



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

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



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.®



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 Adventures 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



Y CHILD WATCH AND KIDZONE



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.



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.

GYMNASTICS



“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

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.

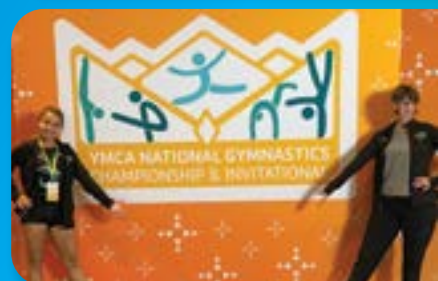


DID YOU KNOW?

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. **PAGE 8**

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 Pappadopulos, 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!



SENIORS



GROUP FITNESS



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.

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



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.

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.



For a better us.®

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 Reegan 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.



SOCIAL RESPONSIBILITY

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



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.

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!



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 contributed to the success of our YMCA Maple Leaf Walk 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 event. These three volunteers have played an important role in organizing all of the supplies for the aid stations, labeling, sorting, and loading, and 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.

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

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.



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.

LIFETIME ACHIEVEMENT AWARD



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



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

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

140TH 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?

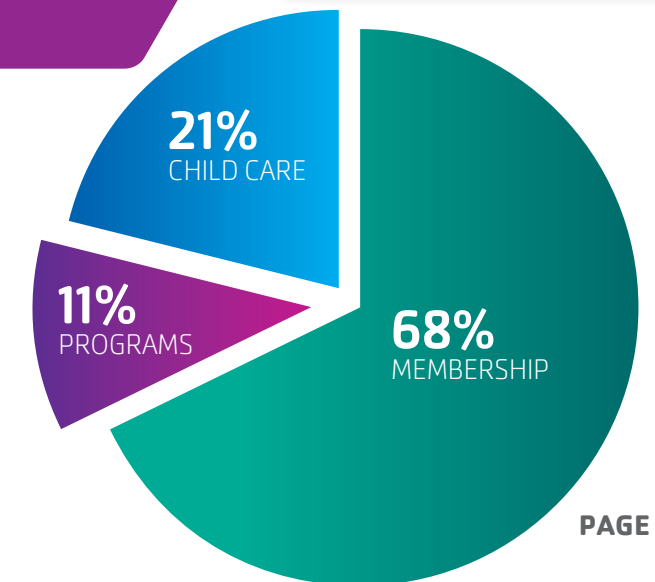
Each year we provide **financial assistance** to members of our community to ensure they have access to affordable membership rates, programs, and child care.

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.

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.



IN TOTAL

\$190,395 was raised on this year's Y Giving Day.

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.



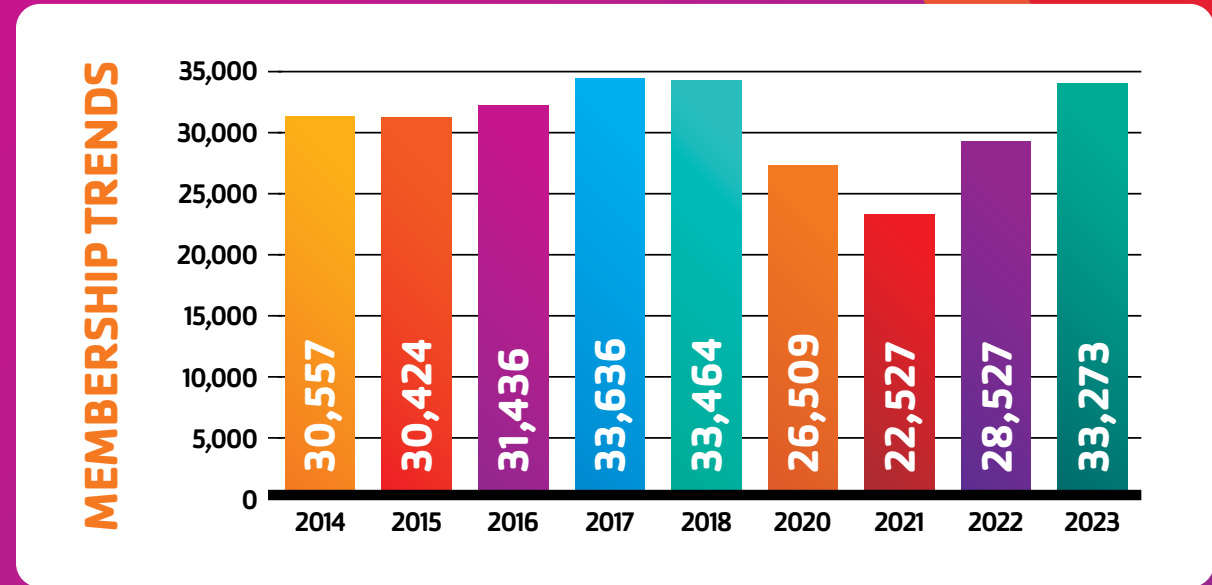
IN 2023
\$23,905
 was raised with the help of 190 donors to support our LIVESTRONG and YOUTHSTRONG cancer survivorship programs.



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



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
Total Assets	\$29,179,234	\$30,310,210
Current liabilities	\$1,291,165	\$1,402,301
Other liabilities	4,549,822	5,156,740
Total Liabilities	\$5,840,987	\$6,559,041
Net Assets	\$23,338,247	\$23,751,169
Total liabilities and net assets	\$29,179,234	\$30,310,210

REVENUES AND PUBLIC SUPPORT	2023	2022
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
Total Revenue	\$12,976,677	\$13,512,768



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
 Benedictine Living Community
 Binsfeld Family Fund
 Tom and Sue Brewer
 Roy Campbell
 Heather Chial and Robert Bakkestuen
 Michael and Joyce Davy
 DBS Group LLC
 First Supply LLC
 Franciscan Sisters of Perpetual Adoration
 Donald and Barbara Frank

Green Bay Packers Foundation
 Hawkins Ash CPAs
 Hixon Hills Dental
 J.F. Brennan Company, Inc.
 Kujak Orthodontics
 Market & Johnson
 Tiffany and Scott McCorkle
 Merchants Bank
 Mid-City Steel LLC
 Sanjeev Musafir and Meenakshi Trehan
 Norplex Micarta
 Barb and Lloyd Pearson
 Richard H. Masrud Memorial Fund
 Robertson, Ryan & Associates
 Bill and Ellen Soper
 Sylvester & Theresa Sullivan
 The Insurance Center
 Three Sixty Real Estate
 Jim and Phyllis Warren
 Nikki and Nick West
 Tara and Paul Wetzel

\$1,000-\$2,499

Michael Baroni
 Michael and Mary Bottcher
 William Buchta
 Carrico Aquatics Resources Inc.

\$1,000-\$2,499

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
 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 Mitchell, 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

140th 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

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.

Tammy Addleman	Tim Collins	Avory Gazdecki	Olivia Huck	Taylor Ledvina	Beth Noffsinger	Michael Schumway	Aleesha Torres
Adam Aker	Tilli Culpitt	Michael Geary	Bob Huff	Carrie Leonard	Corinne Noffsinger	Julie Schuppel	Alejandro Trinidad-echevarria
Anthony Ambrose	Ladd DaFoe	Allison Geier	Jeanne Hulse	Jamey Lessard	Patty Nordheim	Andre Seuss	Ann Tyndall
Evelyn Ananis	Eileen Daily	Jackson Gosse	Alyson Ilstrup	Kali Lewis	Alissa Oelfke	Julie Siakpere	Kelsey Vance
Erik Archer	Brigit Daley-Mosher	Ally Gunderson	Jill Inge	Nicole Lorentz	Michael Olson	Tony Skemp	Makayla Vos
Steven Bailey	Matthew Davids	Elle Hager	Ingrid Iverson	Peggy Mahlum	Jessica Olson	Jackie Skroch	Abigail Voss
Brittany Baldwin	Brett Davis	Genette Halverson	Nicholas Jensen-Shafer	Jim Mauss	Linda Oyer	David Solie	Stacy Waldner
Brooke Baldwin	Zachary Degarmo	Kathie Halverson	Sean Johnson	Brenda Maxwell	Marcee Peplinski	Janice Solie	Tom Walter
Jim Bartley	Josh Doering	Katherine Hanson	Brooke Joppru	Mark McConnell	Travis Pernsteiner	Bill Soper	Philip Weisbecker
Garrett Baxter	Evan Dolan	Max Hanson	Michelle Kahoun	Patrick McGuire	Amy Peterson	Matthew Sova	Mitchell Welsh
Nancy Beguin	Anna Drees	Dale Harkness	Adam Kamla	Isaac Mckittrick	Claudia Pilger	Kathy Stehly	Nicholas Wenger
Ali Berndt	Joel Duga	Blake Harle	Taj Kattapuram	Mallori McLees	Janet Pohlman	Nata Stickler	Nikki West
Joshua Bodmer	Joshua Englehart	Caleb Hatch	Taylor Kirschbaum	Kelly McMahan	Ben Porath	Anna Stindt	Cynthia Williams
Dana Boler	Barbara Erickson	Genevieve Haugen	Courtney Kramolis	KJ McMillan	Tammie Reedy	Shawn Stoffregen	Taylor Wilmoth
Terry Brenner	Judith Espinosa	Alexis Heinen	Anna Krause	Jennie Melde	Ann Renn	Keith Stubbendick	Susan Witte
Tom Brewer	Breckin Faber	Stephanie Helgeson	Susan Krogman	Ellen Michuta	Cesar Salazar	Eric Taylor	Rebecca Zajkowski
Ann Brice	Mackenzie Flaherty	John Hendricks	Martin Kuester	Doris Miller	Jarred Sand	Kay Taylor	Ava Zovic
Emilie Briquet	Christina Flisram	Patricia Herber	Madeline LaCount	Deb Mills	Gilbert Saylor	Lauren Tiggelaar	Amani Zwart
Mikayla Brown	Jennifer Forbess	Rebecca Herlitzke	Daniel Lawrence	Rebecca Mormann-Krieger	Arianna Schermetzler	Stephanie Timmerman	
Mary Kate Brummond	Denny Ford	Susan Heuer	Parker Lawrence	Kay Nelson	Jamie Schmidt	Natalie Todd	
Heather Chial	Emma Fox	Laura Huber			Jessica Schocker		



For a better us.®

LEADERSHIP



LARRY BODIN, 2017-18



ERNEST HANSON, 1964-66



HARRY SPENCE, 1930



VALENTINE J. SCHUTE, 1987



JACKIE KUEHLMANN, 2021-22

PAST AND PRESENT LEADERS



LA CROSSE AREA FAMILY Y PRESIDENTS

E.E. Bentley 1883	Carl Iverson..... 1953-54	Marilyn Bendickson..... 1989
George McMillian 1885	Arthur L. Christensen 1955-56	Randy Smith..... 1990
J.M. Holley Sr. 1886	William Jones 1957-58	Rebecca Naugler 1991
E.E. Bentley 1891	Kenneth Dahl 1959-61	Jim Hill..... 1992
J.W. Weston..... 1892	Russell Aldrich 1962-63	Steve Tanke..... 1993
H.P. Magill 1893	Ernest Hanson 1964-66	Nancy Quinlisk..... 1994
J.H. Holley Sr. 1897	David Nudd 1967	Darwin Isaacson 1995
J.A.L Bradfield..... 1904	Harry Hummel 1968	Barbara Benson 1996
George H. Ray 1907	George DeDakis..... 1969	Dan Brady 1997
Frank H. Scholfield..... 1908	David Baptie 1970	Patti Ring 1998-99
George Burton 1913	B.T. Hall 1971	Richard Pendleton..... 2000-02
A.L. Goetzman 1920	Richard Beggs, Sr..... 1972	Bill Bray 2003-04
C.R. Peiper 1920	L. Peter Groves 1973-74	John Smalley 2005-06
Louis F. Robinson, Sr. 1922	Alger Palmer 1975	Leo Bronston 2007-08
Otto W. Muenster 1925	Bruce Hines..... 1976	Scott Tanke 2009-10
Howard Bruce 1929	Burton Nelson 1977	Andrew Dahl 2011-12
Harry Spence 1930	David Noack..... 1978	Tom Brewer 2013-14
Thomas O. Sleten..... 1937	Fred Kautz..... 1979-80	Dennis Ford..... 2015-16
George MacLachlan..... 1938	Roger Sandmire 1981	Larry Bodin 2017-18
Donald E. Field 1941	Phil Klemett 1982	Barb Saathoff..... 2019
Alan Schilling 1942	Mike Hutson 1983	Larry Bodin 2019
Charles Gelatt 1943	Harry Dahl..... 1984	Jim Warren..... 2020
C.L. Ringquist 1947	Nancy Boudreau 1985	Jackie Kuehlmann..... 2021-2022
Charles Varco..... 1948	Bill Kirkpatrick 1986	Mark Davy..... 2023
Charles Varco/Ted Solie 1949	Valentine J. Schute 1987	
Ted Solie..... 1950-51	D. Eric Wheeler..... 1988	

2023 LA CROSSE AREA FAMILY Y BOARD

Mark Davy, BOARD PRESIDENT	Angela Czerwinski	Gary Kastner
Paul Bagniefski, BOARD TREASURER	Barb Erickson	Heather Chial
Clara Gelatt, PRESIDENT ELECT	Ben Porath	Kris Mueller
Jackie Kuehlmann, PAST BOARD PRESIDENT	Carrie Leonard	Matt Gobel
	Chris Butler	Nao Tsumagari
	Christina Flisram	Tara Wetzel
	Denny Ford	Terry Cowgill
	Erik Archer	Tom Brewer
	Evan Hoffman	

LA CROSSE AREA FAMILY Y BOARD OF TRUSTEES

CURRENT TRUSTEES	PAST TRUSTEES	IN MEMORY
Barb Benson	Mike Hutson	Charles Gelatt*
Dar Isaacson	Nancy Quinlisk	Dave Baptie*
Dave Skogen	Ralph La Point	Don Rundle*
Don Weber		Ken Dahl*
Eric Wheeler		Linda Lyche
Harry Dahl		Sanders Hook
Mark Glendenning		Sue Gelatt
Ron Houser		
Steve Tanke		

*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.

