



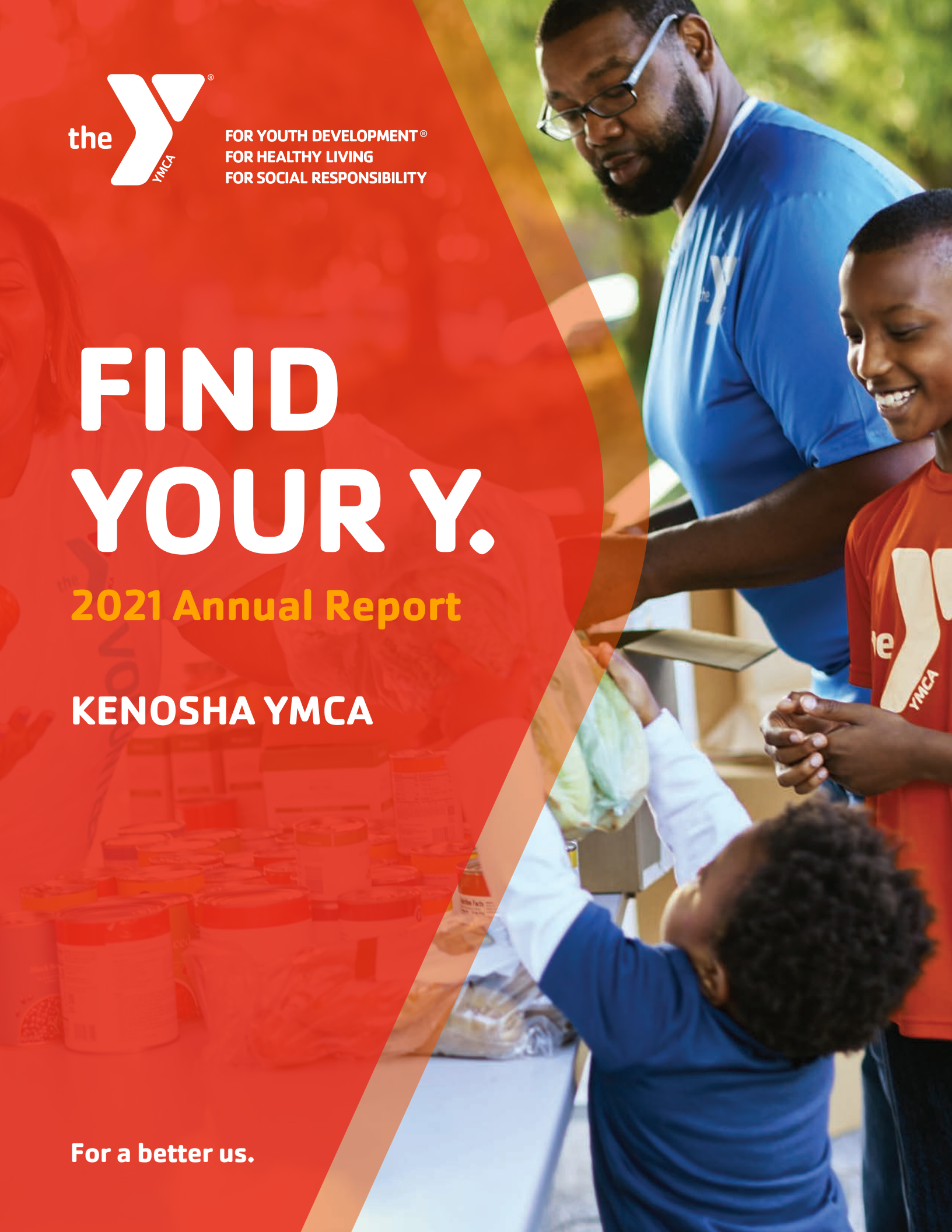
FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

FIND YOUR Y.

2021 Annual Report

KENOSHA YMCA

For a better us.



Dear Members and Friends,

As we reflect on 2021, what we did not do is “return to normal”. That was not our goal. Our goal is always to go where needed. To come alongside the community with the skills and programs that can help in the areas of youth development, healthy living, and social responsibility. We evaluated where we were after 2020 and carved a path to create connections and conquer change to provide needed programming.

Yesterday, today, and tomorrow our mission is our compass. Our focus areas of youth development, healthy living, and social responsibility are our roadmap. And our programs are the vehicle to continue to support the needs of the Kenosha community.

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 2021 sponsorship dollars helped...



Over **300** Y participants learn to prevent cancer through the HEAL program.

More than **720** YMCA members got healthier through our scholarship program

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



75 children participate in our Summer Parks Program, keeping both their minds and bodies engaged in academic and physical activity.

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



216 children succeed in the Achievers Program

90% met or exceeded their Achievers Social Emotional Learning goals.

80% met or exceeded their Growth Goal in Reading

82% met or exceeded their Growth Goal in Math



That's Y!

THANK YOU TO OUR DONORS

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John Wiersum
Larry Willems
Beverly Witcher
YMCA of the USA
Mike Zacker



OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

OUR CAUSE

At the Y, strengthening community is our cause. Every day, we work side-by-side with our neighbors to make sure that everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.

OUR VALUES

CARING: Show a sincere concern for others.

HONESTY: Be truthful in what you say and do.

RESPECT: Treat others as you want to be treated.

RESPONSIBILITY: Be accountable for your promises and actions.

OUR VISION

To be a community leader connecting families to build healthy minds and bodies.



YOUTH DEVELOPMENT

Nurturing the potential of every child and teen.

We believe positive early experiences are essential to future success. The values and skills learned early on are vital building blocks. Because of the Y, more young people in our community are taking a greater interest in learning and making smarter life choices. At the Y, children and teens learn values and positive behaviors, and can explore their unique talents and interests, helping them realize their full potential. Making for confident kids today and contributing and engaged adults tomorrow.



Achievers Programs

Our Achievers Programs experienced tremendous growth as the Y was a recipient of Beyond the Classroom Grants from the State of Wisconsin to help combat COVID-19 learning loss. Our Achievers programs were offered at Frank & Brass Elementary Schools and Lincoln. The programs expanded to Wilson Elementary & Mahone Middle schools. Enrollments were also **expanded at all sites**. These students are identified by their teachers and recommended to the program.



Each Achiever commits to attending the program each day for about **2 ½ hours** to receive math and literacy instruction that not only connects what they do in the classroom, but in everyday life.

B.A.S.E. Programs

In 2021, we offered Before and After School Enrichment (B.A.S.E.) programs for several elementary schools including Forest Park, Prairie Lane, Stocker, and reinstated the B.A.S.E. program at the Callahan branch, in which children were bussed from Dimensions of Learning to the Y.



Achievers is a grant-funded and donation-funded program and has helped us to serve over **500** young people in 2021.



HEALTHY LIVING

Improving individual and community well-being.

Being healthy means more than simply being physically active. With a mission centered on balance, the Y brings families closer together, encourages good health and fosters connections through fitness, sports, fun and shared interests. At the Y, it's not about the activity you choose as much as it is about the benefits of living healthier on the inside as well as the outside. As a result youth, adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being for their spirit, mind and body.

In 2021, the Y experienced **increased enrollment** in membership and programs.



Over **11,300 members** were served at the Y.

A new grant from the American Cancer Society helped the Y partner with the Racine Kenosha Community Action Agency to help prevent cancer in nearly **300 new community members** by teaching nutrition that fights cancer and introducing family exercise into their lives that makes them healthy.

Tri My Best

After adapting to Covid limitations from the year prior, we were able to return to a swim/bike/run format in 2021. In-person and virtual participation options were offered and we had **98 athletes sign up for the event**. We continue to partner with Tender Touch Therapy and hold this event for children and young adults with developmental disabilities.

LIVESTRONG® at the YMCA was also continued after being lost to COVID restrictions. This cancer survivor program helps members regain strength and confidence in themselves and each other.



SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors.

The Y has been responding to Kenosha's most critical social needs for over 90 years. Whether developing skills or emotional well-being through education and training, welcoming and connecting diverse demographic populations through services, or preventing chronic disease and building a healthier community, the Y fosters the care and respect that all people need and deserve. Through the YMCA thousands of volunteers, donors, leaders, and partners are empowering people to be healthy, confident, connected, and secure.

Miracle League Program

2021 saw the first year of our family friendly Fall Fest which highlights our Miracle League program and brought **thousands of our community friends** to the YMCA to enjoy music, games, and food.



In 2021, **612 volunteers** gave approximately **2,575 hours** of their time.

Feeding Families

Our volunteers worked over **1,600 hours** preparing and distributing **615 baskets** of food in 2021, serving approximately **420 families** in our community.



Safety Around Water Coalition

The Y also continued to meet as part of the Safety Around Water Coalition and raised water safety awareness by reaching over **50,000 people** in our social media drowning prevention campaign.



2021 Y AWARDS



CALLAHAN AWARD: James Krebs **Health & Wellness Member of Excellence**

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.

James is a veteran, a long time Y member and a valued supporter who lives a healthy life through daily workouts, Aikido, and personal training. He can often be seen engaging with the members and staff and always has a smile on his face. James believes in our mission and continues to support the Y through donations.

KUENY AWARD: Matthew Eddy **Aquatics Member of Excellence**

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 for 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.

Matthew Eddy has been a member since 2012. Mr. Eddy swims at the same time that Liam, age 8, takes private swim lessons. Liam has been taking swim lessons here at the YMCA since 2019. Liam has special needs and as such, sometimes takes a lot of encouragement to complete certain tasks. Mr. Eddy started to "race" Liam months ago by pretending to be a shark (which he does not think is scary, he loves it). These two have become friends, and they showcase exactly what the Y is all about! Mr. Eddy has also befriended other swim lesson kids, making them feel welcome and comfortable in the pool!



WAVRO AWARD: Noelia Alcala **Youth Member of Excellence**

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.

Noelia attended our Summer Camp and Prairie Lane Elementary Programs. She is in 5th grade and is always so kind to EVERYONE! She is helpful to others and the teachers. She fully follows all of our YMCA core values. She is the quiet and down to earth type, but her strong demeanor comes out sharp when asked to do a task or when she is helping out her classmates. Everyone loves her as a friend and wants to be around her.

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.

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.

Pastor Verlan and Becky Van Ee

Nash Award for Volunteer of the Year

Without Pastor Verlan and Becky we would not have been able to run the Feeding Families program. They not only provided a location, but they provided hands to help in a mighty way. They brought in members of their congregation who took on the process of unloading, boxing, and distributing the food. They reached out to the families receiving the support to see if there were other ways in which they might meet their needs. As each family arrived, they made a point of knowing their name, hearing their story, and connecting with them with respect, dignity and hearts of love. Verlan and Becky have dedicated their lives to the service of God and in that dedication, they have certainly helped others. The Feeding Families program has flourished under their leadership and care, as have the lives of all those they touched.



First American Bank

Nash Award for Business Partner of the Year

We have partnered with First American Bank for 12 years. They have been through a lot with us as we built the Kueny Aquatic Center in the middle of a down economy... and then a pandemic! First American Bank has done everything in their power to help us navigate the trials of Covid, from Paycheck Protection Programs to Forgiveness Applications, to providing support, guidance, patience and understanding. We feel so fortunate to have a bank that values partnership, community, and believes in our mission.

Lisa Eckardt

Nash Award for Employee of Excellence

Lisa is our Assistant Youth and Family Director and has worked in the Youth and Family Department for over 15 years. But really, no matter what her title is or what her job description might say, Lisa is the person that steps in where needed. She lives out our Core Values each day in the service of others and exemplifies what it means to go beyond one's self to help those in need. Whether it be children, families, her colleagues, or the Y community, she gives of herself so that others might feel respected and cared for. We are ever so grateful that she is part of our Y Family... not because of what she does, but because of who she is.

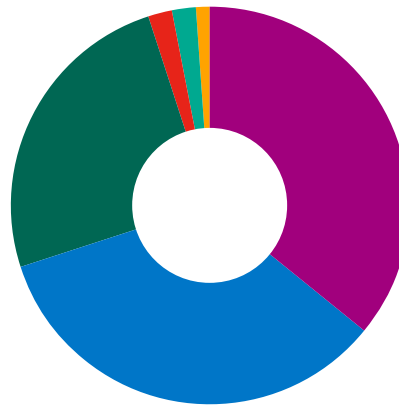


FINANCIAL REPORT

Fiscal year ending December 2021

2021 ACTUAL REVENUE

Program Fees	\$814,931
Contributions & Grants	\$1,192,141
Memberships	\$1,135,025
Rental Income	\$56,805
Sales	\$22,179
Miscellaneous	\$54,046
TOTAL	\$3,275,127



Contributions & Grants	36%
Memberships	34%
Program Fees	25%
Miscellaneous	2%
Rental Income	2%
Sales	1%

2021 ACTUAL EXPENSES

Payroll & Expenses	\$1,709,965
Professional Services	\$130,034
Supplies & Equipment	\$338,613
Occupancy	\$765,245
Other	\$205,128
Depreciation & Amortization	\$334,446
TOTAL	\$3,483,431



Payroll & Expenses	49%
Occupancy	22%
Depreciation & Amortization	10%
Supplies & Equipment	10%
Other	5%
Professional Services	4%

CONSTITUENCY REPORT

2021 PROGRAM ENROLLMENT

Child Care	7,726
Health Enhancement	6,101
Aquatics	3,911
Sports & Dance	625
Facility Rentals	416
TOTAL	18,779

2021 MEMBERS BY AGE

5 years & under	693
6 - 11	1,038
12 - 17	1,441
18 - 29	2,044
30 - 54	2,655
55 - 64	893
65+	2,591
TOTAL	11,357

BOARD OF DIRECTORS AND STAFF

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Kristina Ellis
Member Service Desk Co-Coordinator

THE Y. FOR A BETTER US



MAKE THE Y POSSIBLE

The Kenosha YMCA is dedicated to strengthening our community and relies on the support of neighbors like you to enable us to fulfill our commitments. From ensuring that kids receive educational and emotional support through our afterschool program, to teaching people life skills in our Safety Around Water program and more, your contributions allow everyone to access the resources and support they need.

Volunteer. Advocate. Donate.

Find Your Y



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

KENOSHA YMCA

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