

Celebrating **160** YEARS 1858 • 2018 For a Better Us^{**}

THRIVE WITH THE

2017-2018 ANNUAL REPORT YMCA OF METROPOLITAN MILWAUKEE



DEAR FRIENDS & SUPPORTERS,

We believe that to bring about meaningful change in individuals and communities, we must be focused and accountable. Here at your local Y, we measure the success of our cause and impact by how well we engage communities in our three areas of focus: **Healthy Living, Youth Development and Social Responsibility**.

Within this annual report, you'll see a lot of numbers related to each of these focus areas, but remember – behind each of these numbers is a story. Each story is unique and important in how the Y creates meaningful change, from birth through retirement.

Over this past year, we have continued to write our own story, which is one of transformation, growth, and finally, what we believe to be the next step forward in the Y's 160 year legacy. We pledge to keep writing that story in order to best serve our ever-changing community and to provide support to the city we all love, Milwaukee.

Your investment is what has made this all possible, and on behalf of the families we serve, **thank you**.

Yours in service,



Arie Wall

Carrie Wall President and CEO YMCA of Metropolitan Milwaukee



Richard L. Schmidt

Executive Board Chair YMCA of Metropolitan Milwaukee

CREATING OPPORTUNITIES FOR ALL

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

SUPPORTING PARENTS

Before/After School programs and Early Education Centers were equipped to help children learn and grow in a safe, supportive environment.

MEANINGFUL MEMBERSHIP

Weekly group exercise classes helped individuals stretch their bodies and mind.

BELONGING 100

Youth are better prepared for college due to our Achievers program.

DEVELOPING LEADERS

3,422

Day and overnight campers combatted summer learning loss with the great outdoors & STEM and literacy activities.

REDUCING RISK 55

Individuals worked to beat chronic disease by participating in the YMCA's Moving for A Better Balance Program.

ENDING FOOD INSECURITIES

Meals and snacks were provided to fight food insecurity and help kids thrive.

SAVING LIVES 3,500 Kids safe part



Cancer survivors graduated from LiveSTRONG[®] at the YMCA, a program that provides instruction and support on the road back to health.

KEEPING CONNECTED 6,000

Active older adults remained healthy and connected at the Y.

Kids learned the importance of water safety and gained self-confidence by

participating in swim lessons.

OUR IMPACT



5,192 individuals received financial assistance at a cost of **\$492,000** – opening doors of opportunity for individuals and families in our community to have a better quality of life.

NEIGHBORS HELPING NEIGHBORS:

790 donors helped make access to the Y a reality.



UNITING PEOPLE:

399 volunteers provided **10,774 hours**, valued at **\$266,010**.

WE SEE STRENGTH IN OUR COMMUNITY:

The Y believes that everyone deserves a chance to succeed – no matter their background or income – and we have learned that can happen only when we unite to nurture the best in all of us. That is why our cause is strengthening community through youth development, healthy living and social responsibility.

OUR IMPACT IS FELT EVERY DAY:

For 160 years the YMCA of Metropolitan Milwaukee has moved individuals and families forward. Whether providing teens with their first job experience, advocating for affordable and healthy food options for underserved

communities, or helping newcomers transition into their new neighborhoods, the Y is committed to empowering people with the resources and support needed to live healthy, connected and secure lives.

25,792 YOUTH, ADULTS & SENIORS

are healthy, confident, and connected through our **4 branches, 28 before/ after school sites, 2 specialty centers, 2 early childhood education sites, 1 residential camp, 5 day camps and 6 safety around water sites.** We are **1 association** dedicated to creating lasting, positive change so everyone in our community can truly **Thrive With The Y**.

COMMUNITY COLLABORATIONS & PARTNERSHIPS:

147 created to help bridge community.

YOUTH DEVELOPMENT

Nurturing the potential of every child and teen

At the Y, we believe that all kids have amazing potential. The values and skills learned early are vital building blocks for life, and young people deserve an opportunity to discover who they are and what they can achieve. From the youngest in our child care programs to the teens in our leadership development initiatives, the Y gives kids and teens a safe place to belong, build confidence and learn positive behaviors grounded in our core values of caring, honesty, respect and responsibility.

HEALTHY LIVING

Improving the nation's health and well-being

At the Y, we believe that being healthy means more than simply being physically active. It is about maintaining a balanced spirit, mind and body. The Y is a leading voice on health and well-being issues--and a leader in fighting chronic disease--and is committed to empowering people to lead fuller lives. We bring families closer together, promote healthy living and foster connections through fitness, sports, fun and shared interests. As a result, thousands of youth, adults and families receive the support, guidance and resources they need to become and stay healthy.

YOUTH DEVELOPMENT:

Nurturing the potential of every child and teen for a path of success. The YMCA of Metropolitan Milwaukee provides **2,268 kids** a safe place to go before and after school. Thank you for your time and all the support Daeja received during her 4 years in the Achievers program. I have no doubt the program assisted Daeja's growth and development in so many positive ways. I'm truly thankful for that.

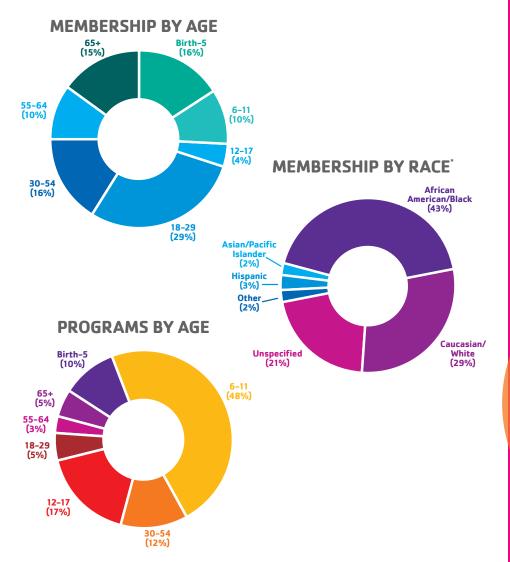
-A Proud Achievers Mom

HEALTHY LIVING:

Improving the health and well-being through partnerships with health care. The YMCA of Metropolitan Milwaukee provides **6,000 older adults** fitness and disease prevention programs.

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OUR COMMITMENT TO DIVERSITY, INCLUSION & EQUITY



*Data based on self-reporting.

SOCIAL RESPONSIBILITY:

Foster a greater sense of engagement to provide support to our neighbors. The YMCA of Metropolitan Milwaukee provides more than **105,000 free nutritious meals** to community youth.



SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors

At the Y, we believe that when we work together, we move individuals, families and communities forward. Since 1858, the Y has responded to society's most pressing needs by developing innovative, community-based solutions and uniting people from all walks of life to participate in and work for positive social change. Whether providing job training to a newly single parent, advocating for affordable, healthy food options for underserved communities, or helping newcomers transition into their new neighborhoods, the Y is committed to empowering people with the resources and support needed to live healthy, connected and secure lives.

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.

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.

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.





FINANCIAL SNAPSHOT

2017-18 STATEMENT OF ACTIVITIES

Fiscal year September 1, 2017-August 31, 2018

REVENUE

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Contributions & United Way	1,436,604
Government & Private Grants	413,255
Membership Dues	3,871,842
Program Fees	8,857,975
Service and Sales	409,257
All Other	416,477

TOTAL OPERATING REVENUE 15,405,410

EXPENSES

•••••••••••••••••••••••••••••••••••••••			
Program	11,629,054		
Administration	3,594,001		
Fundraising	542,084		
TOTAL OPERATING EXPENSES	15,765,139		
OPERATING SURPLUS	(-359,729)		

BALANCE SHEET

ASSETS	
Cash	1,729,804
Endowment Assets	3,368,516
Receivables	581,781
Capital Assets	13,154,108
Other	489,596
TOTAL ASSETS	19,323,805

LIABILITIES

•••••••••••••••••••••••••••••••••••••••		
Current Liabilities	1,765,287	
Capital Lease Obligations	486,625	
Other	1,507,515	
TOTAL LIABILITIES	3,759,427	
NET ASSETS	15,564,378	
TOTAL LIABILITIES		
& NET ASSETS	19,323,805	

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.

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YMCA OF METROPOLITAN MILWAUKEE || 2017-2018 Annual Report



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Henrik Clausen Chief Financial Officer

Lisa Coombs-Gerou Vice President Operations/YHealth

Shanee' Jenkins Vice President Social Responsibility

Tamroyal Yow Vice President Operations/ Youth & Family

SENIOR LEADERSHIP

Darryl Anderson Northside YMCA Branch Executive

Krista Bold Senior Director Membership

Jacob Byrne Senior Director Aquatics

Mario DeGuzman IT Support Manager

Linda Druetzler Controller

> **Daniel Flynn** Human Resource Manager

David Fritzke IT Executive

Eli Fyksen Senior Director Camp Minikani

April Greenman Senior Director School Age Education

Michael Hamlin Senior Director Facilities

*Leadership staff as of 9.1.2019.

Kent Iding Social Impact Manager

Vicki Karwacki Senior Director Workplace Wellness

Christine Larson Senior Director Youth Development

Jon McLaren Camp Minikani Executive

Trevor Poppe Downtown YMCA Branch Manager

Chris Przedpelski Senior Director Extended Learning

Jennifer Warren Marketing Director

Lonnie Watts Senior Director Fitness

Josh Wright Director of Development Research and Analysis

Leila Wright Rite-Hite Family YMCA Branch Executive

THANK YOU FOR GIVING BACK

The YMCA of Metropolitan Milwaukee is deeply grateful to all the generous donors who open the Y's doors seven days a week to provide needed and life–enhancing programs for thousands of infants, children, families, seniors, and those with special needs.

> The donors listed here are those who made contributions between September 1, 2017 and August 31, 2018. For a complete list of benefactors and community partners, please visit our website at ymcamke.org.

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ANNUAL CAMPAIGN

\$250.000+

United Way of Greater Milwaukee and Waukesha County

\$100,000+

Northwestern Mutual Foundation YMCA of the USA Joseph and Vera Zilber Family Foundation

\$50,000+

Aurora Health Care Bader Philanthropies Charter Manufacturing Company Foundation The Harley-Davidson Foundation We Energies Foundation

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Greater Milwaukee Foundation The Richard and Ethel Herzfeld Foundation Herb Kohl Philanthropies

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In honor of Sally Schmidt Andrew Schmidt

In honor of Joan Tompsett Julie Hoesly

In honor of Sarah Whaley Kevin and Patricia Whaley

In memory of Sawyer Woods Meredith Jeffers



HERITAGE CLUB

How You Can Support: Include the YMCA in your estate plans, provide "unrestricted" gifts to the Endowment or designate your gift for a specific purpose.

Ways of Giving: Bequest,

conveyed through your will, securities, such as bonds or mutual funds, new or existing life insurance policy, gifts of real estate or other assets, Retirement Accounts, IRAs and 401(k) Plans, Charitable Remainder Trust, Charitable Lead Trust, retention of life estate, cash.

The Heritage Club is a special group of YMCA donors who have made a lasting investment in our community through their commitment to the YMCA Endowment Fund or by including the YMCA of Metropolitan Milwaukee in their estate planning.

To learn more about YMCA of Metropolitan Milwaukee Planned Giving opportunities, please contact the Mission Advancement Department at (414) 274-0753.

YMCA of Metropolitan Milwaukee

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Gayle and Jacob Becker Patrick Buechs and Kim Peregrine Family Dianne and Clayton Frounfelker

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*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.

AARP Wisconsin 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 Big Brothers, Big Sisters Boys & Girls Clubs of Greater Milwaukee Brown Deer School District Bureau of Land Management Camp Gan Israel 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 Lindsay Heights Community Planning Council Malaika Early Learning Center

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Marquette University Campus Kitchen Marguette University School of Dentistry Medical College of Wisconsin Meauon Nature Preserve Meauon-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 National Council of Aging Neighborhood House Next Door Milwaukee **Operation DREAM** Parklawn Resident Council Penfield Children's Center Playworks Wisconsin Racine Family YMCA Res Care 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 US Veterans Administration 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





WE SUPPORT YOUTH AND FAMILIES THROUGH...



OUR PLEDGE: To increase the number served through healthy living programs.



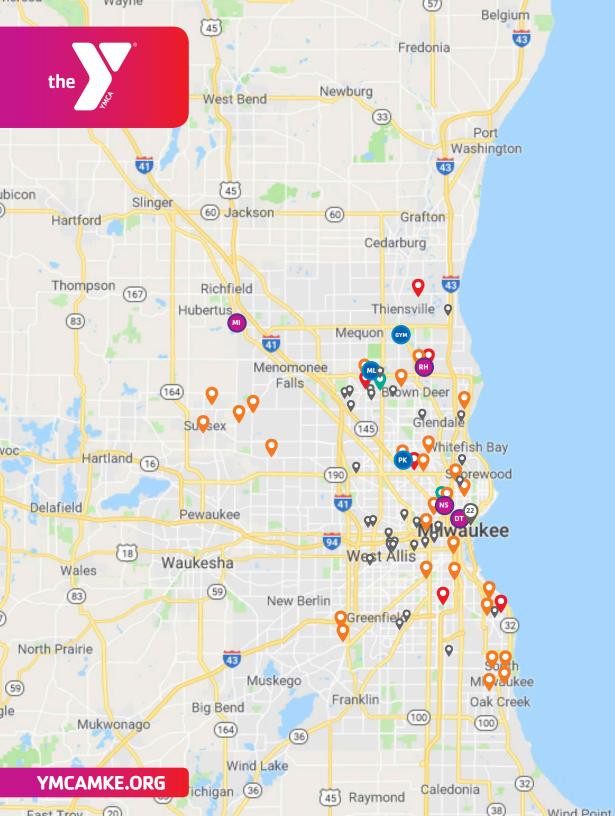
YOUTH DEVELOPMENT

OUR PLEDGE: To increase the number served through youth development programs.





OUR PLEDGE: To increase the number served to ensure diverse, isolated and underserved communities feel supported by the YMCA. To strengthen community by ADDRESSING CRITICAL ISSUES ORGANIZATIONAL CAPACITY so all segments of society can have access and THRIVE AT THE



LOCATIONS

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YMCA BRANCHES **DOWNTOWN YMCA (DT)**

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

NORTHSIDE YMCA (NS) 1350 W. North Ave. Milwaukee, WI 53205 Phone: 414-265-9622

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

NORTHWEST EARLY CHILDHOOD EDUCATION CENTER & MIRACLE LEAGUE MILWAUKEE (ML) 9050 N. Swan Rd. Milwaukee, WI 53224 Phone: 414-357-1920

PARKLAWN PROGRAM CENTER (PK) 4340 N. 46th St. Milwaukee, WI 53216 Phone: 414-873-9622

EARLY CHILDHOOD **EDUCATION**

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

NORTHWEST EARLY CHILDHOOD EDUCATION CENTER 9050 N. Swan Rd. Milwaukee, WI 53224 Phone: 414-357-1920

SCHOOL AGE (28 LOCATIONS)

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

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DAY CAMPS

NORTHWEST

9050 N. Swan Rd. Milwaukee, WI 53224 Phone: 414-357-1914

PARKLAWN PROGRAM CENTER 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

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WORKPLACE

WELLNESS (90 LOCATIONS)

For more information on our Workplace Wellness program, including location specifics, visit YMCAMKE.ORG



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