



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

2024

ANNUAL REPORT

MARSHFIELD AREA YMCA, INC.



THE Y.™ FOR A BETTER US.™

BOARD of DIRECTORS

Officers

Megan Hintz, Chief Volunteer Officer
Inspire Integrity

Curt Kracht, Vice Chief Volunteer Officer
Dental Clinic of Marshfield

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Forward Bank

Andy Keogh, Secretary
Retired Educator

Jay Shrader, Immediate Past Chair
Marshfield Clinic Health System

Directors

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Marshfield School District

Matthew Colby
Festival Foods

Amy Dean-Wojcik
Marshfield Clinic Health System

Madalyn Field
Educator

Pat Gall
Retirement Wealth Solutions

Karen Hocking
YMCA Member

Ernest James
YMCA Member

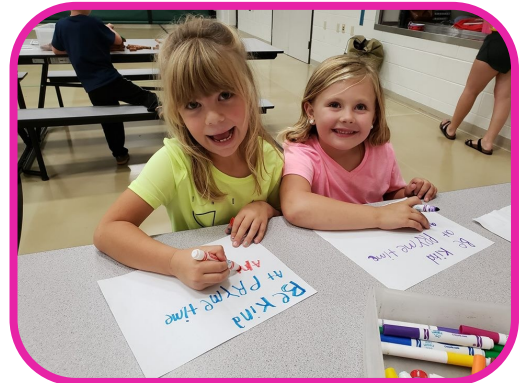
John Pappe
Roehl Transport

Kit Ruesch
ADRC-CW

Jeni Schoenherr
NextHome Hub City

Julie Simek
Community Member

Cheri Trulen
YMCA Member



YMCA Pryme Time Afterschool Care

PROFESSIONAL STAFF

John Nystrom, Chief Executive Officer

Marcie Amar, Vice-President Finance

Dale Aue, Facilities Director

Amanda Blaskowski, Youth and Family Director

Jeni Bock, Child Care Business Manager

Kendra Ferreyra, Member Services Coordinator

Caitlin Gregorich, School-Age Program Director

Aaron Heiss, Aquatics Director

Rochelle Hill, Vice-President Mission Advancement

Jade Hollatz, Assistant Aquatic Director

Matt Joiner, Member Services Coordinator

Nadia King, Child Care Program Director

Mitch McNaughton, Human Resource Generalist

Melissa Stanski, Child Care Program Director

Angela Steevens, Child Care Program Director

Matt Stuefen, Healthy Living Director

Dianna Walter, Site Director Neillsville

LEADERSHIP MESSAGE

As we reflect on another remarkable year at the YMCA, we are filled with gratitude for the vibrant community we serve. Our Annual Report captures not only the milestones we've achieved but also the heart and spirit of our mission: to strengthen the foundation of our community through youth development, healthy living, and social responsibility.

We've been proud to help our neighbors learn, grow, and thrive. Yet we're called to do so much more. Our region faces new challenges that create a greater need than ever for the work we do every day. Fortunately, where some see obstacles, we see opportunities to make a difference.

For 38 years, our Y has been here:

- Developing and delivering programs that emphasize prevention and a proactive commitment to healthy living.
- Serving as a gathering place for individuals of all backgrounds to come together on common ground.

The Marshfield Area YMCA 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.

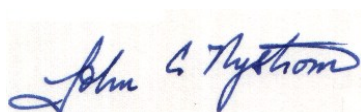
This year has brought unique challenges, yet it has also highlighted the resilience and determination of our members, staff, and volunteers. Together, we've fostered a supportive environment that encourages growth and connection, making a positive impact in the lives of those we serve.

In the pages that follow, you will find statistics that illustrate our reach, and a vision for the future. We are excited to share our journey with you and to reaffirm our commitment to being a place where everyone belongs. Thank you for your continued support and for being an essential part of our YMCA family.

Sincerely,



Megan Hintz
Chief Volunteer Officer



John Nystrom
Chief Executive Officer



Megan Hintz
Chief Volunteer Officer



John Nystrom
Chief Executive Officer

MEMBERSHIP

	<u>2024</u>	<u>2023</u>
TOTAL MEMBERS SERVED	9598	9451
Senior Adult	222	205
Adult	971	1045
Family	5524	5434
Single Parent Family	976	910
Healthy Hearts/Therapy/Step	30	45
College	136	143
Youth	165	140
Senior Insurance 3rd Party	1483	1438
Special	91	91



YMCA Summer Day Camp Field Trip

FINANCIALS

For the Years Ended December 31, 2024 and 2023 (audited by Hawkins, Ash CPAs, LLP)
Net Assets Without Donor Restrictions

Revenue	<u>2024</u>	<u>2023</u>
Membership fees	1,769,121	1,633,820
Program revenues	2,767,179	2,572,309
Contributions	204,461	233,592
In-kind contributions	4,200	5,508
Grants	4,629,154	15,050
COVID Assistance	283,033	452,332
Fundraising	370	0
Rental income	87,535	85,819
(Loss) on disposal of property and equipment		(147)
Management Fee Income	264,000	355,425
Other	133,511	159,695
Net assets released from restrictions	(20,000)	0
Total Revenue	10,122,564	5,513,403
Expenses		
Program services	5,253,811	5,146,718
Management and general	405,050	348,994
Fundraising	113,016	117,358
Unallocated payments	118,212	72,871
Total Expenses	9,245,192	5,685,941
Change in Net Assets Without Donor Restrictions	877,372	(172,538)
Change in Net Assets With Donor Restrictions	41,232	20,779
Change in Net Assets	918,604	(151,759)

MARSHFIELD AREA YMCA COLLECTIVE IMPACT



\$351,377

Was provided in financial subsidy for Childcare, Membership and Y programs. An additional \$33,970 in-kind was provided in community organizations access to YMCA Facilities.



505

Children participated in before & after school programs, summer day camp and vacation at the Y that provides healthy snacks and physical activity options



247

Children were cared for in licensed childcare, allowing parents to work in our community.



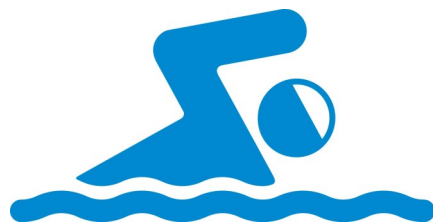
12,021

Individuals accessed the YMCA through membership and programs to build a healthy spirit, mind, and body for all.



2,236

Seniors were engaged with the Y, combating social isolation and inactivity.



752

Children increased their confidence in swim lessons or on swim team.