



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# THE MILWAUKEE Y

# FOR A BETTER US



THE MILWAUKEE Y: A RICH HISTORY – A BRIGHT FUTURE

FOR A BETTER

# A HEALTHIER, STRONGER AND SAFER MILWAUKEE

The Milwaukee Y is a positive force in the neighborhoods of our community. Together, we take on the challenges that shape our city's future. We are more than a neighborhood gym, we are committed to tackling the achievement gap, nurturing the academic potential of young minds, preventing childhood drowning, and teaching safe and healthy habits for a lifetime.

At the Y, we empower people to strengthen our community through volunteering and everything the Y does is in service of building a better us. Every day, Milwaukee faces new challenges that create a greater need for the work we do.

## THE MILWAUKEE Y.

Helping you meet your goals.  
While you help us meet ours.

For a better us.™



## OUR HISTORY

The Milwaukee Y's legacy has been shaped over 150 years by millions of men, women, children, families and volunteers.

It is a legacy that reflects change as Milwaukee grew from a fledgling Lake Michigan port to a proud and diverse metropolitan community. Through it all, the Y has remained true to its mission of supporting all to grow strong in spirit, mind and body.

Legacy is a simple word, yet it means so much. A legacy is more than what is handed down to us - it is also a gift. The Milwaukee Y's legacy owes a great deal to the people who have nurtured it and who continue to carry out the Y Mission.

As we face the future, there are many truths to guide us. Two that differentiate the Y are worth remembering:

- Above all, we are a human development organization. We are here to love and care for each other and, to the extent this happens each and every day in our YMCAs, we will be successful.
- We are a charity with a heritage that spans the Civil War, the Great Depression, two world wars, the explosive technology era and so much more. As a charity, it's important that we tell the Y Story of Community Impact on how we make a difference.

## OUR MISSION

For more than 150 years, the Milwaukee Y has been strengthening the foundations of our communities by putting Christian principles into practice through programs that build a healthy spirit, mind and body for all.

## OUR VISION

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. Our impact in Milwaukee is widespread, from teaching thousands of kids to swim each year, to being one of the only safe spaces open seven-days-a-week in the neighborhoods we serve. We also believe that lasting personal and social change happens in the places where our members live, work and play. That's why in addition to our center-based programming, we are committed to being vocal

advocates for healthy families and partnering with others to improve the greater good in Milwaukee beyond our four walls.

## CHANGING THE WAY WE CONNECT

The Milwaukee Y, for years, like many other YMCA's across the United States, provided traditional Center-based programs, camp and many other activities for the community and our members. Today, the Milwaukee Y has expanded that approach when interacting with our members and the community. We are meeting them where they are; whether it's in their neighborhood, in a park, beach, school or even at work.

The Milwaukee Y is no longer defined by our facilities limiting who we are in the community and how you can gain access to programs. That's why programs like Before and After School Programming, Early Childhood Education, Milwaukee Swims, Camp FLY and many of our Group Fitness classes can be found right in your own backyard!



“ We work out to get healthier and stronger while our children play and learn in Child Watch. It's great to be part of an organization that's making a positive difference for our family and neighbors in Milwaukee.

The Y is our community!  
- Mathew & Emily, Y Members

# HERE WHERE YOU NEED US

## YMCA CENTERS THE EARLY YEARS

When the Y was established in Milwaukee, it moved locations many times until the first building was completed in 1887. All of these sites remained in the downtown area.

- In 1937, C. L. Johnson organized the BOOKER T. WASHINGTON branch to serve the African-American community. It was located in a series of houses and later became the NORTH SIDE branch. Then, in 1965, the Y built a facility known as the NORTH CENTRAL branch, which was replaced by the state-of-the-art NORTHSIDE YMCA in 2002.



- In 1885, the Y purchased property on fourth street, erected a building and opened in 1887. They moved in with limited possessions; "three old tables, 180 old chairs, a desk, and unlimited faith in God." The annual membership fee was \$5. The Y completed a second building next door in 1909, while the original building became a youth facility.



- The 4th Street Y was replaced in 1957 by the NEW CENTRAL BRANCH, an 18-story YMCA showplace at 915 West Wisconsin, now owned by Marquette University and serving as a dorm. The 411 Fitness Center followed, along with the current DOWNTOWN YMCA located in the Plankinton building, which opened in 1999.

- In the 1960s, the YMCA board developed a branch strategy that set the Y on the path to operate many suburban branches. Today's RITE-HITE FAMILY YMCA evolved from numerous North Suburban branches and changed its name from the Schroeder branch in 2008.

Today, the Milwaukee Y features three traditional YMCA Centers in the metropolitan Milwaukee area, the Downtown YMCA, Northside YMCA and Rite-Hite Family YMCA, along with the first YMCA in the country to be built in a public housing project, the Parklawn YMCA. The Milwaukee Y also includes four Early Childhood Education Centers, YMCA Camp Minikani, an overnight camp, numerous Day Camps and Before and After School Care locations.

## OUR FITNESS CENTERS TODAY

### DOWNTOWN YMCA

The YMCA of Metropolitan Milwaukee has had a presence in downtown Milwaukee since beginning operations over 150 years ago. The current location of the Downtown YMCA opened in 1999 in the historic John Plankinton Building.

### NORTHSIDE YMCA

Built in 2002, the Northside YMCA represents the YMCA of Metropolitan Milwaukee's commitment to the kids and families of Milwaukee's city neighborhoods. The center features a full-day child care center, Kid Zone, family adventure pool, family locker rooms, and a double gymnasium.

Children's Hospital primary care clinic within the Northside YMCA provides services to children (from birth to adulthood) and their caregivers. The clinic is managed by nurse practitioners from Marquette University. Services offered include:

- Primary (routine) care to children and caregivers
- Annual physicals
- Sports physicals
- Immunizations
- Same day appointments for sick care

### PARKLAWN YMCA

The Parklawn YMCA, built in 1996, is the first YMCA in the country to be built in a public housing project. The Parklawn YMCA is centrally located and a central hub of the Parklawn Community on Milwaukee's north side. The center features activities for kids and families including youth sports, after school programs and health and fitness facilities.

### RITE-HITE FAMILY YMCA

For over 25 years, the Rite-Hite Family YMCA has been a steadfast resource for the kids and families of Brown Deer, Mequon, Glendale and other northeast Milwaukee communities. The Rite-Hite Family YMCA features a full array of programs and facilities to help you grow in spirit, mind and body.

Located here is the first-ever YMCA Healthy Lifestyle Village, which houses the Rite-Hite Family YMCA, Wheaton Franciscan Healthcare outpatient center, and the Walter Schroeder Aquatic Center, home to the area's best and most unique competitive aquatics facility.



## CENTER AMENITIES

	Downtown	Northside	Parklawn	Rite-Hite
Athletic Fields				✓
Basketball Courts		✓	✓	✓
Cardiovascular Exercise Equipment	✓	✓	✓	✓
Kid Zone	✓	✓		✓
Exercise Bikes	✓	✓	✓	✓
Elliptical Trainers	✓	✓	✓	✓
Rowing Machines	✓			✓
Stair-climbers/Steppers	✓	✓		✓
Treadmills	✓	✓	✓	✓
Family Prime Time Center				✓
Family Locker Room		✓		✓
Family/Youth Gymnasium		✓	✓	✓
Group Exercise	✓	✓	✓	✓
Kit lockers/Laundry service	✓	✓		✓
Outdoor Alpine Tower				✓
Personal training	✓	✓	✓	✓
Playground				✓
Pools		✓		✓
Preschool Programs				✓
Family Aquatic Center		✓		
Racquetball Courts				✓
Running/Walking Track (Indoor)	✓			✓
Sauna, Steam Room and Whirlpool	✓	✓		✓
Strength Training Equipment	✓	✓	✓	✓
Cybox	✓	✓	✓	✓
FitLinx	✓	✓		✓
Free Weights	✓	✓	✓	✓
Towel Service	✓ (add-on)	✓	✓	✓

4 membership centers
4 early childhood education sites
1 overnight camp
38 before/after school program sites

# BUILDING BRIGHT FUTURES

From the beginning, education has been an important part of the Milwaukee Y's work in the community. While lectures and debates designed to improve the minds of the city's young men were a key element from the beginning, formal work in education began in the 1870s. The education department of the Y (later called Night School), the first of its kind in Milwaukee was designed to aid men and boys who had been deprived of the advantages of an early education.

Today, the Milwaukee Y serves thousands of children and teens each year, providing them with a solid education foundation and the tools to achieve a bright future.

“Enrolling my baby in the early childhood education program was the best decision that I could have made for me and my family right now and for Olivia's future. I am continuously impressed by the level of professionalism and care shown by the staff and teachers at Northwest YMCA. They have been approachable, informative, proactive and caring in their ways.”  
– Early Childhood Education Parent

## EARLY CHILDHOOD EDUCATION

The Milwaukee Y is the premier child care facility in the metro Milwaukee area for children ages 6 weeks to 5 years old.

Our Early Childhood Education Centers provide a safe, nurturing environment where children learn, grow and thrive. Through the use of guided self-discovery and experiential learning, teachers focus on providing children with enriching experiences to facilitate cognitive, social, physical, and emotional growth to help prepare children for success in school.

The Milwaukee Y's Early Education Centers are licensed by the State of Wisconsin and have received a 5-Star rating from YoungStar – the highest rating available. Our Centers are also National Accreditation Commission (NAC) Accredited and use what's considered the highest quality emergent curriculum and assessments in early childhood.

**Enrichment Add-Ons:** Swimming lessons and/or other enrichment programs may be available to preschool children three years and older.

“I love knowing that my children will be taken care of by professional, caring YMCA staff during days when our school is off. They love swimming, playing games, making crafts and eating nutritious snacks that they help make. They are happy, which means I am happy. Thank you for providing this excellent service!”  
– Brown Deer Elementary School Parent

## BEFORE AND AFTER SCHOOL PROGRAM

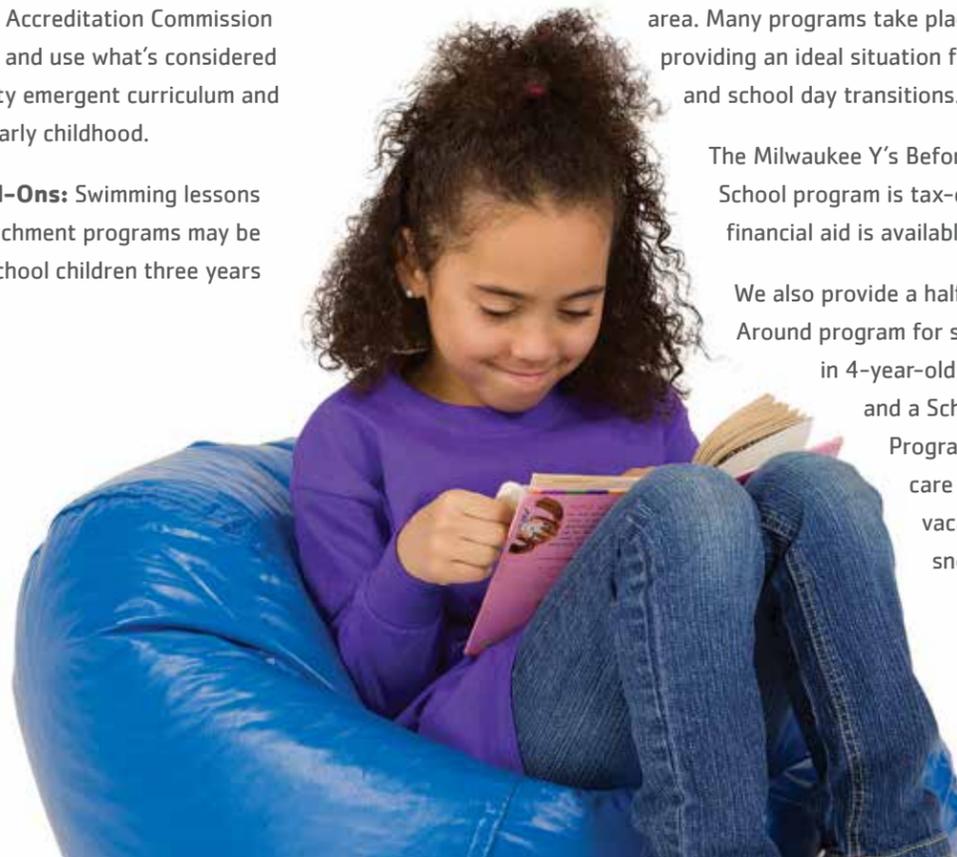
The Milwaukee Y's Before and After School Program serve school-aged children with a variety of activities to explore and develop their interests and talents.

Led by qualified, caring staff, the Milwaukee Y's licensed Before and After School Program is designed to be fun and educational; aligned with the school day; and supports growth in literacy, math, and science. Children receive help with their homework, participate in games and activities and grow their creativity through a variety of projects.

The Before and After School Program serves school-age children, ages 4-12, in more than 30 locations throughout the metro Milwaukee area. Many programs take place in schools, providing an ideal situation for parent pickup and school day transitions.

The Milwaukee Y's Before and After School program is tax-deductible and financial aid is available.

We also provide a half-day 4k Wrap Around program for students enrolled in 4-year-old kindergarten, and a School's Out Program that provides care on half days, vacation days and snow days.



100%  
senior class



graduated from high school and are enrolled in college or the armed forces

## BLACK ACHIEVERS

At the Y, we believe teens deserve the opportunity to discover their potential. The Milwaukee Y is one of 250 Black Achievers programs in the country that helps teens explore, set and pursue educational and career goals; raise their academic standards; develop a positive sense of self; and connect with professionals who can offer guidance and encouragement.

The possibilities are endless...The YMCA Black Achievers program is a national college readiness initiative designed to help teens of color set and pursue high educational and career goals.

The Black Achievers program provides the opportunity for African-American teens to interact with successful African-American business professionals who expose them to a myriad of educational and career opportunities. Teens in the program participate in a variety of college prep and leadership development activities, such as workshops on SAT/ACT preparation; study skills/time management; interviewing techniques; financial management; team-building field trips; community service-learning projects; and college tours.

In addition to connecting teens with positive role models in the community and preparing them for college, the Y's Black Achievers program awards more than \$12,000 in scholarships each year to the Achievers who go on to attend college.

# MAKING SWIMMING SAFE AND FUN

## MILWAUKEE SWIMS

The Y believes every child should learn the skills necessary to have fun and be safe in the water.

For children ages 1 to 14, fatal drowning remains the second leading cause of unintentional injury-related death, according to the Centers for Disease Control and Prevention. Adding to this grave problem is the fact that nationally, 70 percent of African-American children, 58 percent of Hispanic children and 40 percent of white children have little or no swimming ability.

The Milwaukee Y, in partnership with a number of local businesses and foundations, is committed to reversing these preventable and troubling statistics by offering Milwaukee Swims at many convenient Milwaukee locations.

## LESSON FACTS:

- Lessons are geared toward non-swimmers to learn basic swim skills and water safety, including how to recognize dangerous situations when in and around water environments.
- Lessons are available for children ages 6 and older, as well as non-swimming adults.
- All swimmers are taught in age appropriate groups.
- Nine swim lessons are offered for the discounted price of \$5 per person or \$10 per family.



**4,000**  
children & adults  
learn to swim each  
year at the Y

# MAKING DREAMS COME TRUE



## MIRACLE LEAGUE OF MILWAUKEE

The Milwaukee Y and Miracle League have come together to provide Milwaukee's first universally-accessible baseball league which provides children with special needs the opportunity to play baseball. Kids dress in uniforms, make plays in the field and round the bases, just like their peers in standard little leagues, and each player is matched with a buddy based on his or her unique needs.

The Northwest YMCA is home to the Miracle League custom-designed field featuring a cushioned, rubberized, completely flat surface to prevent injuries and allow access for the visually impaired and those in wheelchairs. All areas of the field, including the dugouts and restrooms, are universally accessible. Our mission is to ensure that every participant leaves saying they had a great day!



# FITNESS YOUR WAY

## ON-SITE GROUP EXERCISE

Each and every day, the Milwaukee Y is working to improve access to healthy living programming and education for local businesses and our community – all with the goal of creating a stronger, healthier Milwaukee. We partner with local schools, businesses, as well as benefits experts and insurance carriers, to ensure that the optimal fitness and healthy lifestyle programming solution is in place for each individual workplace.

Convenience rules when it comes to making it to class on time, so we make sure our Corporate Wellness partners have everything they want right on-site for their employees.

Our experienced team help select the perfect programming, from Absolution to Zumba and from Boot Camps to Yoga. We offer a wide variety of classes from beginner level to advanced, old-school to new age, soothing to energizing.

There's nothing like great music, a great instructor and an even greater group of people to get you motivated and make exercising fun!

**1 out of 3**  
people  
will face a cancer  
diagnosis in their  
lifetime

**260** cancer  
survivors  
completed our LIVESTRONG  
at the YMCA program

**\$ ZERO**

this 12-week program is  
offered at no-cost to each  
cancer survivor



## LIVESTRONG® at the YMCA

In 2008, the Y and LIVESTRONG joined to create LIVESTRONG at the YMCA®, a well-being program designed to help adult cancer survivors achieve their holistic health goals. The research-based program offers people affected by cancer a safe, supportive environment to participate in physical and social activities focused on strengthening the whole person.

Program members work with Y staff, who are specially trained in supportive cancer care, to safely achieve such goals as building muscle mass and strength; increasing flexibility and endurance; and improving confidence and self-esteem. The 12-week class is offered at no cost to participants and welcomes survivors of all types of cancer.

In addition to physical benefits, the program also focuses on the emotional well-being of survivors and their families by providing a supportive community where people impacted by cancer can connect during treatment and beyond. By focusing on the whole person and not the disease, LIVESTRONG at the YMCA helps people move beyond cancer in spirit, mind and body.

“ It was an easy choice to partner with the Milwaukee Y for our employee wellness program. The breadth of high quality programming they offer along with their enthusiasm and passion for the Milwaukee community are unmatched. ”

- Tara, MPS Employee

# A SUMMER TO REMEMBER

At Milwaukee Y Day and Overnight Camps, caring “professional role models” help create experiences that build character, confidence, friendship, skills and the framework of our youth. All Milwaukee Y Camps strive to instill the Y’s four core values of caring, honesty, respect and responsibility into every activity, every day.

Milwaukee Y Camps provide safe, fun-filled activities that allow for a summer full of discovery, imagination and personal growth by exploring the wonders of nature, trying new activities and creating lasting memories and friendships.

Today, the Milwaukee Y is raising the academic bar, one summer at a time, with a new concentrated vision to bridge the gap of summer learning loss through fun activities with intentional outcomes of learning.

“My daughter has attended Day Camp for the past 10 weeks. I wanted to let you know that when people would ask how camp was, I would say: “good.” Brooke would say, “it’s not good.... it’s AWESOME!!!”

I really can’t say enough good things about the camp, counselors and lead staff. ”  
– Tammy, Day Camp Parent



## CAMP FLY

Soar to new summer heights... Fun Learning for Youth: That’s what Camp FLY is all about. Studies on summer learning loss show that children who are not exposed to any type of summer learning stimulation often take a step backwards academically and when school resumes in the fall, they’ve fallen behind and are performing below grade-level equivalency. YMCA Camp FLY is designed to give kids a fun, summer break from the classroom, yet still keep their brains in high gear by incorporating summer learning (literacy, science, math, outdoor education and other areas) while still keeping Day Camp fun and exciting.

In addition to our existing Camp FLY sites, the Milwaukee Y offers Camp FLY in a number of area parks.



“As a kid I attended Camp Minikani and became an Explorer. That was in 1995 and I remember it like it was yesterday! The experience changed my life. As a city kid, I knew nothing about camping and wilderness life. That changed after my 1st week! I was introduced to awesome music, games, and life long skills. Being a mother now, I thought it would be awesome for my son to partake in these same experiences. Even after 20 years, you guys STILL ROCK!!! My son had such an amazing time at his 1st mini-session he’s already asking about next year. Thank you for everything and we’ll see you next year for sure!!! ”

– Keshia, Camp Minikani Alumni and Parent

## YMCA CAMP MINIKANI

The Milwaukee Y purchased 40 acres on Amy Belle Lake near Richfield, just 30 minutes from downtown Milwaukee, in 1919 and Camp Minikani began its historic run the following year. Since the beginning, generations of families have enjoyed the safe, positive environment of YMCA Camp Minikani, where friendships grow and kids discover themselves.

Although segregation was prominent throughout the country at the time, YMCA Camp Minikani became integrated in 1946. This allowed children of diverse backgrounds to get to know one another in ways they had not been able to before. In 1967, the first girls’ session took place and by 1972 all camp sessions were coed. The camp has grown over the years, most recently with the completion of a new equestrian center and Halquist Leadership Lodge.

Today, YMCA Camp Minikani features traditional camp cabins that sleep eight campers, with centrally located bathrooms and shower houses. We take pride in balancing our traditional camp programming, like canoeing, crafts and archery with modern favorites like zip-lining and water trampolines. Unplugged from technology, campers experience the same Minikani magic that has allowed campers to thrive for over 97 years.

Camp Minikani is amongst  
**only 25%**  
of camps in the U.S.



that are accredited by the American Camping Association



# OUR LOCATIONS

## **DOWNTOWN YMCA**

161 W. Wisconsin Ave.  
Suite 4000  
Milwaukee, WI 53203  
Phone: 414-291-9622  
Fax: 414-274-6033

## **NORTHSIDE YMCA**

1350 W. North Ave.  
Milwaukee, WI 53205  
Phone: 414-265-9622  
Fax: 414-374-9433

## **PARKLAWN YMCA**

4340 N. 46th St.  
Milwaukee, WI 53216  
Phone: 414-873-9622  
Fax: 414-873-9988

## **RITE-HITE FAMILY YMCA**

9250 N. Green Bay Rd.  
Brown Deer, WI 53209  
Phone: 414-354-9622  
Fax: 414-354-0309

## **SPECIALTY CENTER YMCA GYMNASTICS CENTER**

6140 W. Executive Dr.  
Mequon, WI 53092  
Phone: 414-357-2818

## **CAMP**

### **YMCA CAMP MINIKANI**

875 Amy Belle Rd.  
Hubertus, WI 53033  
Phone: 262-251-9080  
Fax: 262-628-4051

## **EARLY CHILDHOOD EDUCATION**

### **NORTHSIDE YMCA EARLY CHILDHOOD EDUCATION CENTER**

1350 W. North Ave.  
Milwaukee, WI 53205  
Phone: 414-374-9450

### **NORTHWEST YMCA EARLY CHILDHOOD EDUCATION CENTER**

(formerly John C. Cudahy YMCA)  
9050 N. Swan Rd.  
Milwaukee, WI 53224  
Phone: 414-357-1920

# Y MISSION

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

[ymcamke.org](http://ymcamke.org)