



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# 140 YEARS OF INFLUENCE

La Crosse Area Family Y ▶ 2023 Annual Report



For a better us.®

[www.laxymca.org](http://www.laxymca.org)



Dear YMCA Members,

Wow, what a year it's been! Looking back on 2023, we're delighted at all we've achieved together. Your steadfast support and dedication have propelled us to incredible heights, making a lasting impact across our region.

We're thrilled to announce that in 2023, we served 33,200 members, providing a welcoming space for individuals and families to thrive, connect, and grow. This number underscores the profound role the YMCA plays in our community.

A major highlight was the completion of our remodeling and expansion projects at our Ys, further transforming our facilities into vibrant hubs of connection, support, activity, and wellness. These upgrades have not only enhanced the member experience but also allowed us to better meet the evolving needs of our community.

Thanks to your generosity, we raised a record amount of funds, ensuring the Y remains affordable and accessible to all. With support from over 1,100 donors, we provided more than \$1.9 million in direct financial assistance to our members, expanding our reach and impact.

In our commitment to reaching every corner of our community, we launched Y on the Fly, bringing food, programs, and activities directly into neighborhoods. Our food team delivered nearly 200,000 meals and snacks, while our Community Health Worker team supported our most vulnerable neighbors.

We're also proud to have strengthened programming at the Bigley Pool in Viroqua, providing more opportunities for aquatic activities.

Our dedication to serving children and teens remained unwavering, with over 8,000 young people benefiting from enriching programs. The re-imagined Community Youth Center remains a beacon of opportunity, thanks to your continued support.

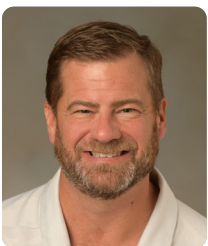
None of this would be possible without our incredible Board Members and Trustees. Their tireless commitment has shaped the YMCA's success, and we're deeply grateful for their leadership.

Looking ahead, we're filled with excitement and optimism. Engaging Gro-Development to explore expansion opportunities in Holmen and Viroqua will help us shape our future, ensuring we continue to meet community needs for generations to come. In the early part of 2024, our Board Members and Trustees will begin working on the Ys 5-10-year capital expansion plan.

In closing, we extend our heartfelt gratitude for your support which made our 140th year a success. Together, we're building a stronger, healthier, and more vibrant community.

Thank you for being part of our YMCA family.

Warm regards,



**Mark Davy**  
Board of Directors, President



**Bill Soper**  
CEO

**For a better us.®**





# CONTENTS

## YOUTH DEVELOPMENT

- 4     Preschool Programs
- 5     Child Care
- 6     Y Child Watch and KidZone
- 7     Inclusion
- 8     Gymnastics
- 9–10   Aquatics
- 11–12   Arts and Humanities

## HEALTHY LIVING

- 13     Seniors
- 14     Group Fitness

## SOCIAL RESPONSIBILITY

- 16     Battle of the Branches
- 16     Holiday Care Packages
- 16     Back2School Event
- 17     Community Health Workers
- 18     Y on the Fly
- 19–20   Community Events

## AWARD WINNERS

- 22     Healthy Living Award
- 23     Ted Griffin Volunteer of the Year Award
- 24     Nancy Quinlisk Social Responsibility Award
- 25     Dahl Family Youth Development Award
- 26     Lifetime Achievement Award

## PHILANTHROPY AND FINANCE

- 28     140th Birthday Party
- 29–30   Y Giving Day
- 31     Pedal for a Purpose
- 32     Membership Impact and Financial Position
- 33–34   Leadership Donors and Special Event Sponsors
- 35–36   Impact Members
- 37–38   Leadership



For a better us.®



# YOUTH DEVELOPMENT



# PRESCHOOL PROGRAMS



The Y relaunched preschool programming in 2023 with the addition of Kennedy Johnson, Family Engagement Director. Kennedy brings a wealth of knowledge and experience to our Y. Aside from having a Master of Education degree and extensive experience in the classroom, Kennedy grew up at the La Crosse Area Family Y alongside her dad, Basketball Director, Richie Johnson.

“It’s an honor to come back to the community and serve an organization which helped to shape me as a young person. As our team works to host programming for our preschool age children, I can’t help but reflect back on all of the good memories my siblings and I had at the Y.”

## PRESCHOOL PROGRAMMING SERVES CHILDREN AGES 2-4, AND INCLUDES:

**Early Edventures** fosters socialization among peers while incorporating engaging, developmentally appropriate learning experiences similar to those found in pre-kindergarten classes such as play, interactive crafts, music, and sensory engagements.

**Messy Bees** allows little ones to experience the joy of art using a variety of mediums; paint, clay, paper, shapes, dough and more.

**Sporties for Shorties** helps children develop healthy attitudes towards teamwork while making activity an important part of their lives.

**Preschool Swim Club** gathers children and their caregivers to enjoy a playgroup in the pool.

Preschool recreation and education at the Y fosters children and families who are more connected, confident and secure.





# CHILD CARE

## EARLY CHILDHOOD PROGRAM AND SCHOOL AGE CARE



Our early childhood program served 99 children and their families in 2023. We are proud of our highly qualified staff who foster social, emotional, physical, and educational growth through developmentally appropriate curriculum. We believe children learn best through play and experiences and strive to offer variety each day.

DID YOU  
KNOW?

**401** children received **childcare financial assistance** in 2023.

Our School Age Care and Summer Day Camp programs operate at 15 elementary school sites throughout the La Crosse, Onalaska and Holmen school districts, and served 1820 children in 2023. While in our care, children make new friendships, play fun and active games, have a nutritious and hearty snack, participate in social and emotional learning, read books, and craft in a nurturing and caring environment.

Our childcare programs employ 184 licensed childcare employees who are dedicated to ensuring each child is met where they are at and provided opportunities for enrichment and growth.

IN  
2023

**1,919**

children enjoyed the Y's curriculum-based child care programs.





# Y CHILD WATCH AND KIDZONE



While the adults utilize the YMCA facilities, Y kids have a blast in Child Watch or KidZone, provided at both YMCA branches. Serving newborns to seven-year-olds, Child Watch cares for our littlest members. KidZone offers members ages 6 to 13 a fun place to play and make friends in a hands-on, screen-free environment.

Parents and caregivers can utilize these spaces for up to two hours per day while using the Y facilities. This is a highly appreciated feature of the Family Membership at the Y, providing time and space for adults to work on their wellness, knowing their children are cared for while having fun.

In 2023, the YMCA entered into a partnership with Western Technical College to offer student parents a Y membership. As a result of this grant-funded partnership, all Western students who are parents are eligible to join the Y with their families at no cost to the student. We now have welcomed 47 Western families to our Y who are utilizing both branches, Child Watch and our lobbies to study.





# INCLUSION



For years, the Y has provided opportunities for children and adults of all abilities to learn, grow, and thrive. Last year, our Adaptive and Inclusive Program served 299 participants, ensuring everyone in our community was able to experience swimming, gymnastics, martial arts, esports, baseball, basketball and skiing. Through our Adaptive Buddy program, participants were able to join their friends in traditional programming with the 1:1 support of Y staff and volunteers.

**DID YOU KNOW?**

**299** individuals participated in our inclusion program last year.

No Boundaries Summer Camp was held, providing summer camp activities for participants who otherwise might not have been able to experience a camp environment. The Miracle League Baseball field was utilized for accessible field sports. 299 participants in our Adaptive and Inclusive program, along with their families and caregivers, were welcomed warmly and served in 2023.



The Y would like to thank the many volunteers and partners who helped to make Inclusion programming possible in 2023, including donors to the Annual Campaign, La Crosse County and the North American Squirrel Association.

“People with disabilities are underrepresented in the world. Having a space where they can come and be themselves, and be with other people from the community, makes them feel more invested in their community.”

Amanda Harter  
PARENT OF PARTICIPANT



# GYMNASTICS

Nearly 1,000 participants are visiting the Y each week to participate in our gymnastics program, offered to youth ages 18 months to 18 years. Our Y is proud to offer the space and the caring and skilled coaches and instructors who make our program possible. We're grateful for all of the parents and volunteers who also contributed to the success of the program in 2023. Most importantly, we are proud of the participants who showed up, worked hard, learned teamwork, and made lasting friendships along the way.

For close to three decades, the **Spook Hollow Gymnastics Meet** has been a cherished tradition, drawing 215 participants aged 6-18, including an impressive 95 from our very own YMCA Illusions Team. Each athlete showcased their undeniable talents, commitment, and passion.



**DID YOU KNOW?**

Each week **170 lessons** were offered between both Y branches this year.

**IN 2023**

Our Ys had **4,084** participants in our gymnastics and parkour programs.



Two of our gymnasts made the journey to compete at the YMCA National Gymnastics Meet in Cincinnati.



# AQUATICS



With three beautiful pools that operate for a combined 272 hours per week, the Y's aquatics program had a very successful year in 2023.

Brenda Maxwell, Dahl Aquatics Director, continues to be a leader in the region for lifeguard training. Our program trained 80 new lifeguards and re-certified 64 lifeguards in 2023. These lifeguards will serve at pools throughout our region.

As a result of these successes, our own staffing levels are improving and we were able to provide additional open hours in the Warm Pool, as well as additional swimming lessons compared to the previous year. For families, we were able to expand family open swim time and open up the slide more frequently.

In all, the La Crosse Area Family Y provided 4,371 sessions of swimming lessons in 2023.

IN  
2023

4,371

youth were able to learn **life-saving** aquatic skills at the La Crosse Area Family Y



The Y also continues to provide logrolling as a program for members. Led by World-Champion logroller Livi Pappadopoulos, Y members have the opportunity to try something new or hone their skills on the log. Our Y hosts two tournaments annually, with five class options offered weekly.



Lisa has served as an official for six years and contributed as a volunteer in various capacities. As a mother of two swimmers on our team, Grace and Zach, her commitment is truly commendable. We appreciate the countless hours she spent training and officiating for our WAVE meets. Thank you, Lisa, for your dedication to the YMCA and the WAVE. You have been an incredible volunteer, member, and huge advocate for our team! Thank you Lisa!







IN  
2023

More than

**160**

swimmers gained confidence in the pool and in life through the Y's WAVE Swim Team.



For those swimmers looking to stretch their skills and compete, we invite them to try out for the WAVE Swim Team, serving more than 160 swimmers ranging from 6 - 18 years of age. Head Coach Sam Bowman, along with 9 other assistant swim coaches and a swim team administrator, help the short and long-course seasons run efficiently year-round.

Our team hosts five swim meets per year at the Houser location with the help of over 200+ volunteers. We travel to Rochester, MN, Chippewa Falls, Appleton, Steven's Point, Wisconsin Rapids, and Brown Deer, WI to swim in meets year-round. Last year 60 participants qualified for the State swim meet, and seven National qualifiers traveled to Greensboro, North Carolina in April.

The WAVE Swim Team's mission is to strengthen its swimmers through endurance, technique, and goal-setting. We pride ourselves on good sportsmanship, team bonding, and the YMCA values of honesty, respect, caring, and responsibility.





# ARTS AND HUMANITIES

## MARTIAL ARTS

In 2023, our martial arts program had an incredible year of growth and achievement, thanks to the dedication of our participants and the support of our community. With 409 martial arts participants and an impressive 970 registrations, our program reached new heights of engagement and impact.

A highlight of the year was our Kick-A-Thon fundraising event, where our students demonstrated their commitment and skill while raising funds for our program. Level 1-3 students alone completed over 45,000 kicks, an impressive feat that not only showcased their dedication to their practice but also raised \$1,400 to support our martial arts program. We extend our appreciation to all the supporters who contributed to this cause, whether through donations, sharing our donation page, or offering words of encouragement to our martial artists.



In the fall, 30 students participated in a belt test, demonstrating their dedication, with some earning new ranks. Among them, Eli and Teemu stand out as our newest black stripe students, nearing the pinnacle of their martial arts journey. Congratulations to all who tested, your achievements reflect the commitment and passion driving our martial arts community forward in 2023.

In November, we also celebrated the promotion of several of our instructors and volunteers to black belt. Tiffany McGathy (staff), Jackson Gerke (staff), Nate Melby (volunteer), Lauren Weissenberger (student volunteer), and Jena McGathy (staff - promoted to third degree black belt).







## DANCE

At the Y, dance is a celebration of movement and expression, building confidence and skill development under the guidance of dedicated instructors. Our program offers a wide range of styles for dancers of all ages and abilities, from introductory classes like Twinkle Toes and Pre-Ballet/Tap to progressive levels in Ballet, Tap, Jazz, Hip Hop, and Musical Theatre. In each class, students experience self-discovery and artistic exploration. Our dance program flourished, with 956 registrations in 2023.

A new event from last year was Shihong “Grace” Jia’s captivating instruction in Chinese traditional dance, providing participants with a rich cultural experience.

Despite the heat, our dancers showcased their spirit and talent in the annual Kornfest parade at Holmen. Braving the sun on a warm Saturday morning, they danced with enthusiasm, bringing joy and entertainment to the parade route. We extend a heartfelt thank you to all the families who joined us, walking alongside and assisting in distributing t-shirts to the crowd. It was a memorable experience, and we eagerly anticipate the opportunity to participate again next year!





# HEALTHY LIVING

## SENIORS



Nearly 3,500 seniors in our community enjoy Y membership on any given day. Our active older adult members participate in fitness classes, pump iron in the wellness centers, enjoy exercise in the pools, and focus on wellness in a supportive environment. They play pickleball, racquetball, basketball, and more. They are found throughout the Y socializing with each other over a cup of coffee or a game of cards.



It is not unusual for the Y to become a place where people of all ages meet and form new friendships. That's exactly what happened to Jessie and Norma. Jessie began working at the Y in 2020 as a lead teacher in the Child Care Center. Jessie enjoys the pool and swims almost 5 days a week. That's where she met 92 year old Norma. Norma enjoys water aerobics and swimming laps. One day, Norma asked Jessie if she'd like to swim a few laps with her. That's where their friendship began.

Norma feels that the Y is such a special place where all are welcome, and is a great place to meet friends. She really feels that friendships come in all shapes, sizes and ages and once you have that connection, you seek it out.

IN  
2023

Over **3,500** active older adults belong to the Y, attending water exercise, chair yoga, coffee and cards in the lobby and even brunch at local restaurants.

I come here almost every day. For me, it's as much about the social as it is about the physical. All of my friends are here, so after time in the pool or just for the heck of it, we meet for coffee in the lobby to visit ... Everyone is welcome to be a part of the group.

Joyce Hagmann  
Y MEMBER, 97 YEARS YOUNG





# GROUP FITNESS



At our Y, group fitness is all about bringing people together. With 140+ classes weekly across our two locations, there's something for everyone, no matter your fitness level. What really makes our group fitness special is the sense of community. From cheering each other on during tough workouts to chatting after class, we're all in it together, supporting each other every step of the way.



Our instructors bring energy and enthusiasm to every class, making sure you leave feeling accomplished and ready to take on the day. Plus, with such a fun and supportive atmosphere, it's easy to make friends and feel right at home. At our Y, fitness isn't just about getting in shape—it's about being part of a community that lifts you up.

I appreciate the instructors of the group led classes. They come prepared and enthusiastic. They also provide a challenging workout for all levels of participants. People at the YMCA are fun, supportive and have great attitudes. That makes for a great community to be a part of.

Mark Misch  
Y MEMBER AND GROUP FITNESS PARTICIPANT

DID YOU KNOW?

140+ group fitness classes are offered everyday between our two Ys.

IN 2023

412

was the average amount of group fitness participants per day.

111,000

Y members attended group fitness classes over the whole year. That's 26,000 more than 2022.





For a better us.®

# SOCIAL RESPONSIBILITY



# BATTLE OF THE BRANCHES

The Y has enjoyed a long-standing partnership with the Hunger Task Force of La Crosse. When they were in need of support, our Y answered the call with our inaugural "Battle of the Branches" food drive. Together our Y members donated 2,611 food items to help make sure our community is fed and supported. Team Dahl won the trophy with 1,418 items collected, but a great time was had by all.



# HOLIDAY CARE PACKAGES

Collaboration was the name of the game for the 2023 Holiday Care Package project. The Food Access Program partnered with the Y's Community Health Worker team to ensure that each of our families supported through the program received a package of cheer for the holiday season. Donors to the Y's third annual Giving Tree Campaign allowed the team to buy food, hygiene items, holiday gifts and cold-weather gear for the families, along with basic household necessities. Hunger Task Force assisted with a large food donation, and the friends of Nick and Reagan Jensen-Schafer contributed 30 holiday meals for families. In all, with the support of our members, staff and volunteers, our Y served 352 people this holiday season.



# BACK2SCHOOL EVENT

The Back2School event on August 26th was a HUGE success, thanks to all who donated, the amazing volunteers from Viterbo, and the incredible friends and families who attended. Special thanks to News 8 for their Stuff the Bus event, which enabled us to provide school supplies to over 350 youth in our community. Your support made a significant difference!





# COMMUNITY HEALTH WORKERS

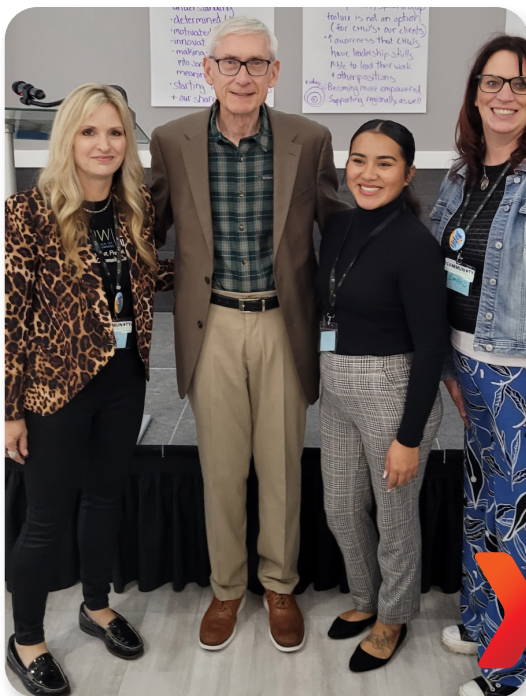


In 2023, the La Crosse Area Family YMCA supported 115 clients through the Community Health Worker program. A partnership with local school districts and the Great Rivers United Way Hub, the Y's four community health workers serve families and individuals experiencing homelessness and chronic absenteeism. Community health workers assist clients with finding housing, healthcare, employment, basic necessities, food and hygiene items, so they can get back on their feet and their children can get back on track in school.

"My role is to be a connector and match our families with the right program or resource that will help them towards their goals." – Nancy Parcher, Community Health Worker Supervisor.

“Since I’ve been here, all I can do is smile because my life has really turned around.”

Shauntell R.  
COMMUNITY HEALTH WORKER CLIENT





# Y ON THE FLY



Y on the Fly was launched in April of 2023. Funded by a grant from the La Crosse Community Foundation, this “YMCA on Wheels” provides access to the Y to everyone in our region. The Y on the Fly serves our community through four main areas of focus: food access, physical wellness, mental wellness, and enrichment. We believe every child deserves access to the resources that will help them grow, learn, and thrive.

During the summer months, Y on the Fly delivered food, friendship, and fun to community parks daily. There were mental health activities and resources for families, a mobile hotspot, craft projects, and fun games for families to experience together.

After summer programming ended, Y on the Fly outreach efforts continued at the Schuh/Mullen neighborhood on Sunday afternoons to facilitate food distribution and organized youth sports. Our goal is to provide sports and organized physical activity to youth who otherwise may not have the same opportunities as their peers due to cost or transportation barriers.

Through focused programming and support, the Y is committed to closing both hunger and enrichment gaps that exist in our community, all wrapped up in an orange and green van.





# COMMUNITY EVENTS



The 24th Annual **Maple Leaf Walk Run** took place on September 30th, offering a Half Marathon, 5 Mile, 5K and Kids races. This year, 1,188 participants came out for the event, continuing to build our number of participants from past years. Runners' ages ranged from 1 year old to 87 and joined us from 15 states. The Maple Leaf provided \$78,000 in support of the Y's Annual Campaign.



These events are great for the community— people of all ages and abilities can work towards a common goal. Our kids love the Maple Mile and ask about it every year.

Trent Ping  
MAPLE LEAF PARTICIPANT AND Y MEMBER

IN 2023

1,188 individuals participated in the Maple Leaf.

The Y is a grateful charity partner of the **Festival Foods Turkey Trot**. On Thanksgiving, the Coulee Region came together for a morning healthy activity and family fun. More than 2,700 participants joined in the 5 mile race, the 2 mile run/walk, and the Dog Jog. This annual event provides roughly \$20,000 for the Annual Campaign.



Each winter, Dahl Automotive hosts the **Subaru Share the Love Event**. For every Subaru sold throughout the campaign, Subaru and Dahl Automotive contribute \$400 to the Y's Annual Campaign. A donation is also made for each oil change purchased. In 2023, this campaign provided \$40,000 for YMCA people and programs. We are beyond appreciative of this support. Thank you Dahl Automotive!







On July 15th, 205 kids between the ages of 3 and 14 biked, swam, and ran to the finish line of the annual **Kids Tri** event at the R.W. Houser Family YMCA. The Y's food program provided a healthy snack to each participant and their family, and a water slide provided fun for all on a warm summer day. All proceeds from this beloved event directly support the Y Annual Campaign.



243 participants jingled all the way to finish for the 19th Annual **Jingle Bell Run**. 46 kids completed the Rudolph's Dash race, joined by Santa and two of his reindeer, with the youngest participant being just 2 years old. The Y's music program provided live entertainment in the lobby, and cookie decorating and storytelling with Santa added more fun for the kids! Jingle Bell Run raised \$21,500 for the Annual Campaign.





For a better us.®

# 2023 LA CROSSE AREA FAMILY Y ANNUAL AWARD WINNERS

**As humans, passion can motivate us, delight us, and even humble us.**

We experience those emotions first-hand every day in the eyes, smiles, and sometimes tears of those we serve. From the recipients of kindness to the givers of abundance, the passion that inspires them is the bond we all share. We are blessed by the contributions of time and resources as well as the partnerships, collaborations and other acts of goodwill that make a difference in the heart of our community.



# HEALTHY LIVING AWARD

The Y is a cause for strengthening communities, committed every day to youth development, healthy living, and social responsibility.

For 140 years, the Y has been a leading voice on health and well-being in our community. With a mission centered on balance, the Y brings families closer together, encourages good health, and fosters connections through fitness, sports, fun, and shared interests. As a result, thousands of youth, adults, and families are receiving the support, guidance, and resources needed to achieve greater health and well-being for their spirit, mind, and body.

Honoring

## JIM BENESH, DOUG TANKE, AND DAVE HELGERSON

Jim, Doug, and Dave have been valuable contributors to the success of our YMCA Maple Leaf Walk and Run, one of our largest fundraising events. Their commitment as volunteers has played a crucial role in our achievements. Together, they have dedicated over 40 years of service to the Maple Leaf Walk and Run. Jim has consistently managed various supplies such as t-shirt boxes, water, Gatorade, flags, and vests. Doug's involvement spans back to the 80s when the event was known as the American Heart Association walk, during which he coordinated the National Guard Reserves to supply aid station materials and volunteers. Dave has also made significant contributions, assisting over the past five years and participating in approximately four Maple Leaf events. They play an important role in organizing all of the supplies for the aid stations, labeling, sorting, and loading, ensuring that all participants had access to food, water, and supplies throughout the course. Their dedication to the event is commendable and greatly appreciated.





# TED GRIFFIN VOLUNTEER OF THE YEAR AWARD

The Ted Griffin Award is named in honor of Ted Griffin who served as the La Crosse Area Family YMCA's Director from 1941 to 1970.

This award will be given to an individual who has volunteered time, talent, and/or financial gifts to advance the mission of the La Crosse Area Family YMCA.

Honoring

 **PAUL  
BAGNIEFSKI** 

We are honored to announce Paul Bagniefski as our esteemed recipient of the 2023 Ted Griffin Award. Paul's commitment and dedication to the YMCA and our community cause is truly remarkable. His extensive contributions, particularly as Chair of the Business Services Committee and Board Treasurer, have profoundly influenced our organization. Throughout the challenges of the pandemic, Paul's steady guidance has been instrumental in our financial recovery and ongoing financial health and stability. His leadership, characterized by vision, calmness, and expertise, has made him an invaluable resource to both the YMCA and its CEO. Paul should be proud of the many ways he has contributed to the success of the Y.





# NANCY QUINLISK SOCIAL RESPONSIBILITY AWARD

This award was established in 1997 in honor of Nancy Quinlisk who has been a dedicated YMCA volunteer for many years. Nancy has been instrumental in developing, implementing and growing many YMCA programs that have improved the health and well-being of people in our community. This award is presented annually to honor an individual or individuals who have volunteered time, talent, or financial resources in order to advance the YMCA's commitment to social responsibility.

## Honoring **JIM PAGE**

A dedicated member of the YMCA, Jim Page has been awarded our 2023 Social Responsibility Award due to his outstanding commitment to helping the community. Jim consistently volunteers his time to support community health workers, offering assistance whenever needed. He generously shares his expertise, such as hosting a free self-defense course at a state community health worker meeting. Furthermore, Jim actively contributes to YMCA charitable events, including the Pumpkins for Coats drive and the holiday food box program. His kindness and willingness to help others were also demonstrated when he assisted in performing CPR on a YMCA member in November.





# DAHL FAMILY YOUTH DEVELOPMENT AWARD

Named for Ken and Harry Dahl, the driving forces behind the establishment of youth development programs at the Y. This award honors those who provide time, talent, or financial resources in order to advance and strengthen youth development work at the Y.

## Honoring **IVAN BUCHER**

Ivan has been an exceptional parent volunteer in our youth sports programs. For the past two years, he has been a dedicated soccer coach for multiple seasons. His commitment and support were especially evident during my first season as Sports Director, where I saw firsthand his invaluable contributions and support for the program. Ivan consistently went the extra mile, offering assistance and valuable feedback for improving the league. His passion for the sport and commitment to instilling the Y's core values in the youth he coaches are truly commendable.

-Emma Fox  
Youth and Adult Sports Director





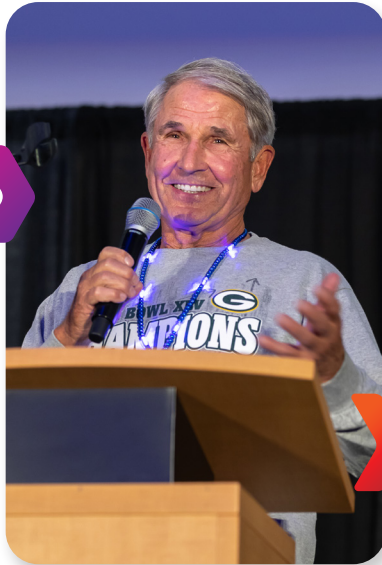
# LIFETIME ACHIEVEMENT AWARD



In 2023, we were honored to announce Harry Dahl as the recipient of the Lifetime Achievement Award. Harry has served our Y for 50 years, chairing and co-chairing major capital campaigns and projects to help grow and improve the Y for all.

We thank Harry for his guidance, wisdom, mentoring, and consistent optimism in what can be accomplished. He has made an incredible impact on our Y, our mission, and the people we serve.

We extend our heartfelt gratitude for his outstanding dedication and service to the Y.



## HARRY DAHL'S Y HIGHLIGHTS

- 1976–1997 Y Board Member
- 1984 Y Board President
- 1992 Assisted Charles Gelatt with the Consolidation Campaign (YWCA buyout)
- 1997–Present Y Trustee
- 1999 Dahl Youth Development Award is established in honor of Harry and his father Ken
- 2003–2005 Co-Chair with Dave Skogen of the Second Century Campaign, raising \$9.3 million, which built the R.W. Houser Family YMCA
- 2014 Capital Campaign Steering Committee member for the expansions of both Y's, raising \$10.4 million
- 2016 La Crosse Y is rededicated as the Dahl Family YMCA
- 2019 Warm Pool and Locker Room Campaign Chair, raising \$6 million







For a better us.®



# PHILANTHROPY AND FINANCE



# 140<sup>TH</sup> BIRTHDAY PARTY



On May 18th, 400 friends of the Y gathered at the La Crosse Center for a 140th birthday celebration full of laughter and fundraising. After a cocktail and hors d'oeuvre reception with birthday games and unique entertainment, the group gathered in the ballroom for a program featuring stories of the Y's influence within the community with special guest emcee, Charlie Berens. A great time was had by all, and \$200,000 was raised to support the people and programs of the Y.



## FINANCIAL ASSISTANCE DOLLARS

**DID YOU KNOW?**

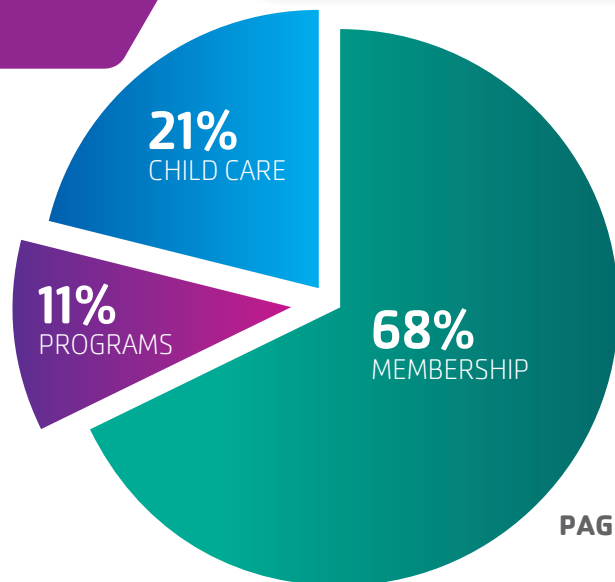
Each year we provide **financial assistance** to members of our community to ensure they have access to affordable membership rates, programs, and child care.

**IN 2023**

Our Y's Financial Assistance provided a total of:

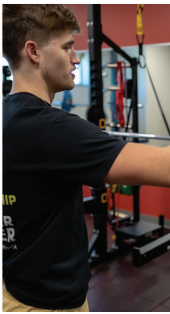
**\$1,900,000**

Membership .... \$1,300,000  
 Child Care ..... \$400,000  
 Programs..... \$200,000





# 2ND ANNUAL Y GIVING DAY



With the help of **689 members and friends**, the second annual Y Giving Day was a huge success, raising **\$190,395** for Y programs and projects. 54 ambassadors raised their hands to help promote the 9 individual projects.

**Youth Programming Scholarships:** One in four youth participate in Y programming with the support of the Y's financial assistance program. Funds raised through this project are allowing programming opportunities for 350 youth who would otherwise be unable to participate. Programs include swimming lessons, dance, karate, music, e-sports, gymnastics, basketball, soccer, kickball, logrolling, and more!

**Children's Mental Health:** The Little Spot series has been purchased to help children learn about and navigate their feelings and emotions. Youth mental health first-aid training for youth-serving staff at the Y and beyond has also been provided. Funds have been used to support the growth of the Y's newly created mental health "coach cards" which will be provided internally and at school districts in the region.

**Dahl Y Gym Improvements:** The beloved Dahl Y gym received some much-needed upgrades. The curtain has been replaced and the rims and backboards will be updated in 2024.

**Food Access at the Y:** The Y is on track to serve well over 200,000 meals and snacks to kids and families in our community in 2024. These funds will help staff Y on the Fly and support the Mobile Market Food Pantry which provides food boxes to 80+ families in our community.



IN TOTAL

**\$190,395**

was raised on this year's Y Giving Day.





**Adaptive and Inclusive Opportunities:** We continue to provide operational support to the Adaptive and Inclusive Program at the Y, providing access to adaptive recreation and programming to anyone in our community who wishes to participate. Funds for this project are helping the Y offset costs of staffing, equipment, and supplies.

**Community Health Worker Support:** The Y's four community health workers assist an average of 60 families at any given time who are experiencing homelessness or are at risk of homelessness. A partnership with the La Crosse School District and the Great Rivers United Way Hub, our community health workers help families access employment, education, housing, healthcare, food, and basic necessities so their children can attend and find better success in school. Funds raised are being used to continue to support the community health worker program in our community.

**Youth Center Initiatives:** As the Community Youth Center continues to evolve to meet the changing needs of our area's youth, funds have been raised to install and operate a Youth Clothes Closet with clothing, jackets, and hygiene items for our youth that will be complete later in 2024. An additional washer and dryer have been purchased for the Youth Center, which will allow for increased access to clean clothing and will be utilized by the youth and clients served by our community health worker program.

**Supporting Youth Cancer Survivors:** YOUTHSTRONG at the Y provides youth cancer survivors with opportunities to regain their strength, have fun in Y programming, and enjoy time with their families. Survivors choose between 24 personal training sessions or unlimited youth programming for a year. In addition, the family of the survivor receives a one-year membership so they can enjoy family time and refocus on wellness together. This program is provided free of charge and is funded 100% by philanthropy.

**WAVE Swim Team:** The Wave Swim Team is a cherished legacy program at the La Crosse Area Family Y. Funding has been secured to offset the operational costs of the Wave Swim Team not funded through participant dues, ensuring the financial health of the swim team and also providing funds for team supplies and travel expenses for participants.

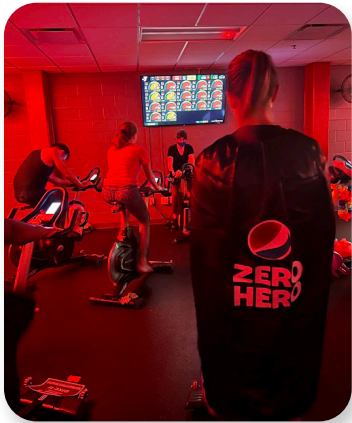




# PEDAL FOR A PURPOSE



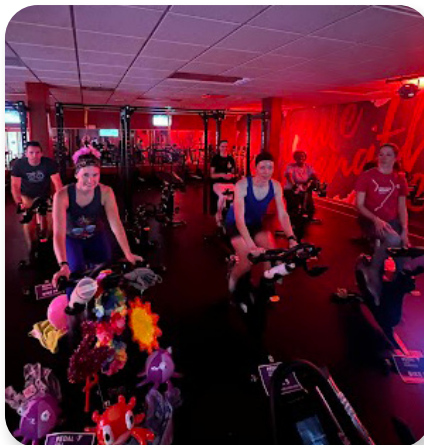
Pedal for a Purpose is a team cycling event raising funds to benefit our Y cancer survivorship programming, LIVESTRONG and YOUTHSTRONG. This 8-hour cycling event brought together 12 teams with more than 80 cycle participants, raising over \$23,905 with the help of 190 donors to support cancer survivorship programming here at the Y.



IN  
2023

**\$23,905**

was raised with the help of 190 donors to support our LIVESTRONG and YOUTHSTRONG cancer survivorship programs.



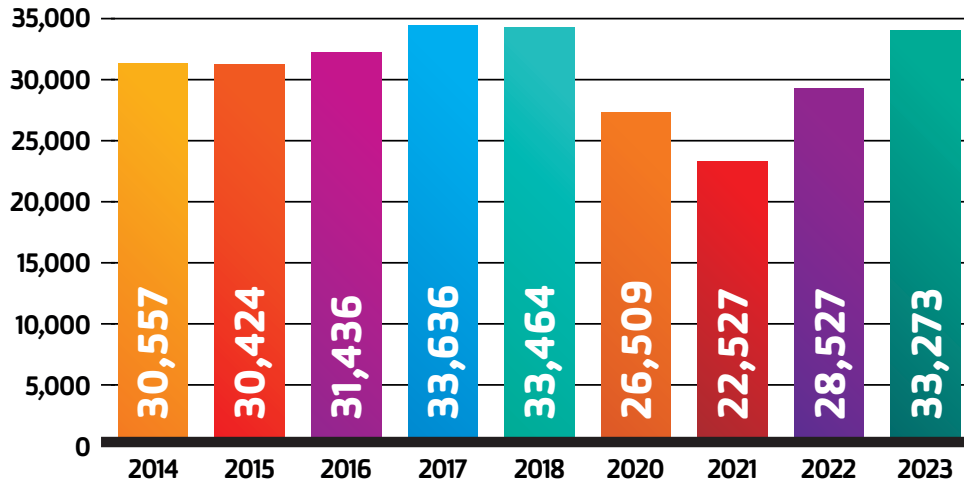
To see the people that are there to support cancer survivors, I honestly did tear up a little bit when I was biking – I mean it was very sweet. To see the La Crosse area have such strong support for cancer survivors touches my heart every time.

Vickie Dunnum  
LIVESTRONG CANCER  
SURVIVOR



# MEMBERSHIP IMPACT

## MEMBERSHIP TRENDS



# FINANCIAL POSITION

YMCA operations are based on a mix of earned revenue from membership and program fees and contributed revenue from individuals, corporations, and foundations.

## BALANCE SHEET

	2023	2022
Current assets .....	\$2,417,411	\$3,909,059
Investments.....	1,753,520	1,834,268
Property and other assets.....	25,008,303	24,566,883
<b>Total Assets .....</b>	<b>\$29,179,234</b>	<b>\$30,310,210</b>
Current liabilities.....	\$1,291,165	\$1,402,301
Other liabilities.....	4,549,822	5,156,740
<b>Total Liabilities .....</b>	<b>\$5,840,987</b>	<b>\$6,559,041</b>
Net Assets .....	\$23,338,247	\$23,751,169
<b>Total liabilities and net assets .....</b>	<b>\$29,179,234</b>	<b>\$30,310,210</b>

## REVENUES AND PUBLIC SUPPORT

Public Support.....	\$1,975,254	\$3,284,883
Membership fees .....	5,209,741	3,905,978
Program fees.....	5,161,037	5,062,567
Investment performance.....	188,966	(281,015)
All other.....	441,679	1,540,355
<b>Total Revenue .....</b>	<b>\$12,976,677</b>	<b>\$13,512,768</b>





For a better us.®

# LEADERSHIP DONORS

## \$10,000+

Barb and Brian Benson  
Harry and Carla Dahl  
Dahl Automotive  
Dahl Family Foundation  
Dairyland Power Cooperative  
Dave and Barb Erickson  
Clara Gelatt and Neal Meier  
Philip Gelatt  
Gillette Pepsi Companies  
Glendenning Family Foundation  
Gundersen Health System  
Doug and Nancy Hastad  
Edward and Nancy Hengel  
Ronald and Elisa Houser  
La Crosse Community Foundation  
John Lyche  
Matrix Fitness  
Jack & Judith Rusch  
Russell L. & Vera M. Smith Educational,  
Medical, and Charitable Foundation, Inc.  
Jan Schilling  
Schneider Heating & Air Conditioning  
Dave and Barb Skogen

Sue Anne Gelatt Foundation  
The Weber Group  
Don and Roxy Weber  
Eric and Vicki Wheeler

## \$5,000–\$9,999

Binsfeld Family  
Denny and Lauri Ford  
Fowler & Hammer Inc  
Kish & Sons Electric, Inc.  
Klauke Investments & Insurance Services  
La Crosse Symphony Orchestra, Inc.  
Marine Credit Union Foundation  
Merchants Bank  
Scott and Mary Rathgaber  
Rotary Lights, Inc  
Team Brown Foundation, Inc  
Trust Point  
Jo Ann and Jim Wickizer

## \$2,500–\$4,999

Erik and Elizabeth Archer  
Tiffany and Scott McCorkle  
Mid-City Steel LLC  
Sanjeev Musafir and Meenakshi Trehan

Norplex Micarta  
Barb and Lloyd Pearson  
Richard H. Masrud Memorial Fund  
Robertson, Ryan & Associates  
Roy Campbell  
Bill and Ellen Soper  
Sylvester and Theresa Sullivan  
Three Sixty Real Estate  
Jim and Phyllis Warren  
Nick and Nikki West  
Tara and Paul Wetzel

## \$1,000–\$2,499

Michael Baroni  
Michael and Mary Bottcher  
William Buchta  
Carrico Aquatics Resources Inc.  
Charities Aid Foundation America  
Kathleen and Paul Cibula  
Rick Cornforth and Andrew Hafner  
Angela and Curt Czerwinski  
Mark and Laura Davy  
Joanna and William Drazkowski  
Vickie and Craig Dunnum  
Bruce and Meri Sue Erdmann



## \$1,000–\$2,499

Bryan and Stacy Erdmann  
David Ferries  
Christina and Wade Flisram  
Judy Fuchsteiner  
Jonathan and Angela Gelatt  
Norman Halderson  
Ryan Hansen  
Mary and Robert Hubbard  
Robert Huff  
Jeanne and Kurt Hulse  
Wayne J. Hood Fund  
David Koudelka  
Bill and Tari La Rue  
Patty Leach  
Taylor and Ryan Ledvina  
Jeni and Jordan Ludwigson  
Brenda and David Maxwell  
Mayo Clinic Health System

Patrick McGuire  
Jennie and Jeremy Melde  
Justin Michell, MD  
Moen Sheehan Meyer LTD  
David and Sheila Momont  
Mooresmiles Dental  
Chad Mueller  
Patty Nordheim  
Amy and Dave Oliver  
Lindsay Pesonen  
Bill and Teresa Peters  
Mary Poehling  
Ben Porath  
Bradford and Susan Price  
Anna and Brandon Prinsen  
Quartz Health  
Brent and Lisa Ridge  
Rotary Club of La Crosse–Valley View  
Rucker Painting, Inc.  
The Rumball Family Fund

Fran Rybarik  
School District of Holmen  
Mark and Kim Schneider  
John Shine  
Jackie and Mike Skroch  
Kathleen Smith  
Patrick and Joanne Stephens  
Ed and Shirley Strahs  
Steve and Sude Tanke  
Andrew and Linda Temte  
Thorud Development, LLC  
Michael and Corinna Todd  
Nao Tsumagari and Andrea Kay  
Twin Pines Cooperative Foundation  
UMR  
Joyce Wichelt  
Jeff and Andrea Wieser  
WNB Financial  
Xcel Energy

## SPECIAL EVENT SPONSORS

### 140<sup>th</sup> BIRTHDAY PARTY

Dave and Barb Erickson  
The Weber Group  
Dahl Automotive  
Dairyland Power Cooperative  
Matrix  
Hawkins Ash CPAs  
Trustpoint  
Robertson Ryan & Associates

DBS Group  
Merchants Bank  
Market & Johnson  
Gundersen Health System  
The Insurance Center  
Mid-West Family La Crosse  
WXOW News 19  
Elevate Media Group

### KIDS TRI

Dahl Automotive  
Gerhard's First Supply  
Hixon Hills Dental  
Klauke Investments & Insurance Services  
River Trail Cycles  
All of Us Research Program  
MOKA  
WKBT

### JINGLE BELL

Klauke Investments & Insurance Services  
UMR  
Mooresmiles Family Dental  
Carrico Aquatic Resources  
Xcel Energy  
Neuman Pools Inc.  
All of Us Research Program  
MOKA  
WXOW

### MAPLE LEAF WALK RUN

Schneider Heating & Air Conditioning  
Kish & Sons Electric  
Dairyland Power Cooperative  
J.F. Brennan  
Gillette Pepsi Companies  
Norplex Micarta  
Marine Credit Union Foundation  
Market & Johnson  
Hixon Hills Dental  
Klauke Investments & Insurance Services

All of Us Research Program  
WNB Financial  
Quartz  
Fowler & Hammer  
Hilltopper Refuse & Recycling  
MOKA  
Smith's Bike Shop  
Grand Bluff Training Pace Team  
River City Running Club  
GoMacro  
WKBT

### PEDAL FOR A PURPOSE

Matrix  
Benedictine Living Community  
Klauke Investments & Insurance Services  
Smith's Bike Shop  
Beer by Bike Brigade  
MOKA





# OUR IMPACT MEMBERS

- |                    |                     |                    |                        |
|--------------------|---------------------|--------------------|------------------------|
| Tammy Addleman     | Tim Collins         | Avory Gazdecki     | Olivia Huck            |
| Adam Aker          | Tilli Culpitt       | Michael Geary      | Bob Huff               |
| Anthony Ambrose    | Ladd DaFoe          | Allison Geier      | Jeanne Hulse           |
| Evelyn Ananis      | Eileen Daily        | Jackson Gosse      | Alyson Ilstrup         |
| Erik Archer        | Brigit Daley-Mosher | Ally Gunderson     | Jill Inge              |
| Steven Bailey      | Matthew Davids      | Elle Hager         | Ingrid Iverson         |
| Brittany Baldwin   | Brett Davis         | Genette Halverson  | Nicholas Jensen-Shafer |
| Brooke Baldwin     | Zachary Degarmo     | Kathie Halverson   | Sean Johnson           |
| Jim Bartley        | Josh Doering        | Katherine Hanson   | Brooke Joppru          |
| Garrett Baxter     | Evan Dolan          | Max Hanson         | Michelle Kahoun        |
| Nancy Beguin       | Anna Drees          | Dale Harkness      | Adam Kamla             |
| Ali Berndt         | Joel Duga           | Blake Harle        | Taj Kattapuram         |
| Joshua Bodmer      | Joshua Englehart    | Caleb Hatch        | Taylor Kirschbaum      |
| Dana Boler         | Barbara Erickson    | Genevieve Haugen   | Courtney Kramolis      |
| Terry Brenner      | Judith Espinosa     | Alexis Heinen      | Anna Krause            |
| Tom Brewer         | Breckin Faber       | Stephanie Helgeson | Susan Krogman          |
| Ann Brice          | Mackenzie Flaherty  | John Hendricks     | Martin Kuester         |
| Emilie Briquelet   | Christina Flisram   | Patricia Herber    | Madeline LaCount       |
| Mikayla Brown      | Jennifer Forbess    | Rebecca Herlitzke  | Daniel Lawrence        |
| Mary Kate Brummond | Denny Ford          | Susan Heuer        | Parker Lawrence        |
| Heather Chial      | Emma Fox            | Laura Huber        |                        |

An impact membership offers the chance to be part of a cause-driven organization that brings about purposeful change to the La Crosse community. When you become an impact member, you are a member and donor who gives monthly to the Y. Together, the Y's Impact Members make Y membership, programming, and services accessible to all.



Taylor Ledvina	Beth Noffsinger	Michael Schumway	Aleesha Torres
Carrie Leonard	Corinne Noffsinger	Julie Schuppel	Alejandro Trinidad-echevarria
Jamey Lessard	Patty Nordheim	Andre Seuss	Ann Tyndall
Kali Lewis	Alissa Oelfke	Julie Siakpere	Kelsey Vance
Nicole Lorentz	Michael Olson	Tony Skemp	Makayla Vos
Peggy Mahlum	Jessica Olson	Jackie Skroch	Abigail Voss
Jim Mauss	Linda Oyer	David Solie	Stacy Waldner
Brenda Maxwell	Marcee Peplinski	Janice Solie	Tom Walter
Mark McConnell	Travis Pernsteiner	Bill Soper	Philip Weisbecker
Patrick McGuire	Amy Peterson	Matthew Sova	Mitchell Welsh
Isaac Mckittrick	Claudia Pilger	Kathy Stehly	Nicholas Wenger
Mallori McLees	Janet Pohlman	Nata Stickler	Nikki West
Kelly McMahan	Ben Porath	Anna Stindt	Cynthia Williams
KJ McMillan	Tammie Reedy	Shawn Stoffregen	Taylor Wilmoth
Jennie Melde	Ann Renn	Keith Stubbendick	Susan Witte
Ellen Michuta	Cesar Salazar	Eric Taylor	Rebecca Zajkowski
Doris Miller	Jarred Sand	Kay Taylor	Ava Zovic
Deb Mills	Gilbert Saylor	Lauren Tiggelaar	Amani Zwart
Rebecca Mormann-Krieger	Arianna Schermetzler	Stephanie Timmerman	
Kay Nelson	Jamie Schmidt	Natalie Todd	
	Jessica Schocker		





For a better us.®

# LEADERSHIP

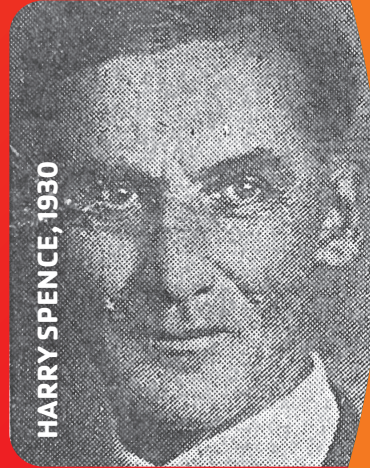
LARRY BODIN, 2017-18



ERNEST HANSON, 1964-66



HARRY SPENCE, 1930



VALENTINE J. SCHÜTE, 1987



JACKIE KUEHLMANN, 2021-22



# PAST AND PRESENT LEADERS



## LA CROSSE AREA FAMILY PRESIDENTS

E.E. Bentley ..... 1883  
 George McMillian ..... 1885  
 J.M. Holley Sr. .... 1886  
 E.E. Bentley ..... 1891  
 J.W. Weston..... 1892  
 H.P. Magill ..... 1893  
 J.H. Holley Sr. .... 1897  
 J.A.L Bradfield..... 1904  
 George H. Ray ..... 1907  
 Frank H. Scholfield..... 1908  
 George Burton ..... 1913  
 A.L. Goetzman ..... 1920  
 C.R. Peiper ..... 1920  
 Louis F. Robinson, Sr. .... 1922  
 Otto W. Muenster ..... 1925  
 Howard Bruce ..... 1929  
 Harry Spence ..... 1930  
 Thomas O. Sleten..... 1937  
 George MacLachlan..... 1938  
 Donald E. Field ..... 1941  
 Alan Schilling ..... 1942  
 Charles Gelatt ..... 1943  
 C.L. Ringquist ..... 1947  
 Charles Varco..... 1948  
 Charles Varco/Ted Solie ..... 1949  
 Ted Solie ..... 1950-51

Carl Iverson..... 1953-54  
 Arthur L. Christensen ..... 1955-56  
 William Jones ..... 1957-58  
 Kenneth Dahl ..... 1959-61  
 Russell Aldrich ..... 1962-63  
 Ernest Hanson ..... 1964-66  
 David Nudd ..... 1967  
 Harry Hummel ..... 1968  
 George DeDakis..... 1969  
 David Baptie ..... 1970  
 B.T. Hall ..... 1971  
 Richard Beggs, Sr..... 1972  
 L. Peter Groves ..... 1973-74  
 Alger Palmer ..... 1975  
 Bruce Hines..... 1976  
 Burton Nelson ..... 1977  
 David Noack..... 1978  
 Fred Kautz..... 1979-80  
 Roger Sandmire ..... 1981  
 Phil Klemett ..... 1982  
 Mike Hutson ..... 1983  
 Harry Dahl..... 1984  
 Nancy Boudreau ..... 1985  
 Bill Kirkpatrick ..... 1986  
 Valentine J. Schute ..... 1987  
 D. Eric Wheeler..... 1988

Marilyn Bendickson..... 1989  
 Randy Smith..... 1990  
 Rebecca Naugler ..... 1991  
 Jim Hill ..... 1992  
 Steve Tanke ..... 1993  
 Nancy Quinlisk..... 1994  
 Darwin Isaacson ..... 1995  
 Barbara Benson ..... 1996  
 Dan Brady ..... 1997  
 Patti Ring ..... 1998-99  
 Richard Pendleton..... 2000-02  
 Bill Bray ..... 2003-04  
 John Smalley ..... 2005-06  
 Leo Bronston ..... 2007-08  
 Scott Tanke ..... 2009-10  
 Andrew Dahl ..... 2011-12  
 Tom Brewer ..... 2013-14  
 Dennis Ford..... 2015-16  
 Larry Bodin ..... 2017-18  
 Barb Saathoff..... 2019  
 Larry Bodin ..... 2019  
 Jim Warren..... 2020  
 Jackie Kuehlmann..... 2021-2022  
 Mark Davy..... 2023

## 2023 LA CROSSE AREA FAMILY BOARD

**Mark Davy,**  
BOARD PRESIDENT  
**Paul Bagniefski,**  
BOARD TREASURER  
**Clara Gelatt,**  
PRESIDENT ELECT  
**Jackie Kuehlmann,**  
PAST BOARD PRESIDENT

**Angela Czerwinski**  
**Barb Erickson**  
**Ben Porath**  
**Carrie Leonard**  
**Chris Butler**  
**Christina Flisram**  
**Denny Ford**  
**Erik Archer**  
**Evan Hoffman**

**Gary Kastner**  
**Heather Chial**  
**Kris Mueller**  
**Matt Gobel**  
**Nao Tsumagari**  
**Tara Wetzel**  
**Terry Cowgill**  
**Tom Brewer**

## LA CROSSE AREA FAMILY BOARD OF TRUSTEES

CURRENT TRUSTEES  
**Barb Benson**  
**Dar Isaacson**  
**Dave Skogen**  
**Don Weber**  
**Eric Wheeler**  
**Harry Dahl**  
**Mark Glendenning**  
**Ron Houser**  
**Steve Tanke**

PAST TRUSTEES  
**Mike Hutson**  
**Nancy Quinlisk**  
**Ralph La Point**

IN MEMORY  
**Charles Gelatt\***  
**Dave Baptie\***  
**Don Rundle\***  
**Ken Dahl\***  
**Linda Lyche**  
**Sanders Hook**  
**Sue Gelatt**

\*Denotes a Founding Trustee



# OUR MISSION

The La Crosse Area Family Y is a non-profit organization dedicated to enriching our community by promoting physical, mental and spiritual well-being for all.

## OUR MISSION IN ACTION

Strengthening the foundations of our community through youth development, healthy living, and social responsibility.

## OUR VALUES

### CARING

Show a sincere concern for others.

### HONESTY

Be truthful in what you say and do.

### RESPECT

Treat people the way they want to be treated.

### RESPONSIBILITY

Be accountable for your promises and action.

