



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

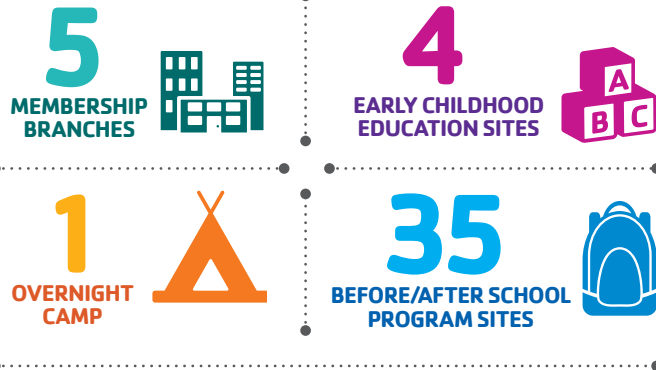
Like you, we know that in order for our communities to succeed, everyone must be given the opportunity to lead their best lives. As we move forward into a new and exciting era for our Y we strive to build healthy, confident, and connected kids, adults and families. Our mission **to put Christian principles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



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 Farrior
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+

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Anne and Jeff Ballentine
BDL Remodeling
BWO Insurance Group
Tina Chang
John and Hope Corsi
Stew Edwards and Joanne Danforth
Fidelity Information Service (FIS)
Greater Milwaukee Association of
Realtors Youth Foundation
Jenna and Robert Greene
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Evan and Marion Helfaer Foundation
Bruce and Elizabeth Jacobs
Jill and Joe Kohli
Lauber Business Partners
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Local 469 UAW Master Lock
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Octane Fitness
Precor Incorporated
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Scott and Diane Roeker
Rachel Roller and Brian Nickerson
Kroger Foundation
John and Corinne Steinmiller
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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+

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Anthem Blue Cross Blue Shield
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Benevity
Krista Bold
Boys & Girls Clubs of
Greater Milwaukee
Irvin and Cora Brown
Tom and Joanne Brown
Christin Cleaver
Pauline Redmond Ciggs Foundation
Joan and Louie Crisostomo
Dave & Buster's
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Mike Hamlin
Daniel Hurrell
Burleigh Jacobs
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Herb Kohl Philanthropies
Dr. Kathryn Kostic and Dr. Eric Malicky
L & A Crystal Services



For a better us.

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Frank and Marisa Martire
LaCresia Mason
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Milwaukee Frontiers International
Wanda Montgomery
Bill and Pat Moren
The Nejman Family
Rayven and Joel Peterson
Jay and Alyssa Schoenwaelder
Sherry Simmons
Ghassan and Michelle Talhami
United Way of Metro Chicago
Mr. and Mrs. W. Gregory Von Roenn
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
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Michael and Sharon Auda
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The Bon-Ton Stores
Cassie and Greg Boyle
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Alice Bronstad
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Austin Cox
Steph Davies
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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
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Kristine and James Rappé
Neil and Marianne Roeder
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+

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Richard and Emily Ballentine
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Eric Barton
Janet Beltman
Robert Birdsell
Paul Blair
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John Buckson
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Andrew Meyer
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Peter and Lezlee Foy
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Mark and Deanna Haugh

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David Sametz
Jon and Jane Scherper
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
The Harold F. & Suzanne D.
Falk Foundation
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David C. Scott Foundation Fund
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Marion Nebel
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YMCA OF METROPOLITAN MILWAUKEE



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Marcey and Keith Gulley
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Michael and Julie Schinzer
Stephen and Marianne Smith
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
Curtiss Harris
Michael Hupy
Kevin Ingram and Deborah Sutton*
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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

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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
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Gene Johnson
June Kiehnau
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 EDELL 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 SCHOENWAEELDER
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.



ACCESS TO ALL

Miracle League believes everyone deserves the chance to play baseball.

19% OF live with
AMERICANS diverse abilities

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

EXECUTIVE BOARD*

OFFICERS

Richard L. Schmidt, Jr.,
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Jessie Lochmann,
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*Emeritus Members

*Board of directors as of 3.15.2018.

LEADERSHIP STAFF*

Carrie Wall

President & Chief Executive Officer

Henrik Clausen

Chief Financial Officer

Tamroyal Yow

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

*Leadership staff as of 3.15.2018.

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

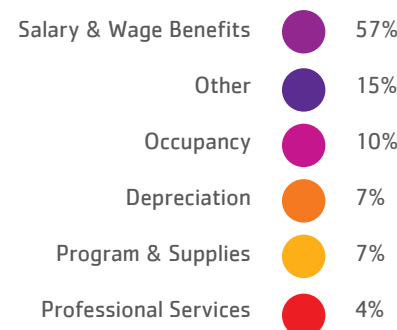
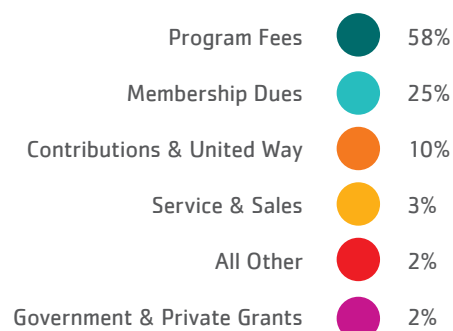
LIABILITIES

Current Liabilities	1,696,677
Capital Lease Obligations	272,034
Other	1,572,801

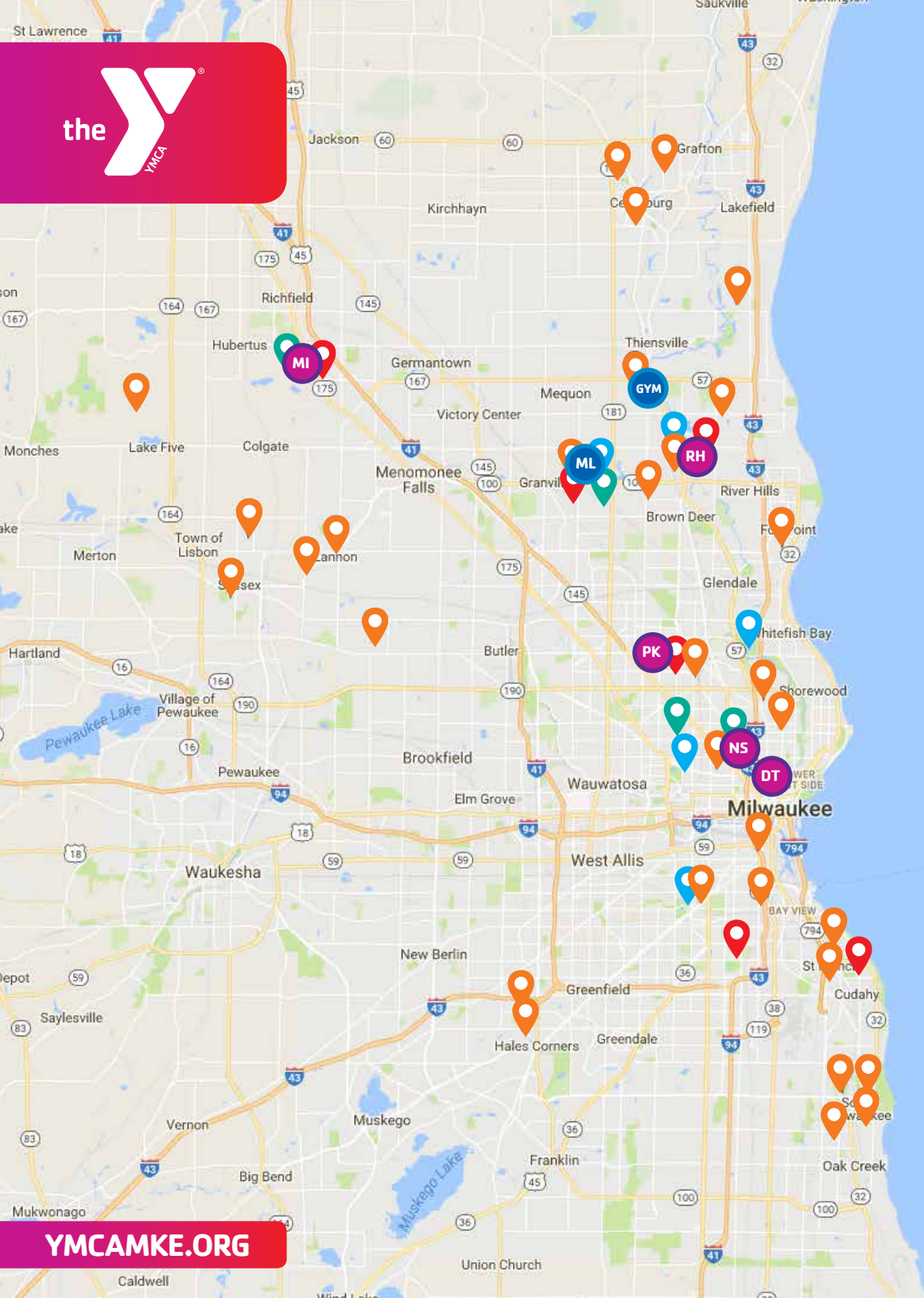
TOTAL LIABILITIES 3,541,512

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

SAFETY 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

