

# FOREVER FOR GOOD

2020 Annual Report



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**KENOSHA YMCA**

Dear Members and Friends,

As we reflect on the year 2020, we are acutely aware of its challenges. They affected each of us in different ways. However, the year 2020 also gave us an opportunity to look inward at our priorities and our values. The pandemic gave us a stark reminder that we have nothing without our health. Safer at home, social distancing, and travel restrictions reminded us how much we value family, connection, and community. The civil unrest demonstrated how important it is for everyone's voice to be heard.

Health, community, connection, diversity, and building the potential of our youth to become change-makers for a brighter future. It feels as though there has never been a greater need for YMCA programming. 2020 bolstered our commitment to serving Kenosha and ensuring that the Y is available for all... Yesterday, Today, Tomorrow... FOREVER.

Yours in health,



Cindy Altergott  
Executive Director



Steve Donovan  
Board Chairman



## EMPOWERING CHANGE-MAKERS

Why the Y? Because your support will impact our community in so many ways!

In 2020 sponsorship dollars helped...

More than **1,000** YMCA members got healthier through our scholarship program



**567** families fill their cupboards with healthy vegetables, meats and dairy through the Frank Feeding Families program



**400** children learn how to be safe in and around water through the Safety Around Water program



**58** children succeed in the Frank Elementary Achievement Gap program

**63%** met or exceeded their Growth Goal in Reading



**84%** met or exceeded their Growth Goal in Math

Parents of **50** children go to work without worry due to the scholarship they received for childcare

**24** champions become stronger and reclaim their health in the LIVESTRONG at the YMCA program



**That's Y!**

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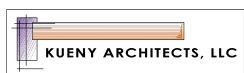
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# ADAPT

## YOUTH DEVELOPMENT

**Nurturing the potential of every child and teen.**

In 2020, that nurturing looked a little different due to the pandemic and its impact on our youngest community members. Overnight schools closed; kids and their parents were left wondering, “what now?” – especially essential workers. That’s when the Y jumped into action! Within a few days we put COVID safety protocols into place, got the necessary items for virtual school and began offering Critical Childcare to children of essential workers. Spring quickly passed, and with many of the health and safety restrictions still in place for summer, our Youth & Family team had to quickly adapt! They forged ahead and created an exciting and nurturing summer day camp experience for **138 kids**.

Summer also brought the opportunity for kids to get outside and interact with other kids and enjoy activities, even with restrictions. The Y team worked to create procedures to ensure safety of our participants and brought back classes like swim lessons and youth basketball; dance and creative movement were offered virtually.

In the fall when schools remained virtual we again offered full-day programs providing students with academic support, meals, physical and enrichment activities, and opportunities to socialize.

“As an essential worker, without the YMCA emergency childcare program I would not have been able to continue working. My younger child’s daycare was not accepting new kids, even from the same family. Because of the Y my daughter is having fun and continuing to learn while school is closed. I am beyond grateful for the Kenosha Y program.”

— A Thankful Parent



# TOGETHER

## HEALTHY LIVING

Improving individual and community well-being.

The Y helps members to stay strong in spirit, mind and body, but 2020 truly tested our spirit! Having to close our doors overnight meant that our members had no outlet to help them relax, reduce stress and socialize. We jumped into action and within a few days we were able to offer on-demand virtual fitness classes to our current members so they could continue a workout at home.

As the weeks went on we were able to start offering a handful of virtual classes taught by our very own instructors and those became very popular, especially the SilverSneakers classes. These classes, taught via Zoom, allowed members to connect with each other again. After class there would be a few minutes of just chatting and checking on each other. In fact, to this day we continue to offer our current members virtual and on-demand class options through Virtual Y and YMCA 360.

Behind the scenes our staff diligently worked remotely on the re-opening. They created cleaning and safety protocols, and spent time moving equipment and getting the facility set-up to allow for social distancing and a return to 'semi-normal'.

Reopening classes to our members again was amazing! Utilizing the gymnasium to accommodate social distancing allowed us to offer classes and utilize the studios for the Virtual Learners.

“I’ll be 71 in June, and I am high risk. I have no idea when I will be going back anywhere or to anything with groups of people. I want you to know how deeply I appreciate these Zoom classes! Zoom yoga has increased my strength, balance and posture just in this short time.”

— Zoom Yoga Participant



# STABILITY

## SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors.



2020 brought more than just a pandemic to our little corner of Wisconsin. Kenosha was also thrust into the spotlight during the summer of 2020 after the shooting of Jacob Blake, and that brought another level of stress and fear to our community. During this difficult year the Y remained a sanctuary for our members and community.

Our Member Engagement staff made hundreds of phone calls to our members, especially the seniors, to check in and make sure they had what they needed and were okay. Many new friendships were formed over social media communication as well.

The Y continued Food Distribution and maintained our Healthy Eating and Physical Activity Standards in our youth programs, serving 20,159 nutritious meals to kids. This included our Feeding Families Program at Frank Elementary.

Each week families received fresh and frozen produce, meat, dairy and more.

With schools going virtual, the social-emotional support we infuse in all of our youth programming remained critical to improve emotional management, relationship building, empathy, responsibility, and personal development.

Staff continually rallied together to support each other and members through Zoom meetings, videos, and phone calls. We were so happy when we were able to meet in person and welcome members back to the Y.

Though the world continues to be unpredictable, one thing remains certain – the Y is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families and communities.

# 2020 Y AWARDS

Y Awards are given to those that have exemplified the Y Core Values of Caring, Honesty, Respect, and Responsibility in our three Areas of Service: Youth Development, Health Living, and Social Responsibility.

## KUENY AWARD: Patricia Gallo

Mr. Robert Kueny was an avid swimmer and active member of the Y for more than 50 years. He and his wife, June, were thrilled to be the lead contributors the aquatic center that bears the family name the Kueny Aquatic Center. In recognition of their dedication to the Y and love of swimming the Award for Aquatic Member of Excellence will be named the Kueny Award.



Patricia (Pat) Gallo has been a member of the Kenosha YMCA since 2009. Pat offers conversations with kindness and true sincerity while engaging with other members and staff to develop strong relationships. Pat also exemplifies the mission of the YMCA when it comes to living a healthy lifestyle as a long-time and devoted member of Water in Motion.

“This member has become like a mentor to me for my future professional goals. Pat is super understanding of the YMCA’s rules and policies, while also giving us the member’s perspective. She is an avid participant of Water In Motion and also gave me the idea for a new stool to use while teaching. Pat is a very kind, personable, giving, and friendly member who I will sorely miss when I leave to pursue my future career goals.” — Ashley Pavlak, Water in Motion Instructor

“What a great way to start the day! For about 20 years, I have started my day at the YMCA. First at the downtown facility and then at the new Y when the pool was up and running. I love arriving at the Y and receiving my good morning greeting, even when it was at 5:00 a.m. before going to work. Over the years, I have met many people including staff and heard interesting stories about people’s life journeys. Some of these people have become friends. I absolutely enjoy the pool for swimming laps, jogging, walking, and water classes like Water in Motion and recently Aqua Zumba. Before my hip replacement, being able to come to the Y to use the pool even while using a cane, was so important to keep me moving and feeling a sense of accomplishment. For fun, two years ago, I decided to keep track of my daily exercise and when in the pool record the laps and minutes I was in the pool. In 2019, I spent 21,165 minutes in the water doing laps and classes or 352 hours and 45 minutes. I swam 3,568 laps which is just over 99 miles. I get some of my most creative ideas while in the pool and feel a great sense of joy when I leave the Y! This why the YMCA is so special to me.” — Pat Gallo

## WAVRO AWARD: Lorrain Calderon

John & Judy Wavro have been strong advocates of the YMCA, including supporting the scholarship fund; ensuring everyone has access to the Y. In recognition of their dedicated benevolence to our community the Award for Youth Development will be named the Wavro Award.



Lorrain Calderon was nominated by Evelyn Serrano-Boney, Site Coordinator and Rachel Mall, Youth and Family Director. Lorrain Calderon is 11 years old. She is always willing to help out and help the younger ones with their virtual activities as well in the afternoon. She plays with them and tries to help them if they are in distress. She is a beautiful young little lady inside and out.

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

— Margaret Mead



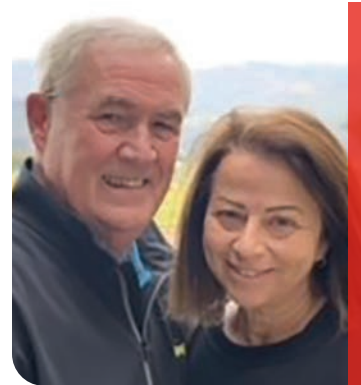
## CALLAHAN AWARD: Bill and Marie Patterson

The Callahan family is deeply committed to the vitality of our community, through engagement and support for public education, social services, and human development organizations. In recognition of their dedication to our community the award for the Health & Wellness Member of Excellence will be named the Callahan Award.

When COVID affected Bill and Marie Patterson's ability to attend YMCA fitness classes or come work out in person they jumped right into the virtual offerings by taking classes such as Y Combo, Zumba, and WERQ. Not only did they have almost perfect attendance, they attended classes together! What a great way to motivate each other!

Bill and Marie say, "We are very grateful for the opportunity the YMCA has provided us to continue our exercise programs via Zoom during the COVID 19 pandemic. The dedication, commitment and yes, patience of our instructors, Cathie, Corrine, Nancy and

Tenille enables us to maintain our ongoing weekly class schedule with the help of technology. While we hope to see our YMCA friends and instructors in person again soon, we thank you all for your amazing efforts to keep the community engaged and healthy at a time when we need it most."



## NASH AWARDS

The Nash Awards honor individuals and organizations that take Social Responsibility to heart and help to advance our core values of Caring, Honesty, Respect, and Responsibility. In 1928 the Nash family made a \$400,000 donation, toward a community youth center on the condition that residents match it dollar-for-dollar. Kenosha residents responded and in 1930, the doors of the YMCA were opened.

### NASH AWARDS FOR VOLUNTEER OF THE YEAR: Sandra Hodal

This year's recipient is Sandra Hodal. Sandy has been a member of the Y for over 10 years and has volunteered each and every one of them. This year, when COVID hit, Sandy jumped in and made masks, and continues to do so, for all the Y staff. Sandy helps our community in many ways. She gives her time and talents to most Y special events like Food Folks & Spokes and the Firecracker, but she is also a volunteer tutor for KUSD, helps with the gardens at the Anderson Art Center and has donated countless gallons of blood. We joke around that if something is needed, just call Sandy. We are so grateful to Sandy and all her efforts in our community! Congratulations!



### NASH AWARDS FOR BUSINESS PARTNER OF THE YEAR: Snap-On

We are so very grateful to be able to count Snap-On among our most cherished partners. "Snap-on is honored to receive the "Nash" Award as Business Partner of the Year, which holds special significance since W. H. Alford, Vice President and Comptroller of "Nash" Motors, along with other community leaders, were instrumental in bringing Snap-on to Kenosha 90 years ago. So today, while Snap-on is celebrating its centennial anniversary, we also are celebrating our 90 years in Kenosha, alongside your 90th Anniversary. The history of this community is part of the fabric of Snap-on. Our roots are well established and we will continue to invest in the places where our employees live, work, and raise their families. Our success is due in large part to the people and organizations of this community. For that, we say again, THANK YOU to the Kenosha YMCA, and THANK YOU to the people of Kenosha!"

### NASH AWARDS FOR EMPLOYEE OF THE YEAR: All YMCA Employees

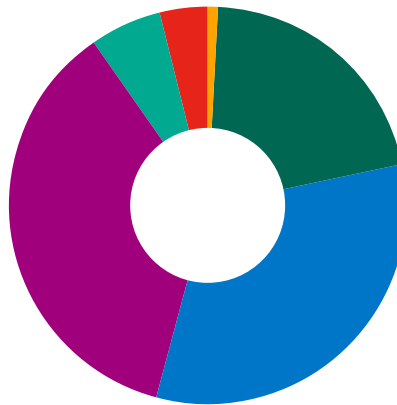
Our landscape changed in 2020, as did everyone else's. We needed to Accept, Adjust and Adapt to continue serving our mission during a pandemic. Amidst uncertainty, our entire Y TEAM stepped up to BE certainty for our kids, parents, and health seekers. It is for that reason, that we chose to give our employee of the year to ALL YMCA EMPLOYEES in 2020.

# FINANCIAL REPORT

Fiscal year ending December 2020

## 2020 ACTUAL REVENUE

Program Fees	\$686,158
Contributions & Grants	\$1,045,639
Memberships	\$1,193,256
Rental Income	\$115,356
Sales	\$21,536
Miscellaneous	\$43,332
<b>TOTAL</b>	<b>\$3,105,277</b>



Memberships	38%
Contributions & Grants	34%
Program Fees	22%
Miscellaneous	6%
Rental Income	4%
Sales	1%

## 2020 ACTUAL EXPENSES

Payroll & Expenses	\$1,567,985
Professional Services	\$116,582
Supplies & Equipment	\$254,187
Occupancy	\$789,841
Other	\$121,747
Depreciation & Amortization	\$355,121
<b>TOTAL</b>	<b>\$3,205,463</b>



Payroll & Expenses	49%
Occupancy	25%
Depreciation & Amortization	11%
Supplies & Equipment	8%
Other	6%
Professional Services	3%

# CONSTITUENCY REPORT

## 2020 PROGRAM ENROLLMENT

Child Care	6,380
Health Enhancement	5,668
Aquatics	3,726
Sports & Dance	422
Facility Rentals	108
<b>TOTAL</b>	<b>16,304</b>

## 2020 MEMBERS BY AGE

5 years & under	669
6 - 11	1,123
12 - 17	1,397
18 - 29	1,904
30 - 54	2,966
55 - 64	1,072
65+	2,379
<b>TOTAL</b>	<b>11,510</b>

# BOARD OF DIRECTORS AND STAFF

## 2020 Board of Directors

**Steven Donovan**  
**YMCA Board Chair**  
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City of Kenosha

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KUSD Administrator

**In Memory of Dedicated Service**  
**Dave Fountain**

## Kenosha YMCA Staff

**Cindy Altergott**  
Executive Director

**Chris Finkel**  
Development Director

**Liz Enhoff**  
Finance/HR Director

**Dr. Rachel Mall**  
Youth & Family Director

**Tenille Fick**  
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**Sam Craig**  
Aquatics Director

**Jim Anderson**  
Facilities Director

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**Jill Clark**  
Member Service Desk Coordinator

**Joshua Thompson**  
Sports Coordinator

# THE Y. FOR A BETTER US



# HELP US STAY OPEN FOR GOOD BY MAKING A DONATION TODAY.

Your gift will support the work we're doing to respond to the COVID-19 crisis and will enable us to continue helping those who need us most as our communities recover. Thank you for your support of the Kenosha YMCA.



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FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

## KENOSHA YMCA

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