



FOR A BETTER US

2017 ANNUAL REPORT
YMCA OF METROPOLITAN MILWAUKEE





**YMCA OF
METROPOLITAN
MILWAUKEE**



DEAR FRIENDS & SUPPORTERS,

It gives us great pride to share highlights of the YMCA of Metropolitan Milwaukee's success in 2017! We are thrilled that today the Y is thriving and more focused than ever - providing services that address some of our community's greatest barriers through our three key focus areas:

- Youth Development
- Healthy Living
- Social Responsibility

Like you, we know that in order for our communities to succeed, everyone must be given the opportunity to lead their best lives. As we move forward into a new and exciting era for our Y we strive to build healthy, confident, and connected kids, adults and families. Our mission **to put Christian principles into practice through programs that build a healthy spirit, mind and body is designed for ALL.**

We want to thank you - our committed donors, board members, staff, volunteers and community partners who work tirelessly to help strengthen the foundations of our community. Your dedication to our community created the progress outlined in this report. Please learn more at ymcamke.org/annualreport.

In service,

Carrie Wall
President and CEO
YMCA of Metropolitan Milwaukee

Richard L. Schmidt
Chair
YMCA of Metropolitan Milwaukee Executive Board

5
MEMBERSHIP
BRANCHES



4
EARLY CHILDHOOD
EDUCATION SITES



1
OVERNIGHT
CAMP



35
BEFORE/AFTER SCHOOL
PROGRAM SITES



ONE ASSOCIATION
dedicated to
creating lasting,
positive change



VISION STATEMENT

To become recognized as a leading community collaborator that achieves bold results in the areas of youth development, healthy living, and social responsibility, with an emphasis on youth, families and aging adults.



For a better us.

CREATING OPPORTUNITIES FOR ALL

Guided by our commitment to strengthen communities, the Y works to create opportunities to help everyone reach their full potential.

COMMUNITY BARRIER Y'S RESPONSE

DROWNING is the leading cause of death for **CHILDREN 1-4** years old, and 2nd for children 5-14 years old.



SAFETY AROUND WATER: Last year, **3,500 KIDS & FAMILIES** learned basic lifesaving instructions.

At-risk children who do **NOT** get **HIGH-QUALITY EARLY CHILDHOOD** experiences are **60% LESS LIKELY** to attend college.



EARLY CHILDHOOD EDUCATION: Last year, over **250 KIDS** were provided a safe, nurturing environment to grow and learn in our FIVE-STAR rated early childhood education.

70% OF CHILDREN under the age of 6 have all available **PARENTS IN THE WORKFORCE.**



OUT OF SCHOOL HOURS: Last year, the Y provided **2,268 KIDS** a safe place to go before and after school where kids receive support in literacy, math and science.

Every 14 seconds, an **OLDER ADULT IS TREATED** in the emergency room for a fall. Every 29 minutes, an older adult dies from a **FALL-RELATED INJURY.**



HEALTHY LIVING: Last year, **6,000 OLDER ADULTS** participated in fitness and chronic disease prevention and helped reduce older adult isolation.

2/3 of the income-based achievement gap is attributed to **SUMMER LEARNING LOSS** by the start of high school.



SUMMER LEARNING: Last year, **1,200 DAY CAMPERS** practiced reading math and science every day through the Y's summer learning loss remediation program.

U.S children spend about **3 HOURS** per day **WATCHING TV.** Too much screen time can raise kids risk for attention problems, anxiety and depression.



UNPLUGGED: Last year, **2,300 CAMPERS** got the chance to unplug from technology and experience the magic of Camp Minikani.

1 in 6 CHILDREN struggle with hunger.



COMMUNITY MEALS: Last year, the Y served more than **65,000 FREE MEALS** to community youth.



YMCA OF METROPOLITAN MILWAUKEE



THANK YOU FOR GIVING BACK

The YMCA of Metropolitan Milwaukee is grateful to all the generous donors who help support our legacy and carry out our mission. Annual contributions allow us to open our doors to thousands of children and families who otherwise would not receive the opportunity to participate in all that the Y has to offer.

“LIVESTRONG at the YMCA gave me my body back! I had been poked, prodded, cut, stitched, stapled, x-rayed beyond tolerance. I joined LIVESTRONG at the YMCA, and made friends with my body again. I found people who were fighting the same battle as me and together we rebuilt our muscles and increased our stamina. I overcame my fear that I would never really be ‘whole’ again. I saw myself as a person again, not just as a patient.”

- Carolyn, LIVESTRONG participant and cancer survivor

ANNUAL CAMPAIGN

Y FOUNDERS \$250,000+

United Way of Greater Milwaukee and Waukesha County

Y VISIONARIES \$100,000+

Northwestern Mutual Foundation
YMCA of the USA
Zilber Family Foundation

Y CHAIRMAN'S ROUND TABLE \$50,000+

Charter Manufacturing Company Foundation
City of Milwaukee Community Development Block Grant
The Harley-Davidson Foundation
Nicholas Family Foundation
We Energies Foundation

Y DIRECTOR'S CLUB \$25,000+

The Richard and Ethel Herzfeld Foundation
Johnson Controls Foundation

Y CHAMPIONS \$10,000+

Anon Charitable Trust
Rochelle Bast and Detlef Moore
James B. and Jane R. Bradford Endowment Trust
Brewers Community Foundation
CG Schmidt
Direct Supply Foundation
Julian and Jenny Farris
Ann and Jon Hammes
Jeff and Pam Lueken
Potawatomi Hotel & Casino
Rick and Nicole Schmidt
Ellen and Bob Venable
Frank L. Weyenberg Charitable Trust

Y VISIONARIES \$5,000+

Baird Foundation
Richard and Sharon Canter
Children's Hospital of Wisconsin
Patrick & Anna M. Cudahy Fund
Timothy Dittmann
Eaton Corporation
Froedtert Health
Carol and Dan Geenen
Jan and Vince Martin
Matrix Fitness
Rich and Maribeth Meeusen
Bruce and Marianne Miller
Milwaukee Bucks
National Insurance Services
Jill Pelisek
Rockwell Automation
UnitedHealthcare
US Forest Service
WEYCO Group
Estate of Stanley Alan Williams

Y COMMUNITY BUILDERS \$1,000+

Anonymous (2)
Deborah Allen
Anne and Jeff Ballentine
BDL Remodeling
BWO Insurance Group
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John and Hope Corsi
Stew Edwards and Joanne Danforth
Fidelity Information Service (FIS)
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Jenna and Robert Greene
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Evan and Marion Helfaer Foundation
Bruce and Elizabeth Jacobs
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Lauber Business Partners
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Local 469 UAW Master Lock
John and Jan Mellowes
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Octane Fitness
Precor Incorporated
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Kroger Foundation
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Thiensville-Mequon Lions Club
Julie Tolan and Mark Wiesman
Laurie and Byron Vielehr
Dennis and Kim Waters
Teddy and Karin Werner
Greg and Lisa Wesley
West Bend Mutual Insurance Company
Winter Services
Martie Woods Godich and Peter Godich
Derril and Laurie Wright

Y PARTNERS \$500+

Anonymous (1)
Mary Alexander
Anthem Blue Cross Blue Shield of Wisconsin
Bad Genie
Benevity
Krista Bold
Boys & Girls Clubs of Greater Milwaukee
Irvin and Cora Brown
Tom and Joanne Brown
Christin Cleaver
Pauline Redmond Coggs Foundation
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Dave & Buster's
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Herb Kohl Philanthropies
Dr. Kathryn Kostic and Dr. Eric Malicky
L & A Crystal Services



For a better us.

Bonnie Lee
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 The Nejman Family
 Rayven and Joel Peterson
 Jay and Alyssa Schoenwaelder
 Sherry Simmons
 Ghassan and Michelle Talhami
 United Way of Metro Chicago
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 David Wierdsma
 Leila and Justin Wright
 YourCause
 Tamroyal and Melissa Yow

**Y ADVOCATES
 \$250+**

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 Alpha Phi Alpha Fraternity -
 Delta Chi Lambda Chapter
 Arborscape
 Michael and Sharon Auda
 Aaron Bell
 The Bon-Ton Stores
 Cassie and Greg Boyle
 Andrew Braun
 Alice Bronstad
 Dr. Earl Cheng and Mrs. Noreen Cheng
 Thomas and Nancy Collopy
 Austin Cox
 Steph Davies
 Franklin Evans
 Richard and Edythe Even
 Fire and Police Commission
 Foster Family Foundation
 GE Healthcare United Way Campaign
 Lashion Glover
 Stanthia Grier
 Carley Hoelzel
 JobLines
 Jasmine Johnson
 William and Linda Koenig
 Life Fitness
 Milwaukee College Prep

Milwaukee Police Department
 Milwaukee Public Library
 Marie O'Brien
 Kristine and James Rappé
 Neil and Marianne Roider
 Gael and Dave Romoser
 Mr. Benny Rosario
 Preston and Irena Simons
 Social X MKE
 Pat Tafelski
 Greg Valde
 Wisconsin Association of
 Energy Engineers

**Y FRIENDS
 \$100+**

Gail Angel
 Richard and Emily Ballentine
 Hazel Barnett
 Eric Barton
 Janet Beltman
 Robert Birdsell
 Paul Blair
 Eric and Judy Bleicher
 Ebony Bolden
 John and Kerry Bolger
 John Buckson
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 Melody Fischer Meyer and
 Andrew Meyer
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 David and Jane Patterson
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 Kathleen Smith
 St. Monica Congregation
 The Stencil Family
 Truist
 Allison and Alex Wagner
 Kathleen Widdifield
 Floyd Woldt

HERITAGE CLUB

The YMCA Heritage Club is comprised of donors who care deeply about the work of the Y and wish to ensure the legacy of the YMCA of Metropolitan Milwaukee through a direct or a planned gift.

Association Office

Mary Barron
 Donna and Alan Bembenek
 Cathleen and Bruce Berglund
 Jack and Peg Blank
 Bart* and Lisa Bosman
 John and Ruth Call*
 Arlene Clowers
 Dan Collins
 John and Linda Daley
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 David* and Mary Alice Dean
 Estate of Lloyd B Smith
 Michael and Sheila Falbo
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 Mr.* and Mrs. Donald Taylor
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 Edward and Diane Zore

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Ellen Broadway
 Stew Brown*
 Robin Coffman
 Stewart and Kathleen Friend
 Laura Gille
 Lars Gingery and Sherry Rasmussen
 Rob Grede
 Emil* and Jeanne Haugen
 Brett Haydin
 Dennis Kois
 Jon Lange
 Gail Lione and Barry Grossman
 Marion Nebel
 Richard Weigel

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Mr.* and Mrs. Richard Anderson
 Bob and Lori Bongard
 Mr. and Mrs. Roger Brown
 Mr.* and Mrs. Franklin Buchta
 Jan and Al Bueining
 Mike and Annemarie Bula
 Richard Burdick
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 Candice Fike
 Bert and Helen Forster
 Matthew Glucksberg and Harriet Stratis



YMCA OF METROPOLITAN MILWAUKEE



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Marcey and Keith Gulley
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Michael and Julie Schinzer
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Dennis and Bonnie Sonnenburg
G.B.* and E.M. Spurr
Jim and Marge Wagner
Joseph Weirick*

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Hazel Barnett
Willette Bowie
Douglass Carter
Mesha Davis
Deborah France
LaMarr Franklin
Jesse Greenlee
Ginny Gribble
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Michael Hupy
Kevin Ingram and Deborah Sutton*
Janise Johnson
Dasha Kelly
Robert and Natasha King
Darryl Ledbetter
Abigail Nash
Merry Jo Nash

William Neal*
Charles Rhodes*
Monica Rodriguez
Mrs. Oscar Young

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Patrick Buechs and Kim Peregrine Family
Dianne and Clayton Frounfelker

Parklawn YMCA

Harvey "Jock" Johnson
Vicky and Francois Ross

Rite-Hite Family YMCA

Anonymous (1)
Joyce Aldon
Rochelle Bast and Detlef Moore
James and Mary Kay Braza
Thom and Shari Brown
Gary and Kristin Cox
Samuel Cutler*
Dr. and Mrs. David Glassner
Gary and Kathy Gwidt
Mike Hamlin
Mr. and Mrs. Mark Homan
Gene Johnson
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The Dan Micha Family
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Barbara, Patrick and Kira Patterson
Joseph and Anne Rice
Brian and Patricia Robinson
Gael and David Romoser
Carol Shipley
Mark Splaine
Walter Schroeder Foundation
Jay Weber
Todd Weber
Ted Weirather*
Alan Williams*
Terri Wellman and Dave Wilson

*In Loving Memory

COLLABORATIONS

The YMCA of Metropolitan Milwaukee is proud to partner with the following local organizations to strengthen greater Milwaukee's families and neighborhoods.

The Ability Center
African American Breastfeeding Network
Alianza Latina Aplicando Soluciones
American Heart Association
Ascension Wisconsin
Autism Society of Southeastern Wisconsin
Be You Mentoring
Best Buddies Wisconsin
Betty Brinn Children's Museum
Boys & Girls Clubs of Greater Milwaukee
Brown Deer School District
Bureau of Land Management
Camp Gan Israel
Cedarburg School District
Children's Hospital of Wisconsin
Children's Service Society of Wisconsin
City Year Milwaukee
COA Goldin Center
COA Riverwest Center
The Cradle
Crossway Church
Cultivating Communities
Curative Care Network
Divine Savior Holy Angels High School
Eastbrook Academy
Easterseals Southeast Wisconsin
Employ Milwaukee
Fox Point-Bayside School District
GiGi's Playhouse of Milwaukee
Goodwill Industries of Southeastern Wisconsin
Granville BID
Hamilton School District
Hope Christian Schools
Housing Authority of the City of Milwaukee
Hunger Task Force
Independence First
Jo's Early Learning Academy
Kyle's Korner
La Causa
LIFT Field Hockey

Lighthouse Youth Center
Malaika Early Learning Center
Marquette University Campus Kitchen
Marquette University School of Dentistry
Medical College of Wisconsin
Mequon Nature Preserve
Mequon-Thiensville School District
Messmer Catholic Schools
Milwaukee Academy of Sciences
Milwaukee Angels
Milwaukee Area Technical College
Milwaukee Center for Independence
Milwaukee Child Care Alliance
Milwaukee College Prep
Milwaukee County Department of Health and Human Services
Milwaukee County Parks
Milwaukee Excellence Charter School
Milwaukee Public Library
Milwaukee Public Schools
Milwaukee Recreation
Milwaukee Succeeds
Mt. Lebanon Lutheran School
Neighborhood House
Next Door Milwaukee
Norte Dame School of Milwaukee
Operation DREAM
Penfield Children's Center
Playworks Wisconsin
Richfield School District
Rocketship Southside Community Prep
Safe & Sound
Schlitz Audubon Nature Center
Walter Schroeder Aquatic Center
Sherman Park Lutheran School
Silver Spring Neighborhood Center
S.M.I.L.E.
Social Development Commission
South Milwaukee School District
Southeast Regional Center for Children and Youth with Special Health Care Needs
Special Olympics Wisconsin
St. Ann Center for Intergenerational Care
St. Augustine Preparatory Academy
St. Francis Children's Center
St. Francis School District
St. Joseph's Academy

Stellar Collegiate Charter School
TechSoup
United Way of Greater Milwaukee & Waukesha County
University of Wisconsin – Milwaukee
University School of Milwaukee
Urban Ecology Center
US Forestry Service
Walnut Way Conservation Corp
Waukesha Area Technical College
WGirls
Whitnall School District
Wisconsin Adaptive Sports Association
Wisconsin Child Care Administrators Association
Wisconsin Department of Health Services
The Woodlands Association
YMCA of Greater Waukesha County



For a better us.

GIFTS IN KIND

African Safari Wildlife Park
 Amish Craftsmen Guild II
 AT&T
 Anne and Jeff Ballentine
 Better Together Photography
 John and Kerry Bolger
 Wyatt Caldwell
 Dick's Sporting Goods
 Direct Supply
 Employ Milwaukee
 Fred Fouse
 John Harrell
 Hawk's View Golf Club
 August Herschede
 Kim's Costume Shop
 Jill and Joe Kohli
 Kroger Foundation
 Pamela and Michael Kruse
 Linda Kutchman
 Dave and Judy Lehman
 Dr. Jim Leonhardt and
 Dr. Kathryn Leonhardt
 Living Light Studio
 Jennifer and Michael Mazza
 Chris and Michelle McArdle
 Milwaukee Admirals Hockey Club
 Milwaukee Brewers Baseball Club
 Par-A-Dice Hotel & Casino
 Parallel 44 Vineyard and Winery
 Pink Lemonade Spa
 Karl Schoendorf
 TRX
 UnitedHealthcare
 Walt Disney World
 David Wierdsma
 Yellow Wood Outdoors

TRIBUTES

In memory of EDESEL BELL
 Mr. Aaron Bell

In honor of PERRY BUMP
 Dr. Earl Cheng and Mrs. Noreen Cheng

**In honor of ELIZA DARLING's
 Bat Mitzvah**
 Rosemary and John Trittin

In honor of JASON HOROWITZ
 Joseph Horowitz

**In honor of the JAY SCHOENWAEOLDER
 Family**
 Jean and John Schoenwaelder

In honor of ORLANDO VERDACIA
 Tamara Pacada

In memory of ELBERT WILSON
 David and Lisa Williams and family

In memory of SAWYER WOODS
 Katherine Balzart
 Aaron and Julia Carlson
 Kenneth Collinson
 Thomas and Nancy Collopy
 Jill and David Guetschow
 Mark and Deanna Haugh
 Sean and Susan LaRoque
 Joe and Cristal Lieungh
 Corrie and Thomas Porter
 Martie Woods Godich and
 Peter Godich

Y MISSION

For 160 years, the YMCA of Metropolitan Milwaukee has strengthened the foundations of our community by putting Christian principles into practice through programs that build a healthy spirit, mind and body for all.



The donors listed here are those who made contributions between January 1, 2017 and August 31, 2017. For a complete list of benefactors and community partners, please visit our website at ymcamke.org.



LEADING THE WAY

It takes many caring people to make all the great things happen at the Y. Our leadership team is made up of staff members, board members, executive committee members, and volunteers. Each shares their time, energy, and focus to strengthen our community by helping kids reach their potential, encouraging healthy living for all ages, and giving back to our neighbors.

EXECUTIVE BOARD*

OFFICERS

Richard L. Schmidt, Jr.,
Chair

Jeffrey J. Lueken,
Vice Chair and Treasurer

Jessie Lochmann,
Secretary

Richard J. Canter,
Immediate Past Chair

Carrie M. Wall,
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MEMBERS

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Henrik Clausen
Chief Financial Officer

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Vice President – Center Operations

Shanee Jenkins
Vice President – Social Responsibility & Strategic Partnerships

Shana Piaskoski
Vice President – Mission Advancement

Lisa Coombs-Gerou
Sr. Executive of Health Integration

*Board of directors as of 3.15.2018.

*Leadership staff as of 3.15.2018.



ACCESS TO ALL

Miracle League believes everyone deserves the chance to play baseball.

19% OF AMERICANS live with diverse abilities

Last year, **98 KIDS** played ball, regardless of ability.

OUR COMMITMENT TO INCLUSION

The YMCA of Metropolitan Milwaukee is committed to equity and inclusion by ensuring that all members of our community have the opportunity to learn, grow and thrive. We celebrate diversity and effectively engage, connect and advocate for our staff, members, and volunteers which will position us to respond and remain relevant to issues impacting our communities.





For a better us.

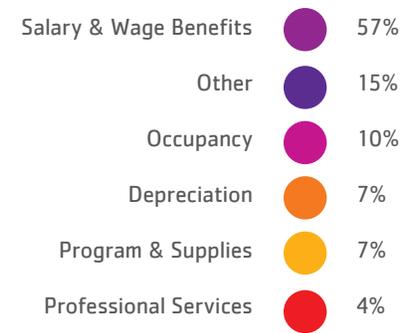
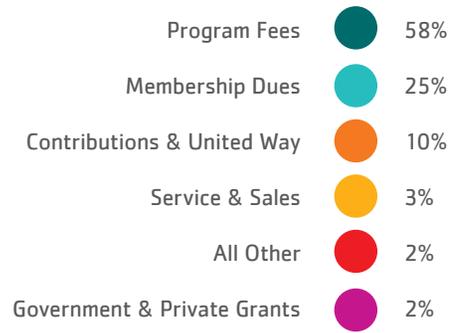
FINANCIAL SNAPSHOT

2017 STATEMENT OF ACTIVITIES *Budget from January 1-August 31, 2017.**

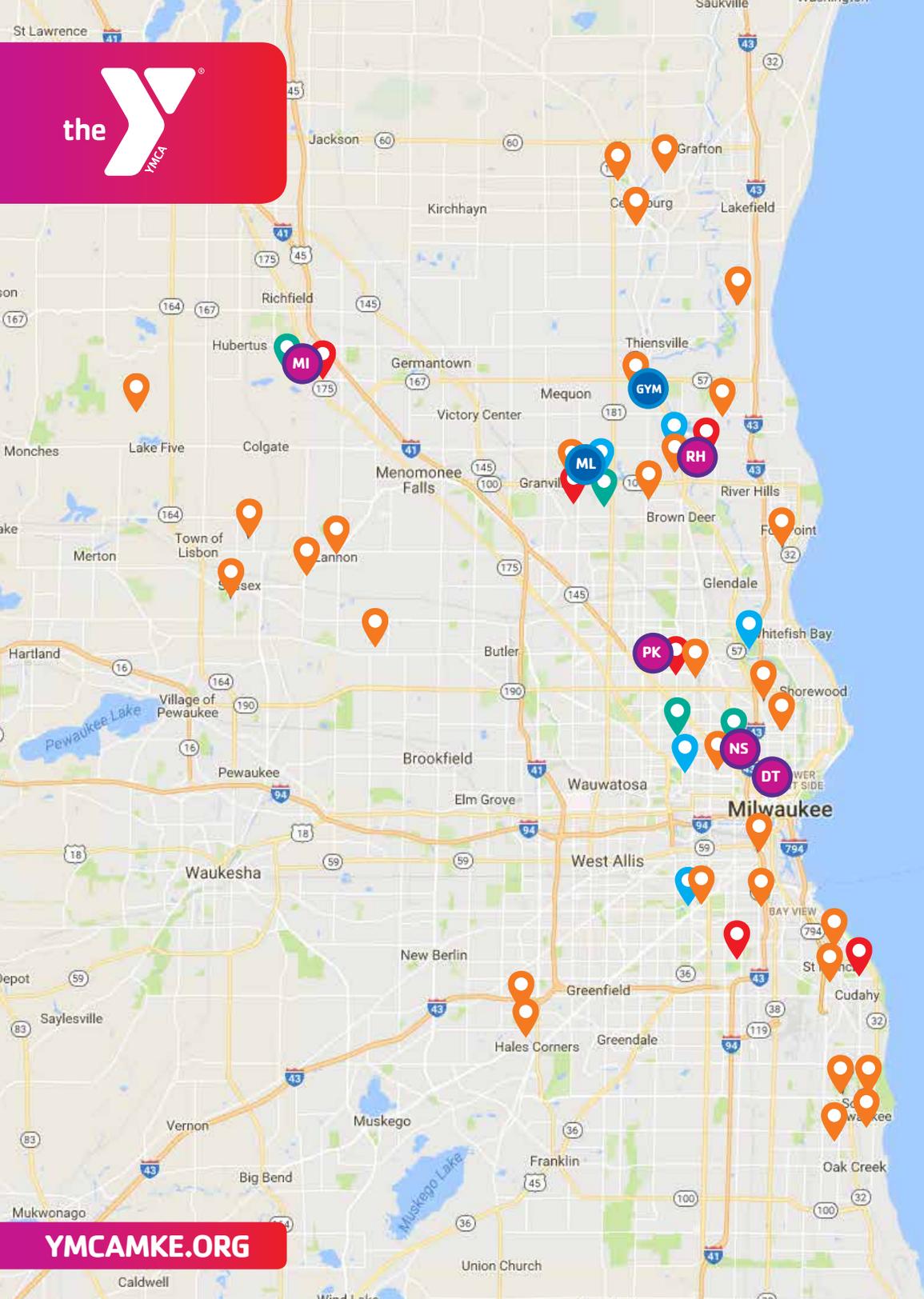
REVENUE	
Contributions & United Way	1,136,623
Government & Private Grants	205,172
Membership Dues	2,746,153
Program Fees	6,353,011
Service and Sales	266,877
All Other	202,325
TOTAL OPERATING REVENUE	10,910,161
EXPENSES	
Program	7,596,036
Administration	2,381,967
Fundraising	293,285
TOTAL OPERATING EXPENSES	10,271,288
OPERATING SURPLUS	638,873
NON-OPERATING ITEMS	
Depreciation	(727,173)
Interest Expense	(10,615)
Net Investment Income, Restricted	309,087
Other	(40,468)
NET RESULT	169,704

BALANCE SHEET

ASSETS	
Cash	1,075,097
Endowment Assets	3,812,183
Receivables	1,216,128
Capital Assets	13,709,945
Other	427,616
TOTAL ASSETS	20,240,969
LIABILITIES	
Current Liabilities	1,696,677
Capital Lease Obligations	272,034
Other	1,572,801
TOTAL LIABILITIES	3,541,512
NET ASSETS	16,699,457
TOTAL LIABILITIES & NET ASSETS	20,240,969



*The YMCA Board of Directors voted to change the fiscal year from the calendar year to September 1-August 31, thereby creating a short fiscal-year of 8 months in 2017.



YMCAMKE.ORG

LOCATIONS

YMCA BRANCHES

DOWNTOWN YMCA (DT)

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

NORTHSIDE YMCA (NS)

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

PARKLAWN YMCA (PK)

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

RITE-HITE FAMILY YMCA (RH)

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

YMCA CAMP MINIKANI (MI)

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

SPECIALTY CENTERS

YMCA GYMNASTICS CENTER (GYM)

6140 W. Executive Dr.
Mequon, WI 53092
Phone: 414-357-2828

MIRACLE LEAGUE MILWAUKEE (ML)

9050 N. Swan Rd.
Milwaukee, WI 53224
Phone: 414-357-1920

EARLY CHILDHOOD EDUCATION

NORTHSIDE YMCA

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

NORTHWEST

9050 N. Swan Rd.
Milwaukee, WI 53224
Phone: 414-357-1920

YMCA CAMP MINIKANI

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

SHERMAN PARK LUTHERAN

2703 N Sherman Blvd
Milwaukee, WI 53210

SCHOOL AGE (35 LOCATIONS)

For more information on our School Age programs, including location specifics, visit YMCAMKE.ORG.

DAY CAMPS

NORTHWEST

9050 N. Swan Rd.
Milwaukee, WI 53224
Phone: 414-357-1920

PARKLAWN YMCA

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

RITE-HITE FAMILY YMCA

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

YMCA AT GREENE PARK

4235 S. Lipton Ave.
St. Francis, WI

YMCA AT WILSON PARK

1601 West Howard Ave.
Milwaukee, WI

SAFTY AROUND WATER

NORTHWEST

9050 N. Swan Rd.
Milwaukee, WI 53224
Phone: 414-357-1920

RITE-HITE FAMILY YMCA

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

LINCOLN PARK POOL

1301 W Hampton Ave
Milwaukee, WI 53209

WASHINGTON PARK POOL

1859 N 40th St
Milwaukee, WI 53208

JACKSON PARK POOL

3500 W Forest Home Ave
Milwaukee, WI 53215



Greater Milwaukee & Waukesha County