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YMCA of Metropolitan Milwaukee to Convert Parklawn Branch to Program Center

MILWAUKEE – November 15, 2018 – The YMCA of Metropolitan Milwaukee; a nonprofit, charitable organization that provides programming for the community at 70 companies, in more than 60 schools, and at four county parks; announced today that as part of its new strategic plan to impact the community through programs it will transition the Parklawn branch, 4340 N. 46th Street, from a membership branch to a program-only center beginning Dec. 1, 2018.

The Y will no longer operate the fitness center within the Parklawn branch and members will have their memberships transferred to one of three Milwaukee Y membership branches for continued fitness center access: Downtown, Northside or Rite-Hite. Active older adult programming, Achievers, youth sports, and the Feeding America meal program will continue at the Parklawn facility.

“We met with stakeholders and Parklawn community members earlier this year to reimagine our space within the community and to determine that our new program-centric focus is the key to our future in the Parklawn community,” said Carrie Wall, president and chief executive officer. “We plan to continue exploring partnership opportunities for program center satellite sites like this one throughout the city of Milwaukee.”

The changes to Parklawn are a part of [the Milwaukee Y’s new vision](#) to have a greater, deeper impact and reach in the community through programming and services. With the new vision, the Milwaukee Y will be defined by its services and programs, not its facilities, which has previously limited how



community members can gain access to its programs. Through this model, the organization plans to double the number of people it positively impacts by 2021.

The Parklawn YMCA, built in 1996, was the first YMCA in the country to be built in a public housing community. For over 20 years, the Milwaukee Y and Housing Authority of Milwaukee have worked tirelessly in the Parklawn community to positively impact its youth and families.

“The transition of the Parklawn branch into a program center is a more economically sustainable approach that will continue to offer important programs to the residents of Parklawn and the surrounding community,” said Tony Perez, secretary-executive director of the Housing Authority of Milwaukee. “We look forward to continuing to work together to enhance the health and wellbeing of our residents and the rest of the Parklawn neighborhood.”

The Milwaukee Y has four branches — Downtown, Northside, and Rite-Hite Family YMCA in Brown Deer — and Camp Minikani on the shores of Lake Amy Belle in Hubertus. Countywide, the YMCA has 750 employees, 150 of which are full-time, and more than 36,000 members. Milwaukee Y memberships are good at YMCA’s all over the country.

About the YMCA of Metropolitan Milwaukee

Comprised of multiple locations throughout the Milwaukee area, as well as YMCA Camp Minikani on the shores of Lake Amy Belle in Hubertus, Wis.; the YMCA of Metropolitan Milwaukee is a nonprofit, charitable organization that provides programming for the community at 70 companies, in more than 60 schools, and at four county parks. The YMCA has been a part of the lives of the greater Milwaukee area’s kids and families since 1858. The Milwaukee Y’s impact is widespread, from teaching thousands of kids to swim each year, to being one of the only safe spaces for children open seven days each week in the neighborhoods it serves. For more information, visit www.thrivewiththey.com.

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