



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BRINGING HEALTH FULL CIRCLE

YMCA OF DANE COUNTY, INC
2011 ANNUAL REPORT



THE YMCA OF DANE COUNTY has a rich history of over 125 years providing valuable programs and services throughout Dane County. 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.

With a focus on **YOUTH DEVELOPMENT, HEALTHY LIVING** and **SOCIAL RESPONSIBILITY**, we're an inclusive organization of men, women and children joined together by a shared commitment to nurture the potential of children and teens, promoting the community's health and well-being. We foster a sense of social responsibility to give back and support our neighbors.

At the Y, no child, family or adult is turned away for the inability to pay. We recognize that for communities to succeed, everyone must be given the opportunity to be healthy, confident, connected and secure.

Dear Friends,

We are over 125 years strong and so very proud of our great history! Today we celebrate this past year's successes where we gave over 39,000 members a sense of belonging by providing the tools, support and skills to live life to its fullest. 25% of our members receive financial scholarship, totally over \$1.3 million in financial assistance and program subsidies to our children, youth and families.

We continue to create new ways to have a greater impact and remain relevant in the communities that we serve. Over this past year we have joined together with Ys across the country to better deliver our programs and to share our mission. We introduced our new logo and we have become much more focused in the delivery of our programs and services using the Y's three focus areas - Youth Development, Healthy Living and Social Responsibility. Our work has not changed, yet we have become better at communicating our impact and outcomes.

The Y is a nonprofit like no other. That's because in 24 communities throughout the Dane County area reaching thousands of families and individuals, we have the presence and partnerships to not just promise, but deliver, positive change.

We have strengthened our focus for Youth Development through our Early Education and After School programs where we promote individual and academic achievement daily to over 1,300 children at our 33 licensed child care sites giving them the opportunities to learn about caring, honesty, respect and responsibility.

The Y makes sure that every child has an opportunity to envision and pursue a positive future, and to take an active role in strengthening his or her community. By participating in Y programs over 20,500 youth meet new friends, build skills, develop interests and try new things in a supportive environment with caring adults. Our programs emphasize values, sportsmanship, friendship and most of all, fun! We enriched our youth programming to keep our teens safe, engaged and encouraged. We help more than 6,100 teens develop leadership skills so they have the confidence and inspiration to pursue their dreams.

We have strengthened our focus for Healthy Living by committing to teaching our members and others throughout Dane County how to live longer and healthier lives by being active and engaged. Through our wellness programming over 60,000 people experienced an overall feeling of health and wholeness. We have strengthened our focus for Social Responsibility by continuing to give back to our community and by providing support to our neighbors.

Together we "Strengthen the Foundations of our Community" and remain committed to our men, women, and children to ensure that everyone has the opportunity to learn, grow and thrive at the Y regardless of age, income or background.

We are so thankful for all of you - our donors, volunteers and staff as well as our members and community partners, all of whom enable our Y to make a real difference in the lives of so many.

With great appreciation,



Carrie Wall
President and CEO



Robert Hilby
Chair of the Board of Directors

YOUTH DEVELOPMENT



"My name is Nahuel. I am 11 years old. 2 years ago I was diagnosed with high blood pressure and the Dr. said I should lose weight. Since then my family and I have been making healthy lifestyle changes; drinking more water, eating more fruits and vegetables, and exercising more. My Life has changed so much since my parents got me involved in swimming lessons, basketball and summer camps at theY. I feel a lot better.

Last week I went to the Dr. and to all of our surprise, my blood pressure is normal and I have lost weight and weigh a healthy amount. The Y has been very helpful in my getting healthy. Coming here has literally changed my life."

By participating in YMCA healthy living programs over 16,802 youth get the chance to exert energy, try new things, learn about becoming and staying active, and developing healthy habits they will carry with them throughout their lives.

- Daily we provide **over 1,300 children** at our **33 licensed child care sites** opportunities to learn about caring, honesty, respect and responsibility.
- By participating in our 3 area youth centers **over 900 different teenagers** were given opportunities to create a higher self esteem, better interpersonal and leadership skills in a safe and fun place after school and on no school days.
- More than **1,000 children** ages 2-14 grow in self-confidence, explore, socialize, learn and grow emotionally at our **19 camp locations**.
- By participating in Y programs over **20,500 youth** meet new friends, build skills, develop interests and try new things in a supportive environment with caring adults. Our programs emphasize values, sportsmanship, friendship and most of all, fun!
- The Y makes sure that every child has an opportunity to envision and pursue a positive future, and to take an active role in strengthening his or her community. We help more than **6,100 teens** develop leadership skills so they have the confidence and inspiration to pursue their dreams.



- In the Y swim, sports and play programs the benefits are far greater than just physical health. Kids improve their skills, make new friends, are active with other kids and learn to love a sport. We help **over 5,010 kids** build confidence, discover their personal best, have fun and be a part of a team.
- We are proud to have over **650 staff** and **1,300 volunteers** who are passionate and dedicated to the Y mission.
- Through our wellness programming **over 60,000 people** experience an overall feeling of health and wholeness.



Every day, the Y addresses the most pressing needs in our community by making sure that everyone—regardless of age, income or background—has the opportunity to learn, grow and thrive.

HEALTHY LIVING

"I had been having a few tough years and needed a safe place for me and my kids to live, relax, and start over. I was injured in the line of duty with the Milwaukee Fire Department which left me without a job and on disability. My fiancé passed away due to a heart condition and failed surgery. Depressed and feeling completely alone, being a single mom to 4 was getting harder and harder. I knew I had to get out of the house. In October of 2011 I joined the East Y.

I began exercising, taking group fitness classes and enrolled my kids in the Y's dance classes, and we even started participating in Family Zumba together on Friday nights. I got to know the instructors, other members, and began hanging out with my Y friends outside of the Y.



Christine and family

I really saw a change in my daughters when they got to go in front of the Family Zumba class to do a routine they had choreographed with their Family Zumba friends at a sleepover. What used to be two shy, timid girls, are now two confident and self-assured young ladies. My girls have also found positive role-models and mentors in the group fitness instructors at the Y. They wait outside after my Monday night Zumba class until the music ends so they can come in to talk to the Y staff and ask them for advice, which always seems so much cooler when it doesn't come from their mom. My kids don't care if the other kids at school tease them now about their looks, their hair, etc. They are confident and proud because someone at the Y told them it doesn't matter what others say if you know what is true in your heart.

It's hard to lose a father figure, but more so on the little boy left behind-especially an active one. However, when we go up to the Y it doesn't matter who is playing basketball in the gym-the older boys and men that play, always take time to talk to him, teach him, play a little ball with him and he loves it. The Y has helped instill stronger values in my children in a very short time; helped them come out of their shells and begin to grow into the individual little people I know they can be.

While I am thankful that the Y has helped me personally, I am more grateful for the many life lessons the Y has taught my children. Most of all, the Y has taught my children the importance of giving back. The Y has made me a better parent, given me an outlet for the stress in my life and has allowed my children to blossom. I am grateful. I am appreciative, and I am thankful that I found the Y. It has truly changed our lives."

SOCIAL RESPONSIBILITY



Dean Olsen

“My Y story is about personal transformation. When I joined about three years ago, I was drinking heavily and weighed about 245 pounds. Fast forward to now: I haven’t had a drink in almost two years, I have lost over 55 pounds (and counting) and am well on my way to my goal weight of 170. And here’s the really good news: I am more content and at peace with myself and my world then at any time I can remember. My involvement with the Y has been an integral part of this transformation. It gives me a place to go, and has become my new habit. I find regular exercise truly and meaningfully helps me manage my stress and anxiety. I no longer have to take medicine for high blood

pressure or gout prevention, largely because of the weight I’ve lost through exercise and better eating habits. I look better, I feel better, I am better.

The Y’s generosity toward me through its reduced membership fees for low-income people has made all the above possible. Until very recently, I could not afford the full cost of my Y membership. The subsidy I received made it possible for me to be a member during those lean years. I now pay full freight for my membership and I am happy and proud to do so. I am also proud of the Y for having the faith in me to help me when I needed it. I look forward to the day when I can give a bit more to the Y, so it can help others like it helped me.

I am proud to be a member of the YMCA in Madison. Together, all of us do so much more than any of us could do alone.”

**Giving 39,000 members a sense of belonging
and providing the tools, support and skills to live life to its fullest.
25% of our members receive financial assistance.**

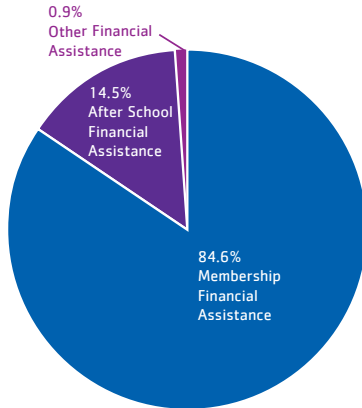
- More than **6,500 recipients** of financial assistance learned to promote healthier decisions, and grow physically, intellectually and spiritually. Which is an **80% increase over 2011**.
- We provide **support and healing for cancer survivors** in our LIVESTRONG® at the YMCA program. Medical studies show that moderate levels of exercise help cancer survivors physically and mentally, increasing their overall quality of life. The YMCA's goal is to support survivors through a program that provides them with a positive way to learn how to increase their physical activity and live life to its fullest.
- The Y understands the challenges that keep individuals from reaching their full potential and responds with services and support which help people to be self-reliant, productive and connected to the community by providing outreach programming to **over 60 at risk, low income and pre-diabetes families** with our collaboration at the Catholic Multicultural Center, UW Health, Meriter and Access Community Health.
- We offer financial assistance to more than **275 Child Care families** and more than **160 Summer Camp participants** so all children can benefit from a sense of belonging, and access tools, support and skills to live life to its fullest.



COMMUNITY ASSISTANCE

Direct Financial Assistance

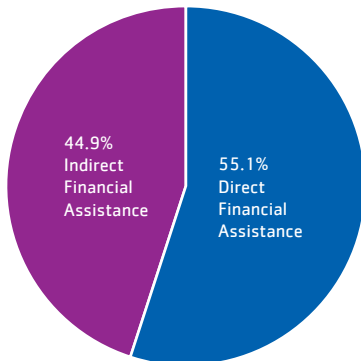
Health and Well-Being	\$ 1,071,315
Child Care After School Financial Assistance	\$ 184,364
Other Financial Assistance	\$ 10,983
Total Financial Assistance	\$ 1,266,662



- 84.6% Membership Financial Assistance
- 14.5% Child Care | After School Financial Assistance
- 0.9% Other Financial Assistance

Indirect Financial Assistance

Water Safety	\$ 369,836
Family Programs	\$ 340,398
Youth Centers	\$ 146,066
Adaptive	\$ 95,311
Youth in Government	\$ 35,047
Red Cross Trainings	\$ 23,955
Collaborative Leadership	\$ 21,108
Subtotal Indirect Financial Assistance	\$ 1,031,721



- 55.1% Direct Financial Assistance
- 44.9% Indirect Financial Assistance

TOTAL COMMUNITY ASSISTANCE

\$ 2,298,383.00

ANNUAL SUPPORT

AMOUNT

Gifts

General Contributions	\$ 621,644
Annual Campaign Revenue	\$ 235,557
United Way/Community Chest	\$ 149,591
Other	\$ 71,161
Subtotal Gifts	\$ 1,077,953

Government Dollars

City, Local	\$ 221, 930
Subtotal Government Dollars	\$ 221, 930

Volunteer Hours

Program Volunteers	\$ 461,520
Policy Volunteers/Board Members	\$ 12,150
Subtotal Volunteer Hours	\$ 473,670

Total Annual Support \$1,773,553

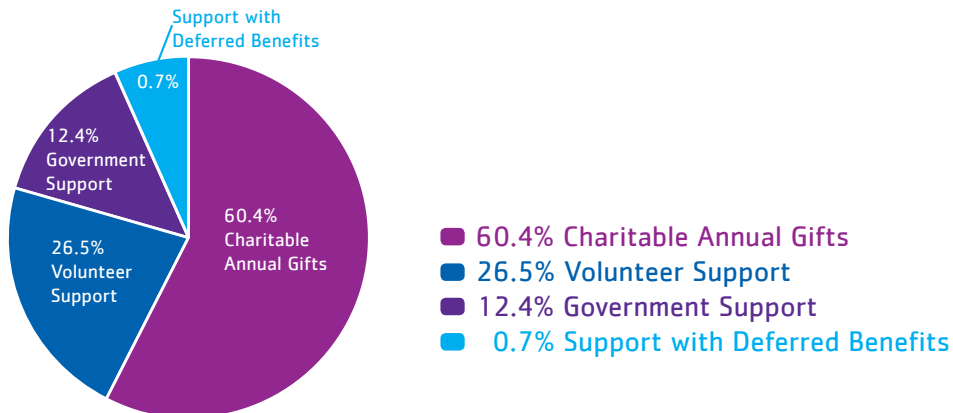
SUPPORT WITH DEFERRED BENEFITS

Endowment Gifts	\$ 11,925
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Total Deferred Benefits \$ 11,925

GRAND TOTAL SOURCES

\$1,785,478



CONTRIBUTIONS

2011 Gifts and Contributions

DIAMOND SPONSOR

\$25,000 & UP

Anonymous
Evjue Foundation, Inc.
Physicians Plus Insurance Corporation

PLATINUM SPONSOR

\$10,000 - \$24,000

Cremer Foundation, Inc.
UW Health

GOLD SPONSOR

\$5,000 - \$9,999

American Transmission Co., LLC
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Group Health Cooperative
Johnson Health Tech
Madison Area Masters
Meriter Health Services
Thomas and Hilde Neujahr
Dave Silverberg and Betsy Huebel
Smart Motors, Inc.
Tom and Carrie Wall

IMPACTING LIVES FOR GENERATIONS TO COME

We know that when we work as one, we can move forward. The Heritage Club is a group of like-minded donors who want to assure that the Y is always here to provide support to our neighbors and opportunities for future generations to learn, grow and thrive.

HERITAGE CLUB MEMBERS

Robert and Patricia Anderson
Ted and Barbara Crabb
Sara and Andy DeTienne
Emma Hoops
Isabel J. Hubbard
Dave Silverberg and Betsy Huebel
John "Jack" Lussier
Carole McGuire
Marygold (Margo) Melli
Ford Randall Munn
Patrick O'Brien and Dawn Meyer
Renee Reback
Ray and Marion Tomlinson
Tom and Carrie Wall

Funding provided by:



The YMCA of Dane County thanks all of our donors. We apologize if we have made errors or omissions and encourage you to contact us so we may correctly acknowledge your support in the future.

SILVER SPONSOR

\$2,500 - \$4,999

Alliant Energy Foundation
American Family Insurance
Culver's VIP Foundation, Inc
CUNA Mutual Foundation
Door Creek Dental, S.C.
Hausmann-Johnson Insurance
Madison Gas and Electric
McGann Construction, Inc.
Optimist Club of Mount Horeb
Mike and Cheryl Shult
Joseph and Jeanne Silverberg
WEA Trust

BRONZE SPONSOR

\$1,000 - \$2,499

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IN-KIND

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Midwest Family Radio
Widget Source
WKOW - TV

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John and Mary Lee Steinmuller
Summit Credit Union
Jasper and JoAnne Vaccaro
The Vandervelde Family
von Briesen & Roper, S.C.
WPS Health Insurance
Tom and Marykay Zimbrick

The YMCA of Dane County has partnered and collaborated with the following nonprofits, government entities and schools:

- Access Community Health Center
- Adams Outdoor Advertising
- ALCOA
- American Cancer Society
- American Diabetes Association
- American Family Children's Hospital & Clinics/Child Advocacy
- American Heart Association
- American Lung Association
- Boys and Girls Club of Dane County
- Catholic Multi-Cultural Center
- Centers For Disease Control and Prevention
- Centro Hispano
- Child Advocacy/American Family Children's Hospital
- City of Madison
- City of Sun Prairie
- CUNA Mutual Foundation
- Dane County
- Dean Health Care
- Department of Health & Human Services
- Downtown Madison, Inc.
- Entercom Radio
- Greater Madison Chamber of Commerce
- Group Health Cooperative - SCW
- Habitat for Humanity
- Health First Wisconsin
- Goodwill Industries
- Johnson Health Tech, LLC
- Junior League of Madison
- Literacy Network of Dane County
- Madison College
- William S. Middleton Memorial Veterans Hospital
- Madison Community Foundation
- Madison - Dane County Public Health
- Madison Senior Center
- Meriter Hospital and Health Systems
- Madison Children's Museum
- Madison Metropolitan School District
- Mid-West Family Radio
- Middleton School District
- Monona Terrace
- Oregon School District
- Physicians Plus Insurance Company
- Salvation Army
- St. Mary's Hospital
- Slow Foods UW
- Sun Prairie School District
- United Way of Dane County
- Unity Health Insurance
- Urban League of Greater Madison
- UW Clearinghouse
- UW Department of OB/GYN
- UW Health
- UW Pediatric Fitness Clinic
- UW School of Pharmacy
- UW School of Public Health
- Verona Area School District
- Village of Mt. Horeb
- WELCOA
- WI-PAN/WI-POD
- Wisconsin Comprehensive Cancer Control Program
- Wisconsin Department of Health Services
- Wisconsin Medical Society
- Wisconsin Women's Health Foundation
- WKOW TV
- WPS Insurance



The YMCA of Dane County facilitated the **Healthy Living Summit** bringing together social service and health care providers, business and community leaders, government administrators, and professionals in education, training and public policy development.

LEADING THE MISSION

2012-2013 BOARD OF DIRECTORS

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Michael Mohoney, Treasurer
Robert Hilby, Past Chair

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Sean Baxter, Kayser Automotive Group
Jane Clark, QTI Human Resources, Inc.
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Maggie Peterman, Freelance Journalist
Jennifer Sereno, Wisconsin Alumni Research Foundation
Jasper Vaccaro, Marshall & Ilsley Trust Co

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Paul Marshall, Vice President of Business Services
Gunna Middleton, Sr. Director of Operations
Sharon Covey, Sr. Director of Mission Advancement
Sharon Baldwin, Sr. Director of Membership/Marketing
& Healthy Living
Lysa Thoeny, Controller
Dawn Sharer, Human Resources Manager

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YMCA Child Care

Chair: Janis Makwinja
Executive: Sara Jenny

Lussier Family East YMCA

Chair: Chris Canty
Executive: Matt Merrill

Northeast YMCA

Chair: Rich Darga
Executive: Mike Denu

Lussier Family West YMCA

Chair: Rebecca McAtee
Executive: Paul VanderVelde



LUSSIER FAMILY EAST YMCA
711 COTTAGE GROVE ROAD
MADISON, WI 53716



Photo by Chris Sarkis

NORTHEAST YMCA
1470 DON SIMON DRIVE
SUN PRAIRIE, WI 53590



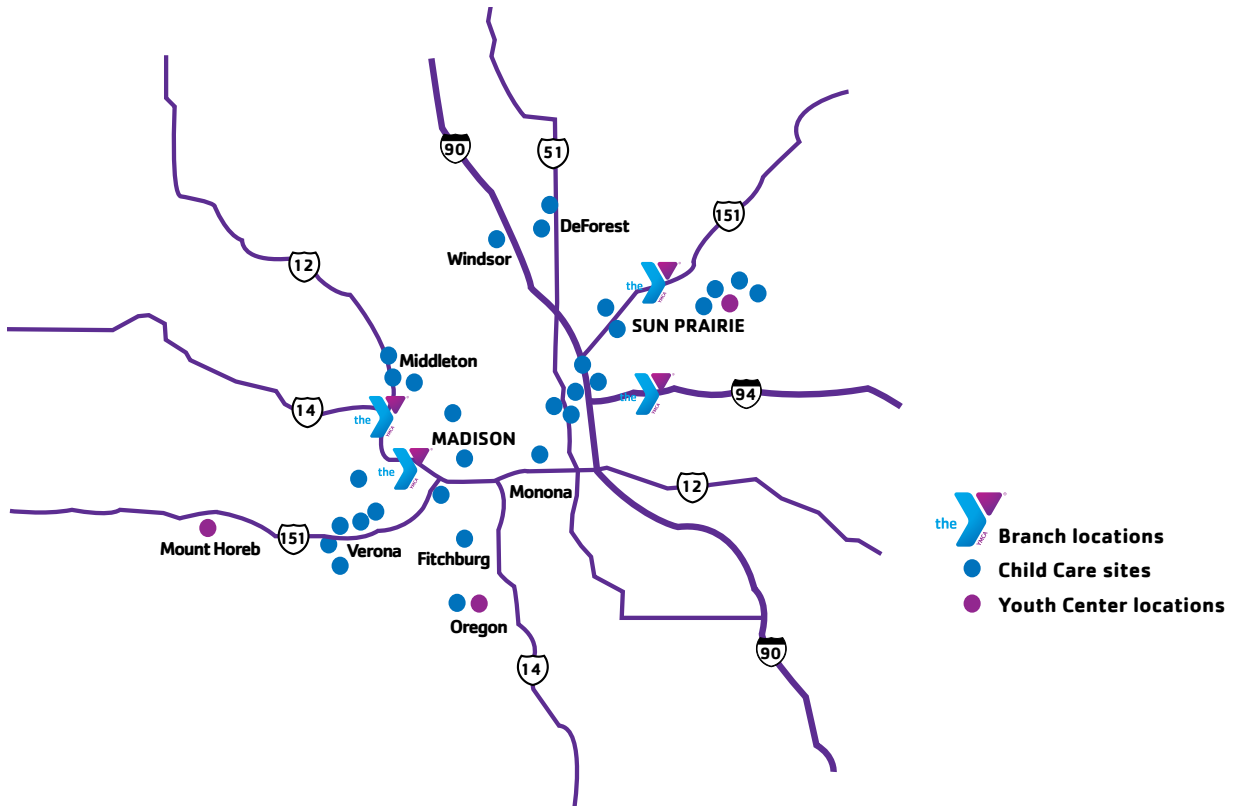
LUSSIER FAMILY WEST YMCA
5515 MEDICAL CIRCLE
MADISON, WI 53719



YMCA CHILD CARE
8001 EXCELSIOR DRIVE, SUITE 200
MADISON, WI 53717

YMCA ASSOCIATION OFFICES 8001 EXCELSIOR DRIVE, SUITE 200 MADISON, WI 53717

HEALTHIER COMMUNITIES FOR EVERYONE



THE YMCA OF DANE COUNTY WILL BE CELEBRATED AND SUPPORTED AS THE COMMUNITY'S LEADING NONPROFIT ORGANIZATION FOR YOUTH DEVELOPMENT, HEALTHY LIVING AND SOCIAL RESPONSIBILITY.

www.ymcadanecounty.org

