HERE FOR YOU
THEN, NOW, ALWAYS
DOOR COUNTY YMCA

ANNUAL REPORT
DOOR COUNTY YMCA
www.doorcountyymca.org
920.746.4949 • 920.868.3660
1900 Michigan St, Sturgeon Bay, WI 54235
Dear Friends of the Door County YMCA,

The Door County YMCA has been serving children, families, adults, and seniors for over thirty years. This past year, our work continued to expand and change as we are in a time where we need to think differently about how we operate to best serve our community. Although we have shifted how we may be thinking and operating, we continue to be a mission-driven, values-based organization. Welcoming all, we focus on youth development, healthy living, and social responsibility.

As we all know, the pandemic continues to affect so many for varying reasons; social isolation, food insecurity, job loss, mental health, and overall uncertainty. We continue to show up and are ready to serve. While some of our work has us doing less traditional Y programming, we continue to provide many of the programs and activities that we have always offered. In finding the silver lining, we have learned to think and act quickly, re-direct our efforts when needed, and there is work to be done outside of our four walls to best serve our community.

After reaching record membership numbers in March of 2020, overall membership began to decline by early summer 2020. It would be nearly a year before membership numbers began to rebound in June of 2021, which was due in part to launching 24/7 access. This new member service allows members to utilize our facilities at a time that works for them, providing the flexibility many in our community need.

As individuals and families re-engage with us through membership and programs, we’re seeing an increased need for financial assistance. We have made a commitment to our community to never turn anyone away from the Y for an inability to pay. Over 1,000 of our members are quietly fee-assisted through our Membership for All program, which is supported by our Annual Campaign. This past year the Annual Campaign raised over $525,000, providing support to the Membership for All program, the year round Foods Program, LiveSTRONG® at the Y and other specialty programs and events throughout the year.

As we continue to move forward and look towards the future, our programming, operations, and facilities will be keys areas of focus. We intend to strengthen our program offerings, our financial operation, and plan for the future with facility improvements and additions. Work is underway to modestly expand and renovate our Sturgeon Bay Program Center, similar to the work that was done to our Northern Door Program Center in 2016. The improvements being made will allow us to serve all for generations to come. We look forward to sharing more as progress is made.

Our impact would not be possible without the generosity of donors and supporters, like you, who understand the Y is more than a gym; we are a community! Thank you for your help in keeping the Door County community strong.

Thank you for your support and we look forward to serving this community for years to come.

Sally Pfeifer, CVO
Door County YMCA

Heidi Erickson, CEO
Door County YMCA
Over the last year, we have seen and heard many stories of individuals and families in need of reliable, nutritious meals. Hunger is not contained to youth. This year for the first time were were able to provide meals to individuals of all ages. From the youngest of our children to our active older adults. The Y was there to provide regular access to food at no charge on weekends, nights and mornings.

60,864 Meals and Snacks served to families and children throughout the past year June 2020–May 2021.

39,062 Breakfast, Lunches and Snacks served during our Summer Foods Program in partnership with the Boys and Girls Club.

12,124 Lunches and snacks served through our Weekend Meals Program to anyone in the community.

9,678 Super Snacks given to children 18 and under who came through our doors in the afternoons.

105 Active volunteers supported our mission.

1,922 Volunteered hours to make and serve meals.

Our Meal program volunteers won the 2020–2021 Golden Hearts Group Volunteer award.
Middle school and High school youth took part in Youth In Government

Youth participated in swim lessons.

Youth went to day camp.

Youth attended Y Before & After School Care.

Youth joined Y sports.

Youth joined competitive Y teams.

Youth served in Y programs 2,093

Youth served 19

Youth participated in swim lessons 668

Youth went to day camp 65

Youth attended Y Before & After School Care 423

Youth joined Y sports 643

Youth joined competitive Y teams 275
BRING THE Y TO YOUR HOME

4,968 Health Seekers resume their wellness routine either in-person at the Y or virtually in their homes.

It’s more important now than ever that we connect and strengthen our bonds with one another. During the past year we were able to offer over 15 virtual and 5 outside program offerings and indoor classes to help keep connected with our members and their comfort levels. Beyond keeping people active, we were able to address isolation with people who stayed at home.

“Superb! Thanks for offering these classes! It is my life saver in these days of sitting around, just as it was before.”

- Door County YMCA Virtual Group Fitness Class Participant

544 Virtual Class Participants

4,424 Adult Class Participants

*June 2020-May 2021 participant numbers.
Peterson Park, a 10-acre recreational area created in 2014 as part of a generous donation from longtime Y supporters Carla and Ellsworth Peterson, borders State Highways 42 & 57 and sits on the northern portion of the Sturgeon Bay Program Center campus. The YMCA Peterson Park was developed through a collaborative effort between the City of Sturgeon Bay and the YMCA to serve the public need for community green space as residential growth expanded on the east side of the city near the YMCA.

Peterson Park provides a wealth of opportunities to enjoy the natural beauty that Door County has to offer. Beyond the ability to exercise, children can run, jump and swing, but more importantly, they can learn basic social skills, be creative and use their powers of imagination during play. Individuals or families of any age can also stay healthy and exercise anytime. The park is easily accessed from the YMCA parking lot, along 19th Place and at the intersection of Iowa Street and 19th Avenue. Peterson Park is open to all community members, regardless of YMCA membership status.

Park features currently include:

- **KaBoom! Playground**: Kaboom!, a national non-profit, partnered with Door County youth in 2015 to design and install a variety of playground equipment that borders 19th Place. The project received a generous donation from Baylake Bank and other Y volunteers assisted with the installation: a community-wide effort.
- **Bathrooms**: conveniently located next to the Kaboom! playground and cleaned daily.
- **Pavilion**: located in close proximity to the playground and a great spot for lunch, picnics or parties.
- **Amphitheater**: multiple seating levels and can accommodate presentations, exercise classes, wedding, recitals and other events.
- **Running/Walking Paths**: three paved paths of varying lengths allow walkers and runners to safely exercise.
- **Pet Friendly**: Animals leashed while on property for safety of everyone.
- **Sports Fields**: four natural grass sports fields allow for multiple events and groups to engage in play.
- **Exercise Equipment**: a variety of Greenfields Outdoor Fitness body-weight equipment is spaced throughout the park and is easily accessible via the walking loops:
  - Four-person leg press
  - Two-person cross country ski
  - Four-person lower body combo
  - Two-person combo lat pull and vertical press
  - Three-person static combo
  - Four-person twisting station
  - Two-person air walker
  - Two-person accessible chest press
- **Prairie Gardens/Natural Area**: .75 acre diverse garden of small and tallgrass prairies and associated flowers that are great for pollinators and butterflies. There is also a border of over 65 trees around the park that attract a diverse range of birds and several nesting boxes that attract nesting bluebirds, tree swallows, black-capped chickadees and common wrens. The prairie garden not only provides unique prairie plant views that change with the seasons, but it is also an educational opportunity for youth and adults alike.
**OVERVIEW**

**FUNDING THE IMPACT**

**PUBLIC SUPPORT / EARNED REVENUE**

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<tr>
<th>Description</th>
<th>FY20/21</th>
<th>FY19/20</th>
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<td>Contributions/Released from Restrictions</td>
<td>$2,004,108</td>
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<td>Special Events</td>
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<td>Memberships</td>
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<td>Programs</td>
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<td>Other</td>
<td>$83,513</td>
<td>-$45,484</td>
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<td>Investment Returns</td>
<td>$86</td>
<td>$2,285</td>
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<td><strong>Total Operating Revenue</strong></td>
<td><strong>$3,942,099</strong></td>
<td><strong>$4,221,254</strong></td>
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**OPERATING EXPENSES**

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<tr>
<th>Description</th>
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<tr>
<td>Program Services</td>
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<td>$239,140</td>
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<td><strong>Total Operating Expenses</strong></td>
<td><strong>$3,588,318</strong></td>
<td><strong>$4,689,583</strong></td>
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**INCOME DISTRIBUTION**

- Membership
- Program
- Other
- Contributions

**EXPENSE DISTRIBUTION**

- Program Services
- Management & General
- Fund Raising

**Expense by Functional Area**

- Staff Expense 55%
- Contracted Support 5%
- Supplies 6%
- Utilities 8%
- Facility Costs 4%
- Depreciation 17%
- Other, including Interest 3%

Dollars are reflective of audited annual operations of the Association; these figures do not include Restricted Fund Activity.
The Door County YMCA is a 501c3 nonprofit organization and may receive tax-deductible contributions as allowed by law.
The YMCA provides more than $500,000 in mission and related membership and program subsidies through contributed income.
THANK YOU TO ALL OF OUR DONORS

ANNUAL CAMPAIGN DONATIONS

BENEFACTOR—$10,000 & UP
Bader Philanthropies, Inc.
Door County Community Fdn.
Door County Medical Center
Ellsworth and Carla Peterson Fdn.
MMG Fdn., Inc.
Mount St. Francis — Sisters of St. Francis
Raibrook Fdn.
Sarah E. Wright Charitable Remainder Trust
YMCA of the USA
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Timothy Kroeff Charitable Fund of the Door County Community Fdn., Inc.
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GOLD—$5,000 & UP
Al Johnson’s Restaurant
Door County Triathlon, Inc
Main Street Market
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The Patrick and Beatrice Haggerty Fdn.
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Cynthia Stiehl
John and Deanna Swanson
The David and Judy Ward Fund at the Wisconsin United Methodist Fdn.
Cheryl and Scot Wederquist
Al and Judy Wittenkeller

BRONZE—$1,000 & UP
Associated Bank
Be’s Refreshments
Door County Candle Company
Door County Dental Care, Drs Regan Luders & Dr. Tyler Hubbard
Fincantieri Bay Shipbuilding Co.
Maxwelton Braes Lodge
Pinkert Law Firm LLP
RBC Wealth Management
Ross Estate Planning
Rotary Club of Door County North
Sargent Family Fdn.
Sonny’s Pizzeria
Stella Maris Catholic Parish
Sturgeon Bay Rotary Charitable Trust
The Boldt Co
The Cow Jumped Over the Moon LLC
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