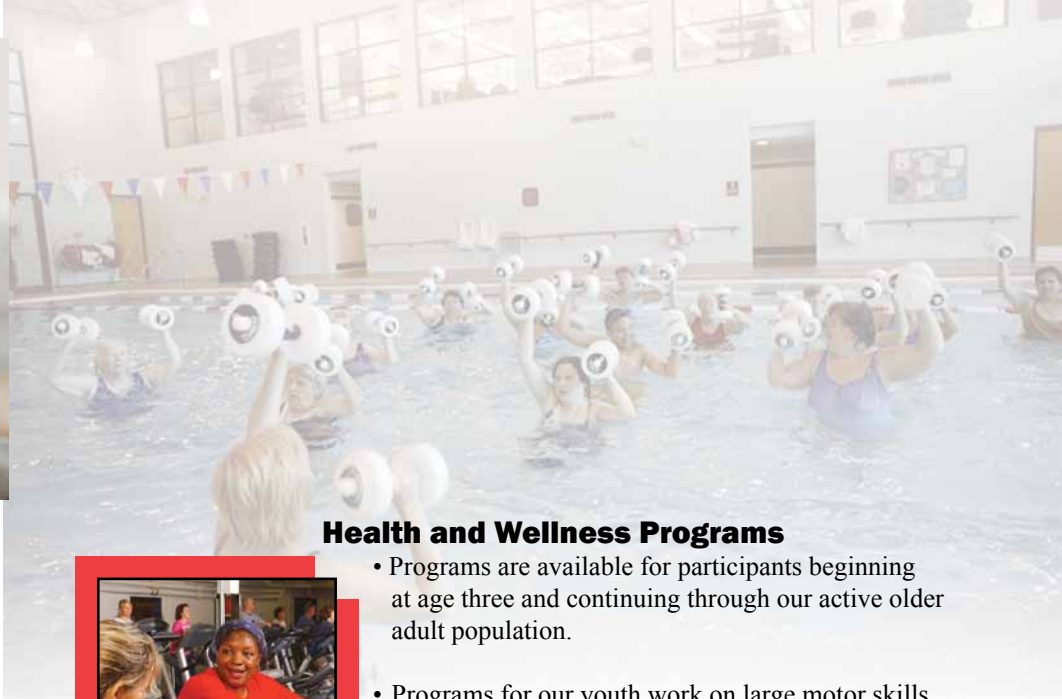
Youth Sports Programs

- We promote physical activity, inclusivity, fun and skill development for youth ages 4-14.
- We instill the value of sportsmanship in emerging athletes through programs such as tae-kwon-do, competitive gymnastics and leagues for basketball, baseball and soccer.

Aquatics Programs

- We provided a nationally recognized YMCA Swim Lesson Program that offers a participant-centered approach to learning for all ages and abilities.





Healthy Living

The YMCA is uniquely qualified to work within our community to provide innovative opportunities to help individuals who are looking to make a lifestyle change to become healthier in spirit, mind and body. We collaborate with community partners to provide comprehensive programming to residents, members and the community at large serving children, adults and families.

Health and Wellness Programs

- Programs are available for participants beginning at age three and continuing through our active older adult population.
- Programs for our youth work on large motor skills while developing self-confidence and sportsmanship through team play.
- As participants grow and their fitness focus changes, the Y provides a variety of adult fitness classes that include strength training, cardio workout and classes that improve the spirit, mind and body.



Active Older Adults

- To keep physically active, our senior group participates in a wide range of group exercise classes including water exercise and SilverSneakers® classes.
- Gathering places are available at our Center for those who want to relax after exercising and chat over a cup of coffee with old and new friends.



Girls Night Out

- This program is offered to girls 5th through 8th grade and provides them with the support needed to respond to a wide range of physical, emotional and other changes during their transition into adulthood.



South Shore & Southtown YMCA Major Gift Donors

The South Shore and Southtown YMCAs are grateful to all of the generous donors who help support our legacy and carry out our mission. Contributions to the Strong Kids Campaign allow us to open our doors to thousands of kids and families who otherwise couldn't participate through the YMCA.

\$1,000+

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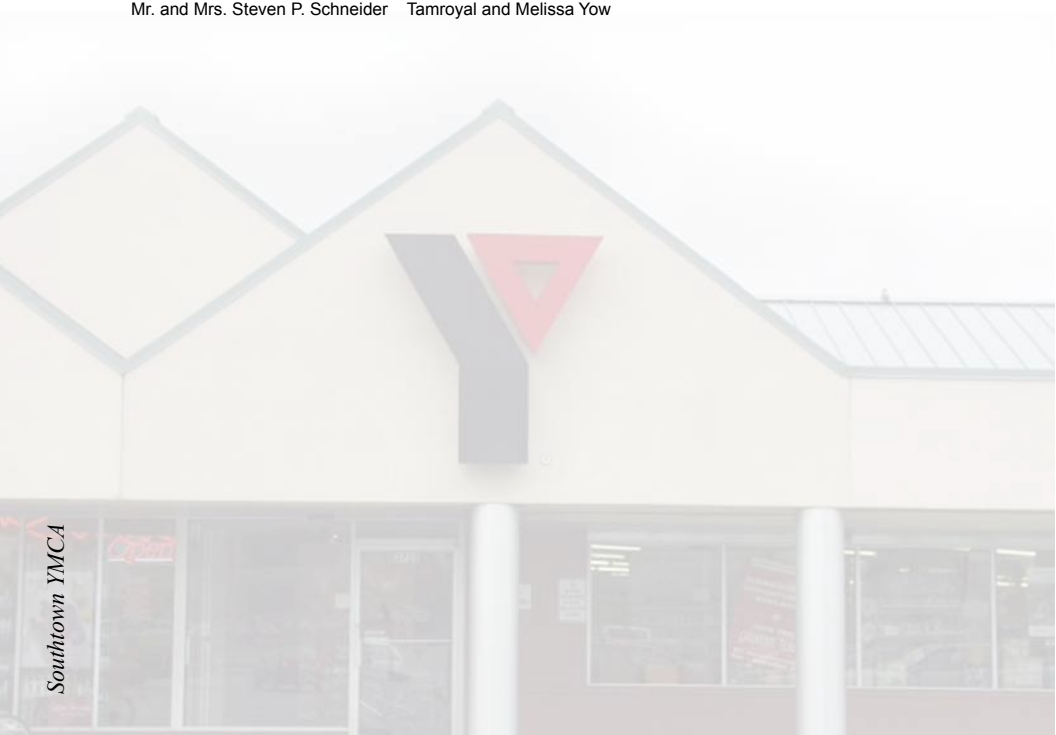
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*dedication
 dedication
 dedication*

mission
mission
mission

YMCA MISSION:

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



South Shore YMCA

3244 E. College Avenue
Cudahy, WI 53110

Phone: (414) 571-9622 / Fax: (414) 764-4144

Southtown YMCA

3720 S. 27th Street
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