



YMCA
Urban Campus
2009
Annual Report



Caring
Honesty
Respect
Responsibility



Welcome Welcome Welcome

The YMCA of Metropolitan Milwaukee is committed to making our community stronger through investing in kids, families and the communities we serve.

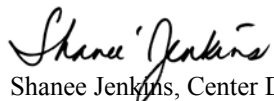
The Urban Campus of the YMCA of Metropolitan Milwaukee is one of the newest endeavors undertaken by the YMCA in recent years. During this exciting time, we have combined the board, staff and membership base of the five Urban Centers-creating one of the largest operations within the Y organization that boasts the second highest membership base in the Association.

Our Urban Centers are located in areas that are faced with many challenges. These challenges serve to strengthen our sense of mission, which is evident in the work we do each day. We are educating future leaders and preparing them for college at a young age in our early childhood centers and mentoring programs. We are also repairing homes and lives through housing repair programs and our community resource centers. Most importantly, we are impacting everyone we touch by connecting them with resources both inside and outside of our doors to assist them in leading healthier lives.

We are proud of our staff and their dedication to our Mission. Our goal is to transform the lives of those we touch; one member at a time, one family at a time and one community at a time. We invite you to join us in this transformation.



Mike Soika, Executive Director
YMCA Urban Campus



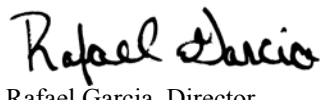
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YMCA Urban Campus Strong Kids Campaign

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 **\$170,908** was provided through program membership and support, while we raised nearly **\$116,000** 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

The YMCA provides much more than a place for people to come and be healthy but truly provides families a support system they know they can count on. In 2009, one family was struggling and needing support; here is their story of how the Y impacted them:

Stephen was beginning to show inappropriate behavior and his mother became concerned. She brought Stephen to the YMCA and involved him in the after school program for homework assistance and tutoring. He began to make friends and joined the Super Saturday Sports program. Months passed and Stephen's academics and behavior began to improve. Stephen's school report at the end of the year was glowing with outstanding remarks. Stephen's mom said "The YMCA treats me and my son like we are a part of a loving family that cares for our wellbeing."

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 Stephen'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.



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 YMCA Urban Campus, we served **5,740 children and youth** in programs such as:



Child Care

- YMCA childcare provides the critical foundation for children to grow and develop. For many working parents, the YMCA provides the peace of mind they need and nurturing care for their children.
- The Wisconsin Reading Acquisition Program (WRAP), offered at our Northside Center, supports existing early childhood education programs in becoming centers of educational excellence for preschool age children.



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.

Black Achievers

- In 2009, 50 sponsored adult volunteers with support of an additional 50 alumni volunteers have allowed us to serve over 250 youth through the YMCA Black Achievers program. The program helps youth raise academic standards, explore diverse colleges and career options, develop positive sense of self and interact with professionals of color who serve as role models to inspire them to greater heights.



One on One and Sponsor-A-Scholar Mentoring Programs

- Through One on One and Sponsor-A-Scholar mentoring programs, students receive the support and encouragement needed to achieve both personally and academically. In 2009, we served 350 middle school students, 250 high school students and 145 collegiate scholars.
- Sponsor-A-Scholar graduation rate is an astounding 98.7%, with 97% of those graduates pursuing post-secondary education.





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 **16,142 children, adults and families.**

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Girls Night Out

- This program is offered to girls' 5th-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.

Gospel Aerobics

- The Urban Campus reached out to local churches to provide weekly Gospel Aerobic instruction. Both members of the YMCA and members from church congregations were able to participate in an hour of fellowship and aerobic activity provided by YMCA fitness instructors.
- The classes were such a success, that neighboring churches have asked to partner with the hopes of getting their congregations involved.

*healthy spirit
mind
body*

Active Older Adults



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

Health and Wellness Programs



- Programs are available for participants beginning at age three and continuing through our active older adult population.
- Programs for 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.
- Participants learn practical steps to make healthier food choices, realistic strategies to manage and control stress, and fun ways to increase physical activity.

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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.

SHARE Milwaukee

The Urban campus partnered with SHARE Milwaukee to provide a Mobile Market for our Northside and Parklawn Center families and members. The Mobile Market helped eliminate food security barriers by allowing families to take control of their diet and promote healthy food choices. Mobile Market brings healthy, affordable food to Metro Milwaukee neighborhoods that are underserved by traditional grocery stores.

Housing Program

Through the Neighborhood Improvement Project (NIP), we updated and renovated 28 homes this past year. Each project invests an average of \$24,500 per home in forgivable loans to low-income families. In addition, we completed 40 Minor Home Repairs, which allows low income families to match, dollar for dollar, a grant up to \$750 to make repairs to their homes.

Backpack Giveaway

Through the backpack giveaway, we provided backpacks filled with school supplies to 2,500 area children for the 2009-2010 school year. Staff and volunteers worked together to stuff backpacks and distribute them throughout the Metro Milwaukee area.

Volunteer Opportunities

In 2009, the YMCA was supported through program volunteers 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.

YMCA Urban Campus Major Gift Donors

The YMCA Urban Campus is 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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gift donors

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YMCA MISSION:

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



Downtown YMCA

161 W. Wisconsin Ave., Suite 4000
Milwaukee, WI 53203

Phone: (414) 291-9622 / Fax: (414) 274-6033

John C. Cudahy YMCA

9050 N. Swan Rd.
Milwaukee, WI 53224

Phone: (414) 586-9622 / Fax: (414) 586-0943

Northside YMCA

1350 W. North Ave.
Milwaukee, WI 53205

Phone: (414) 265-9622 / Fax: (414) 374-7677

Parklawn YMCA

4340 N. 46th St.
Milwaukee, WI 53216

Phone: (414) 873-9622 / Fax: (414) 873-9988

Community Development Center

1350 W. North Ave.
Milwaukee, WI 53205

Phone: (414) 265-9622 / Fax: (414) 374-7677

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