



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



TOGETHER WE CAN BUILD A BETTER US





OUR MISSION

Together We Can Build a Better Us

Dear Friends,

2015 was filled with shared challenges and achievements in and around our YMCA of Dane County communities. We at the Y believe the glass is half full, and we're always thinking of new ways to fill it. We're confident that we can make a real difference because the YMCA is not just a place, it's a cause.

We provide an environment that is like home, full of kindness and support. Kids try new things every day thanks to our amazing learning opportunities. Families, parents and caregivers create friendships that go beyond the walls of the Y. Seniors get to try things that they otherwise wouldn't, and they feel healthier and stronger because the Y is committed to them and they are committed to the Y.

Everything the YMCA of Dane County does is in service of building a better us by strengthening our community through three critical areas of service:

Youth development We help children and teens realize their full potential by nurturing their social, emotional, cognitive and physical development. The Y is the largest provider of child care in Dane County, and we teach, mentor, strengthen and guide kids to mold leaders of the future. We close gaps — achievement and time — by preparing students to succeed in school and caring for them while parents and caregivers work. We keep kids safe around water, too, because more swimming and water safety classes happen at the Y than anywhere else.

Healthy living The YMCA of Dane County supports all people seeking a healthier lifestyle and greater well-being because we make the healthy choice the easy, accessible and affordable choice. Y5210 instills healthy living practices in kids and is embedded in all of our youth programming. Our older adult programming is specifically designed to keep seniors healthy, active and connected to a helpful support network.



Carrie Wall



Scott Anderson

Social responsibility We are devoted to engaging and connecting all segments of our community, particularly those in under-served and isolated neighborhoods. Diversity enriches and enlivens our Y. Friday Nights at the Y, our partnership with Madison Police and Fire, breaks down walls. As a large employer built upon community leadership and engagement, we are one of Dane County's most powerful job-training and economic development engines. Everyone is welcome at the Y, so we provided over a half million dollars in direct financial assistance to support our community.

From athletics to education to health services to safe spaces, the Y fills the gaps where society falls short. Because we believe every person and every community deserves the chance to thrive.

Thank you for supporting our cause.

Carrie Wall
President & CEO

Scott Anderson
Board Chair

The Y.™ For a Better Us.™

FINANCIAL SUMMARY

2015 Financial Summary

REVENUE

Programs & Other Fees	\$5,125,339
Membership Dues	\$4,711,364
Contributions	\$249,430
Grants	\$161,017
Other	\$128,070
Investment Income	(\$9,221)
United Way	\$21,266
Special Events	\$46,979
Released Assets	\$60,676
Total Revenue and Other Support	\$10,494,920

EXPENSES

Salaries & Benefits	\$6,446,829
Occupancy	\$1,514,974
Minor Equipment & Equipment Repair	\$74,257
National Percentage Support	\$152,339
Other Operating Costs	\$1,340,070
Total Expenses	\$9,528,469

NET ASSETS BEFORE DEPRECIATION & INTEREST

\$966,451

Interest Expense	\$121,830
Depreciation	\$904,809

NET ASSETS AFTER DEPRECIATION & INTEREST

(\$60,188)

Increase in Temporary Restricted Assets	\$20,727
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CHANGES IN NET ASSETS IN 2015

(\$39,461)

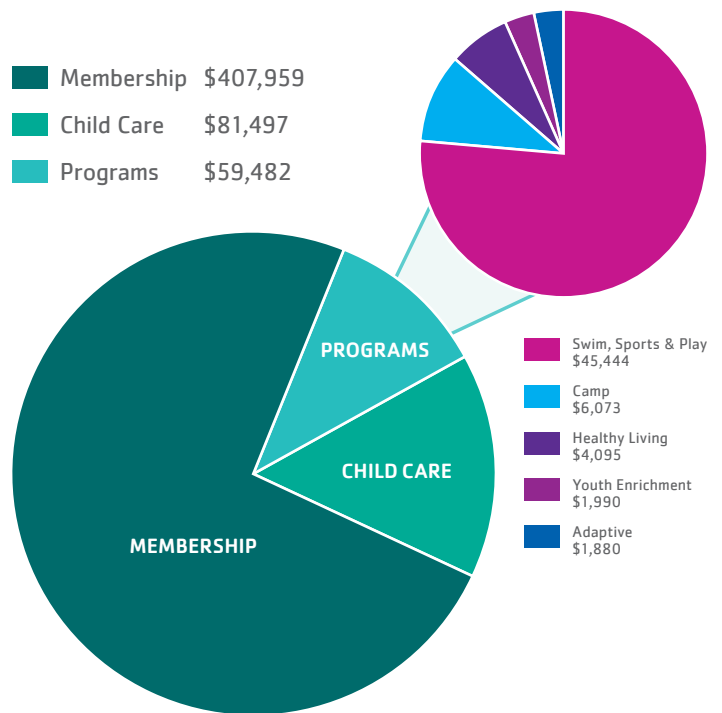
Net Assets at Beginning of Year	\$6,133,843
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NET ASSETS ENDING IN 2015

\$6,094,302

Community Support

In our 130th year, the YMCA of Dane County continues to do more and more critical work in our community. The YMCA is truly a nonprofit because every dollar, every penny of each donation from our generous supporters goes directly toward delivering programs and services that make a difference.



Direct Financial Assistance

Membership Assistance	\$407,959
Child Care Assistance	\$81,497
Program Assistance	\$59,482
Total Direct Financial Assistance	\$548,938

Volunteer Support

Program Volunteers	\$248,841
Policy Volunteers/Board Members	\$45,966
Total Volunteer Support	\$294,807

TOTAL COMMUNITY BENEFIT

\$843,745



YOUTH DEVELOPMENT

Narrowing the Educational Gap & Keeping Kids Safe

Much of what we do every day is focused on keeping kids safe, healthy, active and preparing them for success. The Y is the largest provider of licensed child care in Dane County. We have 207 kids in Licensed Early Childhood Education (preschool & 4K), 1,083 kids in Licensed School Age Child Care (Out-of-School Time) and 617 kids in our Licensed Summer Day Camp.

Our preschool and 4K programs equip kids with the learning and social tools necessary to be prepared for Kindergarten. And when they're out of school, having access to a safe place with healthy activities, role models and mentors, working parents feel confident that their children are cared for, get homework help and are physically active. At camp, we watch kids "Hop the Gap" while they enjoy the outdoors, build and strengthen friendships and prevent summer learning loss.

The Y answers the call to unlock the potential of youth in communities throughout the county. Because the Y meets its mission, youth in our neighborhoods and communities have positive activities to develop mind, body and spirit where it's safe. But we can do more. Our vision is to see that all children in Dane County are supported and prepared to maximize their educational opportunities and have access to safe and caring out-of-school activities.



"Thank you to you and your staff for providing a safe, fun and enjoyable place for Noelle to be after school. I always know she's having a good time because she's bummed when I pick her up and wants to stay and participate!" - Jenae

YOUTH DEVELOPMENT | Nurturing the Potential of Every Child and Teen

We believe that all kids deserve the opportunity to discover who they are and what they can achieve.

Safety Around Water

While our chain of lakes are a great recreational resource in Dane County, accidental drowning is the second-leading cause of death for kids aged 1–14. The Y is the largest provider of swimming lessons in the area, teaching well over 6,000 kids swimming and water safety basics last year. The Y provided free swimming lessons to 300 kids (100/branch in Dane County) in an effort to reach those who wouldn't or couldn't otherwise participate, especially African-American and Hispanic children.

Through the Y, regardless of ability to pay, many potential drownings are prevented each year. Our vision is that all 1st Graders in Dane County will learn to swim.



Safe Places for Teens: Friday Nights at the Y

In partnership with the City of Madison Police and Fire Departments, we created Friday Nights at the Y to engage teens in need and help diffuse racial tensions in our community. This program served 350 teens and provided 115 summer memberships for teens that needed them most (participants in the free and reduced-price school lunch program).

No one should fall through the cracks, and the Y is a leader in diversity and inclusion practices. We nurture teens, especially those in-need or at-risk, so that there's a healthy, productive place with positive role models that's open and accessible to all.

Why I like Friday Nights at the Y:

"I come because it's fun, I love basketball and it's a good environment. Everyone is cool to be around" - Gianni

"I get to see some of my friends and meet new people. I have a place to go when it's cold, rainy or snowy." - Kelley

"It's a safe place, and I like the competition." - Alwaysne





The Y is Here for Seniors

The Y is here for all ages, and social interaction and connectedness for seniors is linked to healthier minds and bodies. We provide a place for all to gather and be part of a shared community, including 1,306 senior members. Our Healthy Aging programs keep participants active, build fitness levels and enable members to stay in their homes longer.

Programs like Pickleball succeed in each of these areas! This addictive cross between ping pong and tennis is perfect for all ages and fitness levels, requires no equipment and has a great social component as well. We average up to 30 weekly participants at the Lussier Family East and Northeast branches from our senior members.

The YMCA's commitment to healthy, active and engaged seniors is another important part of how we build an inclusive Dane County community.



Diabetes Prevention Program Update

Along with Y's across the country, we launched an evidence-based Diabetes Prevention Program aimed at reversing the affects of pre-diabetes and improving the overall health and well-being of participants through education, more exercise and a healthier diet. Goals include improving physical activity and mobility through 150 minutes of fitness per week and losing 7% of body weight. A healthier community experiences better quality of life, lower health costs and a lower cost of living.

Findings from a three-year study were announced in March 2016, and results showed that the YMCA's Diabetes Prevention Program for the prevention of type 2 diabetes has shown to produce cost savings for Medicare participants, a critical first step to prompting legislation that would expand coverage.



HEALTHY LIVING | Improving the Nation's Health and Well-Being

The Y is a leading voice on health and well-being. We bring families closer together, encourage good health and foster connections through fitness, sports, fun and shared interests.

Correcting & Preventing Childhood Obesity: Y5210 Update

The obesity rate in adolescents has tripled over the last 20 years and continues to increase due to lack of physical activity and unhealthy eating habits. Our partnership with Food Fight Restaurant Group through the Y5210 Program simplifies healthy eating, physical activity and screen-time habits for kids.

A set of kids' meals reflecting YMCA-adopted guidelines was developed. The meals highlight fruit and veggie options, contain whole grains, offer water or low-fat milk, are not fried and contain less than eight grams of sugar.

And it's working; Food Fight sales of these menu items rose 21.2% in 2015! Initiatives like Y5210 are reversing trends and re-creating a culture of healthy, physically fit children because learning positive eating and exercise habits sets kids up to be healthy adults, creating a healthier overall community.

FOOD FIGHT
RESTAURANT GROUP



The numerals 5210 reflect the daily guidelines recommended by the American Medical Association and the American Academy of Pediatrics to help reduce the obesity epidemic in youth. Y5210 is an awareness program branded at the YMCA which is rapidly growing in popularity and success throughout YMCAs and schools in the US to encourage children to have:



- 5 fruits and veggies a day
- No more than 2 hours of screen time a day (adults - 2 hours or less outside of the work day)
- At least 1 hour of physical activity (adults - at least 30 min. of physical activity)
- 0 sugar sweetened drinks



SOCIAL RESPONSIBILITY

Job Training & Economic Development

The Y is the largest teen/young adult job-trainer in Dane County. As the county's largest non-profit human service employer, we have 600 employees, and more than half are under the age of 28. They're learning professions and growing careers using the Y's core values of honesty, respect, responsibility and caring. Truly, we are training the future of Dane County's workforce.

With the help of Wisconsin Shares and YMCA Financial Assistance, the Y offers city-accredited and -licensed programs that make child care affordable to all. We eliminate child care issues for Dane County workers. Our vision is enabling all primary caregivers to work and build successful careers, knowing that they can count on the

Y to help develop and care for their children. The Y is an Economic Development Engine!

"The Y is here for the people in this community," said Carrie Wall, President and CEO of the YMCA of Dane County. "It's that simple. We care for kids so their parents or guardians can work and be successful. At the same time, we are a large employer and help so many young people who work here with professional development and opportunities to build their own careers."

SOCIAL RESPONSIBILITY | Giving Back & Providing Support to Our Neighbors

Across the country, the Y helps people give back and assist their neighbors by offering them opportunities to volunteer, advocate and support programs that strengthen community. Groups of individuals, through their involvement in the Y and collaborations with policymakers, are able to address many of the most critical social issues facing our communities.

Y Adaptive Program

Everybody is different, so the Y Adaptive Program was built for children and adults from around Dane County with intellectual disabilities or other special needs. It includes classes on fitness, basketball, conditioning, kickball, crafts and more. All of our facilities are designed to be flexible and inclusive, and our participants learn new skills and find success, joy and friendship as part of our Y community!

The Dane County Y Adaptive Program served over 200 participants aged 8 and above in 2015. 50 participants became Special Olympics athletes in bowling, basketball (both teams and skills), track and bocce ball, and 30 participants were a part of our Community Activities Program.



GIFTS & CONTRIBUTIONS

2015 Gifts & Contributions

The YMCA of Dane County thanks all of our donors. With your continued support we are able to strengthen the foundations of our community.

DIAMOND SPONSOR

\$25,000 and Up
Anonymous Donor

PLATINUM SPONSOR

\$10,000-\$24,999
Evjue Foundation, Inc.
Hallman Lindsay Paints
Johnson Health
Tech/Matrix Fitness
UW Health

GOLD SPONSOR

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SILVER SPONSOR

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Physicians Plus Insurance Corporation
WEA Trust
WPS Health Insurance

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\$1,000-\$2,499
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Cobb, Strecker, Dunphy & Zimmer
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Darga Family
Kristin Davis
First Merit Bank
Todd & Trish Fortune Family
Gordon Flesch Co.
In Memory of Leigh Hanson
Madison Area Masters In
Memory of Lynn Stickels and
Peter Maternowski
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James Jones
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Aaron & Adrienne Kostichka
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In Memory of Mary Herringa
Luke Lestikow
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Jason & Valerie McColl Family
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Joseph Tarpey
Kenneth Taylor
Raquel Trigo
Waddell and Reed
James Wartinbee
Rick Weiland
Gary Woodward

*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.

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.

Jack Lussier
Emma Hoops
Ted & Barbara Crabb
Sara & Andrew DeTienne

Elizabeth Huebel & David Silverberg
Marygold ("Margo") & Joseph Melli
Carole McGuire
Ford Randall Munn
Pat O'Brien & Dawn Meyer

Renee Reback
Ray & Marion Tomlinson
Robert & Patricia Anderson
Isabel J. Hubbard
Tom & Carrie Wall

OUR PARTNERS

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

Access Community Health Center
American Cancer Society
American Diabetes Association
American Family Children's Hospital
American Heart Association
American Medical Association
American Public Health Association
American Red Cross
Bayview Community
Big Brothers Big Sisters
Boy Scouts of America-Glacier's Edge Council
Buena Vista
Centers For Disease Control and Prevention
Centro Hispano
Child Advocacy/American Family Children's Hospital
City of Madison
City of Sun Prairie
Colonial Club
CUNA Mutual Foundation
Dane County
Dean Health System
DeForest/Windsor Area School District
Department of Health & Human Services
Downtown Madison, Inc.
First Tee of South Central Wisconsin
Girl Scouts of Wisconsin-Badgerland Council
Greater Madison Chamber of Commerce
Group Health Cooperative-SCW
Harvard University
Health First Wisconsin
Johnson Health Tech, LLC
Leopold Elementary School

Let's Move!
LIVESTRONG®
Madison Children's Museum
Madison Parks
Madison College
Madison Community Foundation
Madison Fire Department
Madison Metropolitan School District
Madison Planning Commission
Madison Police Department
Madison Senior Center
Madison-Dane County Public Health
McFarland School District
Middleton Fire Department
Middleton-Cross Plains Area School District
Middleton High School
Monona Grove School District
Monona Terrace Convention Center
National Council of Aging
National Council of La Raza
Oregon School District
Physicians Plus Insurance Corporation
REAP Food Group
Robert Wood Johnson Foundation
Rotary Club of Madison
Salvation Army
Second Harvest
South Madison Promise Zone
Special Olympics of Wisconsin
St. Mary's Hospital
Sun Prairie Chamber of Commerce
Sun Prairie Fire Department
Sun Prairie Police Department
Sun Prairie Public Library
Sun Prairie School District

Sunshine Place
United Cerebral Palsy of Greater Dane County
United Way of Dane County
Unity Health Insurance
UnityPoint Health-Meriter
University of Wisconsin Population Health Institute
Urban League of Greater Madison
USDA-Child and Adult Food Care
UW Health
UW Obstetrics and Gynecology
UW Pediatric Fitness Clinic
UW School of Pharmacy
UW School of Public Health
UW-Madison Department of Nutrition Sciences
Verona Area School District
WELCOA
Westside Elementary School
William S. Middleton Memorial Veterans Hospital
Wisconsin Comprehensive Cancer Control Program
Wisconsin Department of Children and Families
Wisconsin Department of Health Services
Wisconsin Medical Society
Wisconsin National Guard
Wisconsin Obesity Prevention Network-WOPN
Wisconsin Physical Activity and Nutrition-WI-PAN
Wisconsin Women's Health Foundation
WPS Insurance
YWCA Madison

The YMCA of Dane County takes pride in collaborating with key partners and stakeholders to advance our mission.

LEADING THE MISSION

2016-17 BOARD OF DIRECTORS

Scott Anderson, State of Wisconsin Investment Board
LaMar Campbell, UW-Madison
Jane Clark, Clark & Gotzler
Joey Connaughty, Food Fight, Inc.
Matt Darga, Urban Land Investments
Todd Fortune, Merrill Lynch
Aaron Kostichka, McGann Construction, Inc.
Colin Mehlum, DirectNetworks, Inc.
Erin R. Ogden, OgdenGlazer, LLC
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Luella Schmidt, Fine Point Consulting
Wes Sparkman, Dane County Executive Office
Tim Stadelman, J. H. Findorff & Son Inc.
Greg Tracy, Propeller Health
Charles Tubbs, Sr., Dane County Emergency Management
Jasper Vaccaro, Illinois Bank
Carrie Wall, President/CEO of the YMCA of Dane County, Inc.
Rick Weiland, Fish & Associates, Inc.

EXECUTIVE COMMITTEE

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Joey Connaughty, Vice Chair
Wes Sparkman, Secretary
Rick Weiland, Treasurer
Jane Clark, At Large
Scott Anderson, Past Chair

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Jane Clark, Governance
Jasper Vaccaro, Executive
Rick Weiland, Finance & Audit
Matt Darga, Growth
Todd Fortune & Erin R. Ogden, Mission Advocacy

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Heather Johnson, Vice Chair
David Bechtold
Michael Farris
Dan Johnson
Bob Zimmerman

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David Plank, Chief Administration Officer/COO
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Paul VanderVelde, VP Program Development/East Executive



ASSISTANCE PROVIDED (\$549K)

SUPPORT RAISED (\$295K)

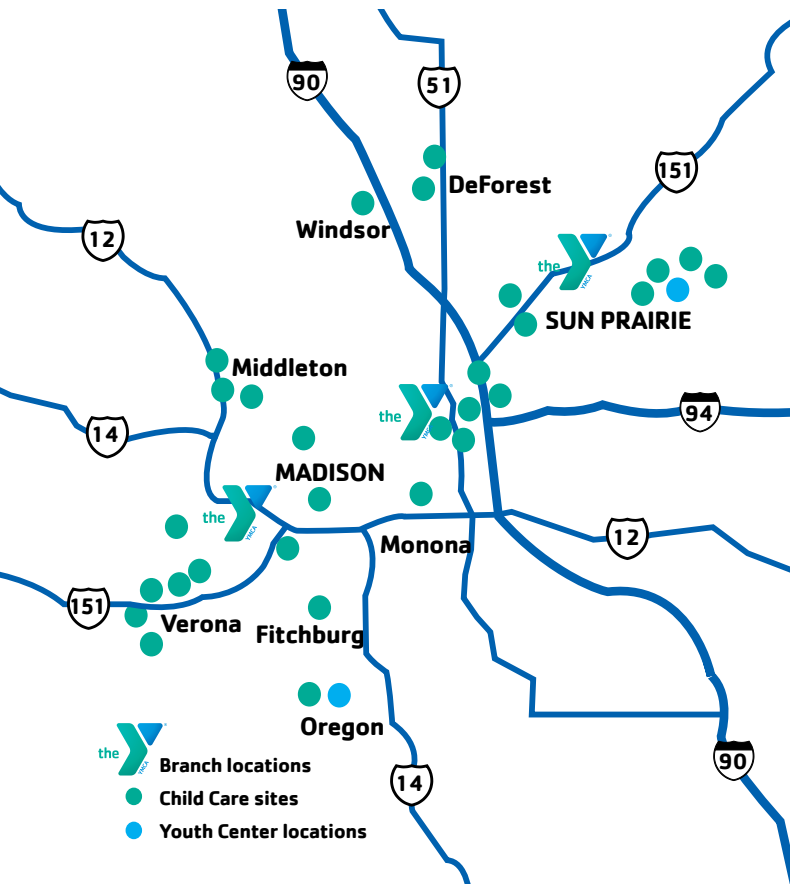
The Y.™ For a Better Us.™

Every day, the Y provides healthy activities, safe spaces, mentorship programs, education and more. And at the core of everything this nonprofit does, is the belief that our services and programs be available to all, regardless of age, background or ability to pay.

No one is turned away. In 2015, the YMCA of Dane County, Inc. received \$295,000 in financial gifts from individuals, families, businesses, public entities and foundations. We provided \$549,000 in assistance for our programs and services, leaving a gap between contributions and need of \$254,000. Give today, and make us all better!

COMMUNITIES WE SERVE

For nearly 30,000 members, the YMCA of Dane County provides a sense of belonging and the tools, support and skills to live life to its fullest.



LUSSIER FAMILY EAST YMCA

711 Cottage Grove Road, Madison, WI 53716



NORTHEAST YMCA

1470 Don Simon Drive, Sun Prairie, WI 53590



LUSSIER FAMILY WEST YMCA

5515 Medical Circle, Madison, WI 53719

OUR MISSION

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

OUR IMPACT

The YMCA will be recognized as a community leading collaborator, who achieves bold results in the areas of youth development, healthy living and social responsibility, with an emphasis on youth and families.