

HERE FOR YOU THEN, NOW, ALWAYS DOOR COUNTY YMCA

20 21

ANNUAL REPORT

DOOR COUNTY YMCA

www.doorcountyymca.org 920.746.4949 • 920.868.3660 1900 Michigan St, Sturgeon Bay, WI 54235

DOOR COUNTY YMCA



NORTHERN DOOR PROGRAM CENTER 3866 Gibraltar Rd • Fish Creek, WI 54212





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, Live**STRONG**® 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.

Jully Beifer

Sally Pfeifer, CVO Door County YMCA

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Heidi Erickson, CEO Door County YMCA

FEEDING BODIES FUELING SUCCESS







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. Individuals of all ages. From the youngest of our children to our active older adults. The Y was there to provide regualr 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. Super Snacks given to children 9,678 Breakfast, Lunches and Snacks 18 and under who came through 39,062 served during our Summer Foods our doors in the afternoons. Program in partnership with the Boys and Girls Club. Active volunteers supported 105 our mission. Lunches and snacks served through 12,124 our Weekend Meals Program to anyone in the community. Volunteered hours to make 1,922 and serve meals.

Our Meal program volunteers won the 2020–2021 Golden Hearts Group Volunteer award.

BUILDING THEIR POTENTIAL

Youth served in Y programs 2,0

Middle school and High school youth took

part in Youth In Government

ns 2,093

19





Youth participated in swim lessons.





Youth went to day camp.



423

Youth attended Y Before & After School Care.



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."

544

Virtual Class Participants

4,424

Adult Class Participants

A GREEN SPACE FOR THE COMMUNITY



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

- Three-person static combo
- Four-person twisting station
- Two-person air walker
- Two-person combo lat pull and vertical press 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	FY20/21	<u>FY19/20</u>
Contributions/Released from Restrictions	\$2,004,108	\$1,054,655
Special Events	\$18,318	\$37,421
Memberships	\$1,302,052	\$1,749,246
Programs	\$534,022	\$1,423,131
Other	\$83,513	-\$45,484
Investment Returns	\$86	\$2,285
Total Operating Revenue	\$3,942,099	\$4,221,254
OPERATING EXPENSES		
Program Services	\$3,042,814	\$4,109,654
Management & General	\$352,929	\$340,789
Fund Raising	\$192,575	\$239,140
Total Operating Expenses	\$3,588,318	\$4,689,583
INCOME DISTRIBUTION Membership Program Other Contributions 		EXPENSE DISTRIBUTION Program Services Management & General Fund Raising
Program Revenue Detailed by Service Area Adult Program Outreach Program Other Program Youth Program Day Care/Camp		ense by Functional Area Staff Expense 55% Contracted Support 5% Supplies 6% Utilities 8% Facilty Costs 4% Depreciation 17 % Other, inlcuding 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.

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 Tom and Penny Beerntsen Robert and Carmen Gallagher Paula and Bob Keller Tom and Marsha Kerley Timothy Kroeff Charitable Fund of the Door County Community Fdn., Inc. Anthony and Judith Licata Robert and Joan Schaupp

GOLD-\$5,000 & UP

Al Johnson's Restaurant Door County Triathlon, Inc Main Street Market Marine TraveliftExactech Nicolet National Bank Tatman Fdn. The Patrick and Beatrice Haggerty Fdn. Greg and Mary Anderson Annie and Dick Egan Heidi Erickson & Bryce The Thousand Hills Stewardship Fund The Plachetka Family Fund Dorothy and Stanley Russell Paul C and Brenda J Schneider Family Gift Fund Pat Schneider Emmy & Steve Stanley Glenn and Barbara Timmerman

SILVER-\$2,500 & UP

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BRONZE-\$1,000 & UP

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PACESETTER-\$500 & UP

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CENTURY-\$100 & UP

Anonymous (13) Anschutz Plumbing & Heating Bank of Luxemburg Beacon Marine

C & S Manufacturing. Corporation Carlson-Erickson Builders Champeau Floor Covering **Door County Nature Works** Little Sister Resort at Pebble Beach Roen Salvage Company Thrivent Financial Kevin and Kerri Anderko John and Sandy Asher Jean Barrett Dick and Joan Baudhuin Charitable Fund of the Door County Community Fdn., Inc. James and Jean Berkenstock Patty J. Birnschein Chuck & Leanne Bither Mary and Jerry Bjarnarson Kenneth Blaney Andy & Dina Boettcher Family Burt and Linda Boman Brian and Sarah Bonovich Ron and Mary Boston John and Susan Brauer Robert Brogran Shane B. Crystal Brunette Scott and Lynn Brunswick Larry Buchach Chris and Kirsten Bungener Merlyn Burkard Caryl and Larry Busse Susan Caldwell John and Kathy Campbell Robert and Mary Carlisle Trudy and Anthony Chelmecki Greg and Samara Christian Ed and Helene Conlon Andrea and Terrence Connelly Robert Cozby Christine Crowley Marilyn and Jim Cushing Frank and Debbie Dahms Jean & Dwayne Daubner Julie E. Davis Nancy Davis Bill and Jan De Cramer

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FRIEND- UP TO \$99

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CAPITAL CAMPAIGN DONATIONS

*Heart of the Community Capital Campaign

Steve & Brenda Abrahamson Anonymous (1) In Memory of Brian J. McKown Nancy Buhl **Haggerty Foundation** George Kress Foundation **MMG** Foundation NEW Industrires. Inc. Nicolet National Bank **Raibrook Foundation** Robert and Sally Atwell Dick & Anne Egan Penny and Tom Beerntsen Keith and Mary Benson, In Honor of Tom and Penny Beerntsen Mark Breseman & Jane Hillstrom James and Barbara Bunning Dennis and Bonnie Connolly Mike & Tonya Felhofer Robert and Carmen Gallagher

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Amy Gamble Marketing & Progressive Gymnastics Director

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Josh Lardinois Association Communications Director & Northern Door Program Center Membership Specialist * We apologize for any misspellings or omissions of names in the donor listing. This list is from June 1, 2020 – May 31, 2021. If you wish to have your recognition listing changed, please contact Tonya Felhofer at 920.743.4949 or tfelhofer@doorcountyymca.org.

Your generous financial gifts to the Annual Campaign will continue to strengthen Door County and make the Y so much more through great programs like LIVE**STRONG**, Summer Foods, and English Language Learner Classes. Scan the QR Code with your phone's camera to be directed to our Giving site.





COMMITMENT TO OUR CAUSE We engage and connect all people in pursuit of well-being and a vibrant, healthy and welcoming community.