



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

**2010  
ANNUAL  
REPORT  
MARSHFIELD AREA YMCA**

**THE Y IS...**  
**DETERMINED**  
**NURTURING**  
**GENUINE**  
**HOPEFUL**  
**WELCOMING**



# THE Y IS... DETERMINED

We are passionate about our quest to help others. As a result of participation in our adult swim lesson program, Janice, a 65-year-old grandmother, was motivated to overcome her fear and not let it interfere with the time she spends with her grandson who loves to swim. After five lessons she took a big breath, and swam halfway across the small pool, exclaiming between breaths, "I'm swimming!" She now enjoys swimming with her grandson on weekends at the lake.

## LEADERSHIP REPORT

Dear YMCA Members, Colleagues and Patrons:

Our Y is welcoming. We address everyone with the respect all people deserve, and do not turn any person away for an inability to pay. In 2010, 15 percent of our members and 12 percent of our program participants were able to begin their healthy lifestyle journey as a result of our financial assistance program.

The Marshfield Y is, and always will be, dedicated to building healthy, confident, connected and secure children, adults, families and communities. Every day our impact is felt when an individual makes a healthy choice, when a mentor inspires a child and when our community comes together for the common good.

In 2010, we expanded our reach in several significant ways: serving 7,362 members and 7,930 individuals through programs, reduced capital debt by \$55,255, funded our operating reserves and raised \$103,279 in sustaining funds through our annual Strong Kids Campaign.



Janet Stewart  
*Chief Volunteer Officer*



John Nystrom  
*Chief Executive Officer*

Other major accomplishments included:

- Providing \$223,561 in program and membership subsidies to disadvantaged individuals and families
- Serving 6,613 program participants in healthy lifestyles classes, childcare and sports
- Helping 2,917 children, adults and families afford their YMCA memberships and programs
- Teaching 1,317 children to swim

As we move beyond 2010, we will focus on developing quality youth programs, strengthening our roots in the community, continuing with facility and equipment upgrades, and building on our YMCA's legacy.

As always, we are thankful for the many volunteers, donors and members whose commitment to our mission is so critical to our continuing success.

Together, let's continue on the road to a healthier lifestyle.

Sincerely,

A handwritten signature in blue ink that reads "Janet Stewart".

Janet Stewart  
Chief Volunteer Officer

A handwritten signature in blue ink that reads "John C. Nystrom".

John C. Nystrom  
Chief Executive Officer

## THE Y IS... NURTURING

We care for, support and help people develop through encouragement. Grace, a 45-year-old member, is a health seeker who looked to the Marshfield Area Y for support. Throughout her journey she has never given up on reaching her goals and setting new ones. In June, Grace will check off another - running in her first 5K race. Congratulations Grace!

### MEMBERSHIP STATISTICAL DATA

	<u>2010</u>	<u>2009</u>
<b>Total Members Served</b>	<b>7362</b>	<b>7450</b>
Senior Adult	210	166
Adult	885	905
Family	4608	4757
Single Parent Family	711	709
Healthy Hearts/Therapy	78	72
College	89	87
Youth	148	172
Special	633	582



### FINANCIAL INFORMATION

**For Year Ending December 31, 2010** (audited by Hawkins, Ash, Baptie & Company, LLP)

#### Unrestricted Net Assets

<b>Revenue</b>	<u>2010</u>	<u>2009</u>
Membership Fees	969,966	985,938
Program Revenues	536,976	492,048
Contributions	117,983	138,529
Grants	18,175	-
Fundraising	14,287	-
Other	11,246	16,708
Net Assets Released from Restrictions	93,556	-
<b>Total Revenue</b>	<b>1,762,189</b>	<b>1,633,223</b>
<b>Expenses</b>		
Program Services	1,239,450	1,167,828
General and Administrative	377,645	371,355
Fundraising	39,581	42,053
Unallocated Payments	32,268	32,175
<b>Total Expenses</b>	<b>1,688,944</b>	<b>1,613,411</b>
<b>Change Unrestricted Net Assets</b>	<b>73,245</b>	<b>19,812</b>
Net Assets Reclassification	0	(12,029)
<b>Net Change Unrestricted Net Assets</b>	<b>73,245</b>	<b>7,783</b>
Net Change Temp. Restricted Net Assets	(81,276)	99,665
Net Change Perm. Restricted Net Assets	3,000	8,970
<b>Change In Net Assets</b>	<b>(5,031)</b>	<b>116,418</b>

## THE Y IS... **GENUINE**

We are honest and open in our relationships with others. Barbara's daughter, Kim, has been enrolled in swim lessons for two years. Her instructor Corey is teaching Kim a lifelong skill and providing knowledge that will keep her safe around water. Kim says Corey cares and is a lot of fun. Thanks to this program Kim continues to build her self-confidence and tries things her mother never thought she would. Great job Kim and Corey.

### MISSION IN ACTION

#### Our Cause is for Youth Development

We believe all kids deserve the opportunity to discover who they are and what they can achieve. Our Y provides \$66,266 in direct assistance for children and teen programs.

**22%**

Of the children enrolled in swim lessons are learning this lifelong skill thanks to the Strong Kids Campaign.

**\$66,266**

For After School, Youth Aquatics, Day Camp, Water Wise and Youth Sports programs that promote personal achievement and support working families.

**2,991**

Kids are enrolled in these programs that enable them to learn, grow and thrive in a safe and nurturing environment.

#### Our Cause is for Healthy Living

We are committed to helping people live longer, healthier lives. With a mission centered on balance, we bring families closer together, encourage good health and foster connections through fitness, sports, fun and shared interests.

**15%**

Of our members are able to belong as a result of our financial assistance program.

**\$140,999**

In direct assistance was provided to children, adults and families to allow them to afford their Y membership and programs.

**12,471**

Children, adults and seniors were active and engaged members and program participants at our Y through personal fitness activities, wellness classes and Youth Fit 4 Life.

#### Our Cause is for Social Responsibility

We believe in giving back to our neighbors. For 22 years our Y has been developing skills and emotional well-being through welcoming all people and building a healthier community through collaborations.

**\$16,771**

In support to 28 community-based organizations through facility usage, access to training and partnership.

**\$13,130**

In free programs, open to the whole community.

**147**

Policy and Program Volunteers who support the Y's mission to strengthen the foundations of community.

## THE Y IS... **HOPEFUL**

We believe the glass is half full, and we're always thinking of new ways to fill it. Michelle became a member at the Y in 2006 to address some health concerns. At the same time, she signed up to work with a Y coach in the Y's free Personal Fitness Program. Two years later at her annual physical, she was happy to learn that she had lost some weight, her blood pressure had improved, and she was able to stop taking high blood pressure medicine.

### FUNDRAISING

*The following people and companies donated to the 2010 Strong Kids Annual Support Campaign. We are very grateful for the generosity of those who consider the mission of the YMCA a worthy recipient of their time and resources. Many families in the Marshfield area benefit from the dedication of these kind donors.*

#### **GOLD LEVEL \$5,000 OR MORE**

Dental Clinic of Marshfield  
Marshfield Clinic  
Ministry Saint Joseph's Hospital  
Security Health Plan

#### **SILVER LEVEL \$2,500 OR MORE**

Rick Roehl

#### **BRONZE LEVEL \$1,000-\$2,499**

Anonymous  
Anonymous  
Bill & Darlene Berry  
Paul & Laura Bruce & family  
Tim & Robyn Coen  
Jim Conterato & Lynn Deuser  
Tom & Jill Faciszewski  
Forward Financial Bank  
Marian Greenburg & Richard Tierney  
John & Stephanie Hayes  
Randy & Sara Henrichs  
Gene Hill Construction

jcpenney After-School Round Up  
Brad & Mary Kowalski  
Douglas & Martha Lee  
MaryAnn & Jerry Lippert  
Marshfield Insurance  
Joe & Ginny Mazza  
John Nystrom  
Scott & Andrea Peterson  
Todd & Janet Stewart  
John & Sue Twiggs  
Wal-Mart Store #01-2813

**GIVE `EM  
A HAND**

**STRONG  
KIDS**

A YMCA INITIATIVE



## THE Y IS... WELCOMING

We address everyone with the respect all people deserve, and do not turn any person away for an inability to pay. Cindy, a Y family member, recently wrote, "Our experience at the Y is extremely positive and you have excellent staff. From day one they were so personable, greeting us by our names and making us feel welcome. We have made so many new friends through our Y experience. Thank you."

### ALL STAR \$500 - \$999

Anonymous  
A&B Process Systems Corp.  
Alliance Collection Agencies-Dan O'Connell  
Bill & Nancy Arndt  
Efrain Cancel  
Tim Deets  
Dennis & Roberta DeVetter  
Janelle Edwards  
Brian Ewert & Kathleen Rulka  
Cheryl Hackel  
jcpenny  
Marvin & Hope Kuehner  
Land O' Lakes - Dennis Thomas  
M&I Bank  
Cathy McCarty  
Fergus & Ann McKiernan  
Paul & Rita Meier  
Juan Mesa  
James A. Meyer  
Bill Mork & Mary James-Mork  
Steve & Linda Pelton  
Wm. Rebholz  
Douglas Reding  
Param & Sudesh Sharma  
Bill & Claudia Sennholz  
Vince & Gail Thomalla  
Steve & Debbie Youso

### MVP \$200 - \$499

Alliance Collections Triathlon Team  
Associated Bank  
The Baltus Company  
Steve & Margo Cousins  
Marshall & Georgeanne Cusic  
Jim & Maria Donahue  
Ed & Deb Englehart  
Dorothy & Walter Friant  
Aaron Heiss  
Matthew & Susan Jansen  
Irv & Nancy Johnson  
Kristin Klement  
Curt & Liz Kracht  
Kent & Mary Lynn Kretchmar  
Linda & Bobby Lang  
Richard Leer  
Bill Manor  
Cari Martin  
Rick & Maureen Mercier  
Dennis Michalski  
Earl Nelson  
Promolux Inc.-Tyra Hammett  
Royal Tokyo  
Michael & Anne Schmidt  
Scott Schweikl  
Milind Shah  
Gene Shaw  
Alfonso Velasco  
Nelsen Wahlstrom  
Wood County Medical Society-Darius Unwala



## TEAM PLAYER \$1 - \$199

The Back Porch-Susan Judge  
Mary & Kirk Baldauf  
Amy Bauman Group Exercise Class  
Ed Belongia  
Nate Bennington  
Bents Chiropractic Center  
Dick Berg  
Steve & Kathy Bittorf  
Jim & Sara Bloczynski  
Mark Borchardt & Gwen Stone  
Tim & Julie Brussow  
Larry & Elaine Byers  
Bob & Kathy Carlson  
Brandon Carlson  
Cody Casperson  
Central Mechanical Systems, Inc.  
Al Chaney  
Sheng Hsiang & Kathy Chang  
Peggy & Steve Christianson  
Don & Nancy Creola  
Aaron & Julie Dagit  
Bob & Mardie Delaney  
Edward Denny & Laura Nelke  
Al & Annie Derge  
Derek & Becky Dieringer  
Ade Dillon  
ESE, Inc.  
Gary & Linda Evans  
Barb Everson  
Madalyn Field  
Spring Fleming  
Mike & Donna Follen  
Jeff & Shellie Freisinger  
Margy Frey  
Neil & Judy Fritz  
Kristin Gerndt  
Catherine Gruen  
Gary Gunn  
Jeff & Michelle Hamus  
Marilyn Hardacre  
John & Susan Harrington  
Theresa Hasz  
Hawkins, Ash, Baptie & Co.  
Jeff & Rochelle Hill  
Gene & Nancy Hill  
Jeri Hitchcock  
Cathy Holt  
Bill & Jo Ann Horton  
House of Heating-Ron Fischer  
Bill Heiting

I Brandl Inc.  
Inner City Circle-Presbyterian Church  
Micheal Jasurda  
Wayne Johnson  
Tina Justice  
George & Peggy Kantz  
Susan Kappel  
Donald & Cynthia Kelman  
David Kim & Kajal Sitwala  
Kitty Kingston  
Albert Kinkella  
Steven Kirkhorn & Mary Jo Siebenaler  
Michael & Jane Koenig  
Ken Krahn  
Edward & Eileen Krall  
Richard Krenzke  
Al Labelle  
Brenda Larson  
Pat & Chris Lindner  
Paul & Jan Liss  
Randy Lueth & Jill Meilahn  
Mary Kay Mabeus  
Randy Malueg-Heritage Bank  
Don Marine  
Gary Martin-Martin Dental  
Gary Mayeux Sr.  
Jerry & Diane Meissner  
Francesca Mennen  
Marc Meverden  
Molly Michalek  
Bill & Amber Mitten  
Ralph Mueller  
Al Musack  
Stevanna Myers  
Lee & Linda Nafziger  
James & Gretta Nickerson  
Frank & Debbie North  
Kevin & Carla Nowack  
Kris Okray  
Michael Olsen  
Bob & Laurel Peterson  
Kathleen Pribnow  
Christopher Raasch  
Naina Rao  
Reigel Plumbing & Heating  
Re/Max American Dream-Sharon Helwig  
Judith Rhodes  
Roger & Pat Riepe  
John Roherty

Rose Bowl Lanes  
Richard Rudolf  
James Rusk  
Evan & Karna Sandok  
Bob Scheuer  
Anita Scandurra  
Cindy Schecklman  
Dave Scheuer  
Scott & Michelle Scheuer  
Schueller Construction  
Ceola Schuette  
Richard & Jane Seifert  
Gordy Sisson  
John & Janet Southworth  
Peter & Kathy Stamas  
Mike & Mary Stevens  
Barton & Ann Stevning-Roe  
Tom & Ruth Stram  
Jan Strey  
Ken & Jean Swenson  
Vangie Tam  
Greg Tamason  
Margaret TeStrake  
Gerri Toyama  
Mike Trudeau  
Dawn Urban  
Tom & Ellen Vanderboom  
Dieter Voss  
Anita Werthman  
Diana & Fred Wesbrook  
Westland Insurance  
Ron & Teri Wilczek  
Deborah Wilson  
Mark Wittman  
Scott & Heather Wucherpennig  
Wynia & Billings Law Office  
Melinda Yarling  
Kenneth Zittleman



# YMCA LEADERSHIP

## Board of Directors

### Officers

Janet Stewart, CVO  
Steve Youso, Vice-CVO  
Bill Sennholz, Treasurer  
Bill Mork, Secretary

### Directors

Al Chaney  
Tim Coen  
Lynn Deuser  
Ed Englehart  
John Hayes  
Joe Mazza  
Dennis Michalski  
Andrea Peterson  
Anita Scandurra  
Dave Scheuer  
Scott Scheuer  
Mike Schmidt  
Gordon Sisson  
John Southworth  
Jean Swenson  
John Twiggs  
Nelsen Wahlstrom  
Teri Wilczek  
Mark Wittman

### Professional Staff

John Nystrom, Chief Executive Officer  
Sara Henrichs, Senior Program Director  
Mary Kowalski, Finance/HR Director  
Rochelle Hill, Marketing/Development Director  
Scott Schweikl, Membership/Wellness Director  
Hunter Navarro, Youth and Family Director  
Cari Martin, Pied Piper 4K Teacher  
Kristin Klement, Aquatic Director  
Aaron Heiss, Swim Team Coach  
Dale Aue, Property Director  
Molly Michalek, Wellness Coordinator  
Nancy Arndt, Administrative Assistant  
Cheryl Hackel, Membership Coordinator  
Chris Lindner, Welcome Center



### Mission

The YMCA mission is to put Christian principles into practice through programs that build healthy spirit, mind, and body for all.