



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FOR IMMEDIATE RELEASE:
YMCA of Metropolitan Milwaukee
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YMCA of Metropolitan Milwaukee's 2015 Annual Campaign Raises \$2.27 million

Results are \$1.5 million short of \$3.8 million goal

Milwaukee – January 15, 2016 - The YMCA of Metropolitan Milwaukee announced today that its 2015 annual campaign raised \$2.27 million, just over \$1.5 million short of its modest goal of \$3.8 million (which represented 20% of budgeted revenues). As a result, the 157-year-old organization is implementing approximately \$1.7 million in operating cost reductions designed to close this funding gap, including:

- Eliminating 15 full-time and five part-time positions, mostly at the Association Office;
- Eliminating the Y's diabetes prevention program. While important, this programmatic space is increasingly owned by the major health systems, making it difficult to have the size or scale to offer a differentiated solution. Instead, the Y will focus its efforts on partnering with various health systems to complement their growing services;
- Discontinuing the Y's affiliation with the Well City Milwaukee initiative;
- Substantially reducing the overall compensation of the CEO and COO, which was voluntarily proposed by the two executives impacted.

"These actions, while difficult, are the result of a deliberate and thoughtful analysis of our overall operations in light of our funding gap and the environment in which we operate," said Julie Tolan, president and chief executive officer of the YMCA of Metropolitan Milwaukee. "Rather than make marginal cuts that further weaken the organization, we instead made the hard choice to eliminate select initiatives that while worthy and impactful, simply are not self-sustaining. We are deeply sorry for the impact these difficult decisions will have on our colleagues and those we serve, and are committed to doing whatever we can to ease this difficult transition."

The Milwaukee Y continues to focus its efforts on growing its impact while building the necessary earned and contributed revenue streams required to fully fund its urban mission. This includes meeting with major funders who have both the capacity and desire to invest alongside the Y as it works to build an enduring value proposition that is both consistent with its urban mission and financially sustainable.

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“Over the course of the past few months, we have had several exciting conversations with various businesses, school districts and local organizations about how we can grow our reach and impact in areas such as early childhood education, before-and after-school education programs, camp, on-site fitness and group exercise, among others,” said Tolan. “The potential there is substantial, but will require investment from those who are willing to walk with us as we build these new revenue streams. This is not short-term or ‘emergency’ fundraising; rather we are seeking commitments from those who are willing to invest in the future of our community and the future impact of the new Milwaukee Y. The next 60 days will be crucial in this regard, giving us greater clarity on whether future changes are required.”

In early 2015, the Milwaukee Y emerged from Chapter 11 reorganization debt-free and with a deliberate focus on its urban mission to ensure more Milwaukee families build healthy, productive lives. In less than a year, its impact on Milwaukee’s families has been substantial, including:

- 35,000 kids, adults and seniors had safe, healthy places to thrive
- More than 1,400 kids benefitted from the Y’s Five Star Early Childhood Education and Before-and After-School Programs
- More than 3,500 kids and families learned life-saving swim skills
- More than 80,000 free, nutritious meals were served to qualified members and participants
- More than 4,000 kids built stronger leadership and character skills during day and overnight camp

To learn more about how you can join or support the Milwaukee Y, please visit www.ymcamke.org or makeitcountmke.com

About the YMCA of Metropolitan Milwaukee

The YMCA of Metropolitan Milwaukee is a powerful association of men, women and children of all ages and walks of life joined together by a shared vision to create a healthier, stronger and safer Milwaukee where families of all incomes and backgrounds truly thrive. Supported by the generosity and vision of our benefactors, the Milwaukee Y offers solutions that reduce health issues that plague our community, such as chronic diseases and preventable injuries; provides safe places seven-days-a-week where kids can have fun, families can gather and seniors can build meaningful connections; serves as an access point for vital community needs, such as preventative health care and reliable, safe before- and afterschool care; partners with families, schools and other non-profits to help kids grow into productive adults; and makes fitness fun and accessible for all.

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Comprising five locations throughout the Milwaukee area, as well as YMCA Camp Minikani on the shores of Lake Amy Belle in Hubertus, Wisconsin, the Milwaukee Y has been a part of the lives of the greater Milwaukee area's kids and families since 1858. For more information, visit www.ymcamke.org

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