

WOODSONYMCA 2023 Annual Report SERVING OUR COMMUNITY

GIVE. JOIN. VOLUNTEER. WOODSON YMCA LOCATIONS

Woodson YMCA - Wausau Branch 707 N. 3rd St., Wausau, WI 54403 715-845-2177

Woodson YMCA – Aspirus Branch 3402 Howland Ave., Weston, WI 54476 715–841–1850

Woodson YMCA – Camp Sturtevant 2701 Northwestern Ave., Wausau, WI, 54403 715–849–2267



FOR YOUTH DEVELOPMENT® FOR HEALTHY LIVING FOR SOCIAL RESPONSIBILITY



Growing Strong Communities



Bryan Bailey President & CEO Becky Gatzke Chief Volunteer Officer

Dear Y Friends,

At the Woodson YMCA, 2023 was another remarkable year of positive growth and impact. Our reach is wide, from our youngest children in our Child Care Centers to our fast-growing senior population with our outstanding work in The Landing.

2023 saw our Y serve more individuals than ever before. Record membership numbers and programming has allowed us to touch the lives of thousands in our community. We are proud to be the leaders in child care, aquatics, health & wellness, youth development, and senior programming.

We prioritize creating a welcoming space where people can come together. The Y is a vibrant community within the larger Wausau community, offering a place of acceptance and positivity. We are grateful that we can provide the wonderful facilities and programs that we do, but we couldn't do it without the support of you. We hope you are as proud of your Y as we are!

Enjoy the Annual Report and thank you again for your support!

Yours in Service,

Bryan Bailey – President & CEO Becky Gatzke – Chief Volunteer Officer





YMCA MISSION

Youth Development

The YMCA is committed to nurturing the potential of every child and teen. This often involves providing safe and nurturing environments where young people can learn, grow, and develop essential skills, values, and confidence to succeed in life.

Healthy Living

The YMCA encourages and facilitates healthy living among individuals and families. This includes promoting physical fitness, healthy habits, and overall well-being through various programs, facilities, and initiatives.

Social Responsibility

The YMCA aims to foster social responsibility and active citizenship within communities. This involves encouraging individuals to give back, volunteer, and support one another, as well as advocating for social justice and equality.



WOODSON YMCA Foundation Board

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Deborah Kane Vice Chief Volunteer Officer

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Empowering Young Minds and Hearts

Healthy development, school readiness and workforce gender equity, begins with affordable, high quality child care.

\$140,850 **Child Care Scholarships**

Woodson YMCA Child Care

918,000 Hours of Care in 2023

The Woodson YMCA stands as the leading child care provider in Marathon County, meeting the community's most pressing need. We are committed to expanding our services, ensuring more families benefit from YMCA Child Care.

Our Early Learning Programs are designed to nurture the holistic development of children, from infants to school-aged youngsters. At the Y, children engage in activities that enhance their physical, social, and emotional growth.

Here, kids gain a broader understanding of the world around them, forge positive relationships with peers and adults, cultivate independence, and much more, all within a secure and supportive environment.

Early Childhood Advocacy

In 2023, the Woodson YMCA Child Care Center actively engaged in advocacy efforts. Governor Evers visited our center to discuss the critical importance of child care in our community and the need for early childhood professionals. The Woodson YMCA remains committed to using its voice to advocate for funding and support for the early childhood profession.

With a remarkable legacy of dedication, the Woodson YMCA Child Care Staff has a combined 275 years of service in the early childhood profession.

Woodson YMCA Child Care Centers "Voted Best Day Care in Marathon County in 2023"



Child Care Wausau

331

Child Care

Aspirus











\$23,175 **Camp Scholarships**

Camp Sturtevant

Our Y is proud to provide a variety of engaging summer programs, including Day Camp, Explorers Camp, and Leadership Camp, catering to a wide range of interests and ages.

At Camp Sturtevant, the Woodson YMCA becomes a summer haven for hundreds of children and teenagers, fostering a strong sense of community and belonging.

Additionally, we offer rewarding first job experiences for young adults as camp counselors, where they play a pivotal role in shaping our campers' summer experiences. Our camps are designed to nurture independence and teamwork, while immersing campers in a blend of physical, social, and educational activities.

We are committed to ensuring that every family in our community, regardless of financial background, has access to our camp. Our dedicated staff works diligently to create a safe and positive environment where every camper feels valued and empowered to be themselves.



496

Unique

Campers

Camper Weeks Served Per Child

0 Screen Time Hours

Swim Safe Swim Strong

\$11,610 **Aquatics Scholarships**

Swim Lessons

YMCA Swim Lessons are designed to promote water safety, swimming skills, and lifelong enjoyment in the water.

Swim Lessons help individuals of all ages, from infants to adults, emphasizing not just the mechanics of swimming but also the importance of water safety and confidence.

Our commitment to water safety and swim lessons extends from the Woodson YMCA Wausau and Aspirus Branch to Mosinee, Weston, and Rothschild Aquatic Centers, recently expanding to the Antigo Clara R. McKenna Aquatic Center as well.

Additionally, our Child Care Center children receive swim lessons during their time in care. This provides tremendous value to our child care families, ensuring their children not only learn in the classroom but also gain essential life saving skills in the water.



The YMCA's approach allows participants to progress at their own bace in a supportive and encouraging



Swim Team 2023

59,280 Hours Spent at Swim Practice

Our Swim Team is making waves! With 190 registered swimmers, we're finishing another successful season.

Our senior swimmers clinched the D2 State Team Championship, marking our 3rd State Title in the last 4 years! This victory showcases the dedication and talent within our team.

We're incredibly proud to announce that over 70 swimmers, spanning all age groups, have gualified for the prestigious YMCA State competition and 20 swimmers have earned the honor of representing us at the YMCA Nationals.

Our girls' team is currently ranked 12th in the nation among all YMCA chapters, and five swimmers are gearing up to compete at the NCSA Meet in Orlando, Florida. This speaks volumes about the hard work and determination of our athletes and coaches.

At the end of this season, we bid farewell to six seniors who have been invaluable assets to our team. All six are set to continue their swimming journey at the collegiate level, with three heading to UW Green Bay, one to Liberty University, one to the University of South Dakota, and one to UCLA. We congratulate them on their accomplishments and wish them continued success.

Together, we're forging a legacy of excellence both in and out of the pool. Here's to another incredible season ahead!



156

CPR/AED Training Classes

101 Individuals CPR/AED Certified at the Y in 2023

The Woodson YMCA has made it a priority to offer CPR Classes regularly and ensure all of our staff are CPR/AED Certified. This past year, a member experienced cardiac arrest and because of our training, our staff was able to respond swiftly and efficiently. This incident underscores the vital importance of CPR training for our staff, members, and the wider community.

The impact of timely intervention by people around you makes the difference between life and death.

"On October 5th, 2023, while in the free weight area of the Wellness Center, I had a sudden cardiac arrest that rendered me lifeless. Cardiac arrests are typically sudden with no warning, that is why less than 7% of people who experience a cardiac arrest survive outside a hospital setting. If it wasn't for the quick response of the trained YMCA personnel who administered CPR, I certainly would not be around to talk about it today. Health & Wellness Director, Renée Giese, and Personal Trainer, Matthew Ladewig, were just the team to fight off death with their skills in chest compressions, rescue breaths and use of automated external defibrillator (AED)." Tom Moore, Cardiac Arrest Survivor & Woodson YMCA Member

"If you encounter a health emergency, I hope you're surrounded by people who can help you. That is why everyone should take First Aid and learn how to perform CPR and use an AED. The more people out there with this training the better the odds for other survival stories." Tom Moore

YMCA Lifeguards

43 Lifeguards Trained in 2023

The Woodson YMCA lifequards are committed to serving both our Y Members and the broader Wausau community.

Our team oversees the four pools at the Woodson YMCA Branches, as well as those in Antigo, Mosinee, Weston, and Rothschild/Schofield Aquatic Centers, ensuring consistent training and rule enforcement across all locations. This initiative significantly enhances water safety for everyone enjoying aquatic facilities in our community.

Well-trained lifeguards are crucial in any community. Lifeguards are the first line of defense against drowning and water-related accidents. Their training enables them to recognize signs of distress and respond quickly to prevent potential tragedies. Lifeguards ensure the safety of swimmers by enforcing pool rules and regulations, including managing behavior that could lead to accidents or injuries. Our lifeguards are well trained in lifesaving CPR and first aid, enabling them to provide immediate care. We are so grateful to our dedicated aquatics team for providing exceptional service to our community.

5.204 Swim Lesson Registrations

3.351 at the Y

264 Swimmers in Child Care

Swimmers

1.121

93

219

190





Learn, Grow and Thrive

\$66,496 Youth Program Scholarships

Program Scholarships

With your help, we have offered program scholarships to hundreds of children. Your donations provided swim lessons, gymnastics classes, youth sports, and so much more. Every opportunity we are able to give a child or family in our community makes a positive impact on their lives.

Youth Sports

7,392 Youth Sports Volunteer Coaching Hours

The success of our Youth Sports Program is due to our incredible volunteer coaches, whose commitment ensures that youth sports are not just fun but also rewarding, inclusive, and structured. Week after week, these dedicated individuals make each practice and game enjoyable for their players and the supportive spectators on the sidelines.

In 2023, we started offering Youth Sports Clinics for ages 3–11 prior to each league. The goal is to provide a strong foundation that fosters success and confidence. We have had 245 participants in our clinics!





89

Youth

Sluggerball





Gymnastics

1,920 Hours of Gymnastics Classes

Our Gymnastics Program continued to grow by 25% with participation numbers around 375 youth.

Whether it's little toddlers just figuring out how to move their bodies or highly dedicated top-level gymnasts working hard practice after practice, our program has something for everyone! We also expanded our reach by launching classes during the day for home-schooled children and bringing back boys' gymnastics classes.

Whirlers Gymnastics Team

38,688 Hours of Whirlers Team Practice

60 Gymnasts qualified for the State YMCA Gymnastics Meet, with 3 gymnasts earning the title of All Around Champion in their level. Our gymnasts also earned 11 other State Champion titles in individual events. These 60 gymnasts received a total of over 83 awards, signifying that they are in the top 1/3 of their age group.

55 Gymnasts attended the Badger State Games, earning 176 awards, including 58 earning gold, silver, or bronze for their age group/level and event.

In our second year of our Pre-Team Program, we grew with 26 gymnasts, and our Whirlers Team reached 64 gymnasts!





WOODSON WARRIORS

Karate at the Y

athletes and parents.

their instructors.

5,304 Hours of Karate Classes

This past year, our participation tripled

in our Karate Program all thanks to the

unwavering dedication of our instructors,

Through the practice of Kempo Ju Jitsu, students

cultivate physical fitness and essential life skills

such as coordination, self-control and confidence.

As well as respect for themselves, their peers, and

The Black Belt Club proudly boasts 15 dedicated

participants who compete as Woodson Warriors in

WSKL Tournaments, showcasing exceptional talent

and commitment. Among them, one of our Warriors

holds an impressive ranking in the top 3 statewide,

with 4 others securing positions in the top 10.

Our team is ranked 3rd place in Wisconsin. We

have 209 individual karate students totaling 1,041

old starting their journey toward achieving their

registrations. We have children as young as 5 years

1.233

Youth Sports Participants

536 Youth Soccer

300 Youth Basketball

308 Youth Flag Football

Gymnastics Registrations

Gymnastics Team – Whirlers

54

Gymnastics Pre-Team

26

.041 Karate Registrations 253

Cookina Participants







Creative Cooking

253 Children Learning to Cook

Our monthly parent-child Creative Cooking Class embarks on culinary adventures, welcoming chefs as young as 3 years old!

Each class aims to introduce children and parents to a diverse array of foods and cooking tools, fostering a love for culinary exploration and creativity.

One of the highlights of this year's program was a delightful session where participants learned how to make pita bread and hummus from scratch. The children really enjoyed patting and rolling the dough!

Fit Families of Wisconsin partners with us to ensure that every participant takes home a different kitchen tool for each class, empowering them to continue their culinary journey at home.



Embrace New Connections

\$47,381 55+ Membership & Program Scholarships

Cultivating an Active Lifestyle

Membership Increased 40% with 3,041 Members

The Landing fosters a welcoming atmosphere and provides engaging programs that inspire and encourage individuals to embrace life within a vibrant social network and supportive community.

Our membership experienced a 40% growth in the past year, with an average of 2,056 members participating in our programs monthly. Our diverse range of programs each month encompasses games, exercise sessions, hobby-related activities, social gatherings, and educational classes. In fall 2023, we acquired The Landing Shuttle, expanding our activities beyond the YMCA with fun local day trips.

Each week, we prepare and serve delicious lunches, along with soup-to-go in the fall and winter months, all from our very own kitchen. Breaking bread with our friends and neighbors is not only nourishing for the body but also good for the soul.

Our engagement staff and volunteers play an important role in The Landing. They go above and beyond, not only setting up programs but also keeping a keen eye out for how they can help, whether that means filling a coffee cup or assisting someone to find a seat at our very popular Bingo. They are committed to making The Landing a place for everyone.

Our first Senior Prom Fundraiser in September 2023 was a magical evening, marked by its overwhelming success, raising over \$17,000. All proceeds help fund the Y For All Campaign, which allows everyone to be a member of The Landing and participate in programs regardless of their ability to afford fees.

3.674

24,674

Program Registrations 1.716

The Landing





We Travel Too!

The Landing organized exciting overseas trips for 41 adventurous travelers. Each group explored enchanting destinations such as Tuscany, Scandinavia, and Costa Rica. Taking a journey with a group of new and old friends from The Landing provides a wonderful opportunity to create enduring memories and forge connections with fellow community members who share a passion for travel.

Connecting Communities

Mosinee Satellite 55+ Programs

- 209 Seniors Participated in Senior Swim
- 47 Seniors Learned How to Play Pickleball
- 27 Coffee & Game Socials Were Hosted
- 675 Cups of Coffee Were Made
- 23 Seniors Participated in Art Programs

Mind, Body and Spirit

Health & Wellness

3,900 Hours of Group Exercise Classes 1,728 Hours of Personal Training

The Woodson YMCA Health and Wellness Department has experienced remarkable success in 2023, engaging more members than ever before in our Wellness Programs and enhancing overall community well-being.

The addition of another full-time trainer has expanded the team to four, ensuring the department's ability to deliver personalized fitness solutions. The introduction of Small Group Training has been met with enthusiasm, attracting over 150 participants and establishing itself as a cornerstone program.

We have seen a staggering 500% increase in Personal Training within a single year. With these achievements, the Woodson YMCA Health and Wellness Department is looking forward to continued growth and impact within our Wausau community. We offer a wide range of group exercise classes for all fitness levels and ages, from cycling and boot camp classes to yoga and meditation. We have something for everyone at the Y.

Let's Play

Our Y Pickleball & Basketball Community is growing more with each passing day.

We welcome pickleball newcomers with classes and clinics, as well as offering skills classes for seasoned players. Pickleball is a perfect blend of fitness and fun, creating new social connections while fostering a little healthy competition.

Basketball isn't just for our adult Noon-Ball enthusiasts, it's also a great way for kids to burn off energy after school and on weekends.

Offering dedicated court time for both sports ensures accessibility, providing an opportunity for everyone to play.

158



4.160 Group Exercise Small Group

385 Pickleball Class Participants





Community Focused

\$461,350 Membership Scholarships

Community Supported Memberships

We are committed to ensuring every community member has access to our Y.

Our Community Supported Membership program enables all individuals and families to become active members at a rate that fits their budget. This program is possible thanks to the many generous donors who support the Y For All Annual Campaign.

Livestrong

Each year, the Woodson YMCA runs two 12-week sessions of Livestrong, and in both classes all participants graduated!

The Livestrong Program is designed to assist cancer survivors in developing their own physical fitness program so they can continue to practice a healthy lifestyle as a way of life.

This year, we brought back the Stay Strong Program, which is for graduates of Livestrong to stay connected and supported.

We are grateful to our donors who make this program possible and to our dedicated trainers and Livestrong graduates who help each new participant build strength and confidence in the gym and encourage them along the way.



Winter Recess Project

The concept was simple, let's make sure every child in the Wausau School District has winter gear to play outside at recess. Without proper winter clothes, children are required to stay indoors while their friends play outside. We had an incredible community turnout and were able to provide new winter clothes to many students in need. We collected 56 pairs of boots, 31 snow pants, 44 jackets, and 110 pairs of waterproof gloves. Thank you to everyone who donated!

Healthy Kids Day

Healthy Kids Day 2023 was an inspiring community outreach event that brought families together. Local vendors set up booths and organized activities for the kids. We provided a healthy snack, fun games, swimming, a bounce house, face painting, prizes, and Zumba classes. It was a great day at the Y with 975 attendees!

Community Garden

Our garden at the Aspirus Branch begins with essential vegetable starts donated by local farms. All produce grown is then donated to local food pantries in our community. Thankfully, we have volunteers who come out to help plant, weed and harvest.







FISCAL YEAR 2023

PUBLIC SUPPORT

General Support/Donations	\$ 255,029
Grants	\$ 822,404
Special Events	\$ 37,277

EARNED REVENUE

Membership	\$ 2,649,667
Programs	\$ 1,563,968
Child Care & Camp	\$ 4,824,856
Other Income	\$ 330,219
Total Income:	\$ 10,483,420

PROGRAM EXPENSE

Membership	\$ 651,756
Programs	\$ 1,895,472
Child Care & Camp	\$ 4,506,132

ALLOCATED EXPENSE

Total Expenses:	\$ 11,546,003
General & Administration	\$ 993,761
Depreciation	\$ 1,837,284
Occupancy	\$ 1,661,598

10 YEARS MEMBERSHIP TRENDS



1.484

Community Supported Members

241 Winter Recess Donations

49 Community Supported

Youth Members

32 975 Healthy Kids Day Healthy Kids Day Partners Attendees

1.053 Pounds of Food Donated

26

Livestrong Participants

INCOME SOURCES

45% Child Care & Camp

- 25% Membership
 - 15% Programs
 - 8% Grants
 - 3% Donations
- **3% Other Income**

1% Special Events

EXPENSES

39% Child Care & Camp

6% Membership

16% Programs

14% Occupancy

16% Depreciation

9% General & Admin





YFOR ALL – Annual Campaign

No one is ever turned away from Y Programming or Membership for the inability to afford fees.

Platinum Partners Giving \$10,000 & Up

- Dwight and Linda Davis Foundation
- John & Alice Forester Charitable Trust
- Stephen Spire & Marti June Albrecht
- Judd Alexander Foundation
- Joanne Orr
- Connexus Credit Union Connexus Cares
- **Richard Austin**

Circle of Distinction Giving \$2,500 - \$9,999

lan & Jennifer Kurth WoodTrust – Bell Foundation Bryan & Jacqueline Bailey Harvey J. Nelson Charitable Trust Margaret & Erik Anderson Chad & Deborah Kane Lewitzke Family Foundation Mid Wisconsin Beverage Roto Graphic Printing, Inc. Jeffrey & Becky Stubbe

Circle of Honor Giving \$1,000-\$2,499

Loppnow's Sports Bar **Tom Grimm** Fred & Janna Hillman Victor & Helen Geisel Foundation Linda Ware H.J. Hagge Foundation Andrew & Sarah Napgezek **Brian Krueger** Jeff & Gina Crispell Tom & Rebecca Gatzke Autumn Cromwell Sundar Ananthasivan Rai Bhandari **Carolyn Bronston** Sue Crone Associated Bank **David & Marie Eisenreich** Marathon Label Company Allan Lancaster Midwest Communications, Inc. **Todd & Camille Nicklaus** Peggy Osland Ben & Amy Reif

Circle of Excellence Giving \$500-\$999

Stephanie Daniels Doua Her Jay & Kristine Kamrath **Brent & Jessica Galbreth** Jessica Almazar & Marco Espinoza Denis Burgess Rita Crooks **Robert & Mary Jo Hartwig** Family Foundation Eric & Randi Hartwig John & Mary Hartwig Foundation Fund Jill Hersperger Peter & Nancy Hessert Matt & Sandra Heywood **Bonnie Kraft** Kris & Diane Lahren Jeff & Marci Lelinski Fergus & Ann McKiernan Kim Shipway in memory of Charles "Chuck" Shipway Jim & Jann Slayton **David & Jean Trione** Lois Vankerkhoven

Circle of Friends Giving \$250 - \$499

Kathy Peterson Audrey Bittner **Caleb Glennon** IncredibleBank **Taylor Friedli** Susan Gould **Chelsey Holzem** Karissa Jones Kylie Kelly **Paige Krueger** Kyana Krueger-Moua Josh Linke Brianna Nelson Aimee Glaser **Gregory Mattmiller** Michael & Mary Moen Lynda Reis Andrew & Susan Schmidt Jackie Buemi **Debra Burgess Keith Davisson Stephanie Garvey** Renee Giese Kelly Pelot Benjamin Wisniewski Kathy Burkhardt John Clark **Dave & Alice Davies** Keith & Janis Ellison Mary Jane Grabowski Steve & Nicole Lipowski Jeff & Amy Plier **Thomas & Sally Polzer Russell & Kerri Wilson**

Circle of Caring Giving Up To \$249

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