

A large, stylized 'Y' logo in the background, composed of three overlapping shapes in shades of purple, pink, and yellow.

THE POWER OF TOGETHER

LA CROSSE AREA FAMILY YMCA
2024 ANNUAL REPORT

Dear Friends,

The Y is a fantastic place to work out and focus on wellness—but beyond that it's a cause dedicated to youth development, healthy living, and social responsibility. From exercise to education, childcare to preventive health, swimming to addressing hunger, the Y strengthens far more than bodies—we strengthen our community. And when our community faces challenges, we see opportunities to make a difference.

We believe it is our responsibility to care for our neighbors, and we are deeply grateful to our donors, volunteers, and staff who help us live out this mission every day. Together, we inspire children and teens to reach their full potential, tackle pressing health challenges, improve quality of life, and ensure access and inclusive programming so everyone has a chance to succeed.

As we reflect on 2024, there is so much good news to share. Our Y continued to answer the call, just as we have for nearly 143 years. We once again served one in four of our neighbors, remaining at the forefront of efforts to support people at every age and stage of life—whether caring for our youngest members, expanding healthy food access for youth and families, connecting individuals in crisis to life-changing resources, or engaging older adults in health and wellness programs. Through these and many more efforts, we change lives.

Here are a few highlights from a remarkable year at the Y:

- Membership reached an all-time high of over 24,000 by year-end.
- Our income-based Membership For All Program provided \$1.4 million in direct financial assistance to ensure affordability and accessibility for all.
- We provided more than 4,200 sessions of swim lessons, keeping kids safe in and around water.
- Thanks to a generous gift from Thorud Development LLC (Ben Thorud/Julie Adrianopoli), our Y acquired additional land in Holmen, expanding our future development site to 9 acres.
- We delivered a record 327,858 meals and snacks, addressing hunger across our region, with new expansions into Chaseburg and Norwalk. The USDA honored our Y for the outstanding work of our food team.
- Thanks to the incredible support of our members, donors, and community, we raised over \$1.2 million for our Annual Campaign.
- We entered an agreement with Grounded Coffee to bring a coffee shop and café to the Houser Y, set to open in April 2025.

- Our Wellness Warriors program, designed to support the health and well-being of area veterans, was successfully relaunched.

As we look ahead, we remain committed to exploring new ways to serve and inspire. We are excited for what's to come in 2025 and invite you to join us as we embrace new opportunities to strengthen our community.

Thank you for being part of our mission and our Y family.

With appreciation,

Mark Davy
2023-24 BOARD PRESIDENT



Clara Gelatt
2025-26 BOARD PRESIDENT



Bill Soper
CEO



**LIFE IS MORE
FULFILLING
TO START EVERY DAY
AND END EVERY NIGHT
BY TAKING A MOMENT TO
BE GRATEFUL.**

WELL-BEING FOR ALL

The Y provides an environment that supports physical, mental, and social well-being. We are uniquely positioned to be a total wellness resource. A healthier community is a stronger community.



**128,000
PARTICIPANTS**
in group fitness classes



**153
INDIVIDUALS**
served by our Community
Health Workers



**201 POUNDS
LOST**
in the 2024 Diabetes
Prevention Program



**99 EXERCISE
CLASSES**
held for LIVESTRONG
cancer survivors



**3,460 SENIOR
MEMBERS**
enjoyed community



**327,585
MEALS + SNACKS**
served in the community

EMPOWERED TO SERVE

The Y creates an inclusive culture committed to serving through leadership. We believe our people are our greatest asset. More than facilities, equipment, and programs, it's our people who make a difference in the lives we serve.



**34,000+
MEMBERS**
served between our two
branches in 2024



**13,608 YOUTH
PROGRAM
REGISTRATIONS**



**4,200
SWIM LESSON**
sessions



**1,045
EMPLOYEES**
worked at the Y in 2024



**6,652 GROUP
FITNESS CLASSES**
offered in 2024



**1,756 UNIQUE
KIDS**
participated in School Age
Care and Summer Camp

YOUTH DEVELOPMENT

YOUTH PROGRAMMING

The Y's youth programming continues to be a hub for learning, movement, and self-expression. In 2024, we served an incredible 13,608 participants across a variety of youth programs, from swimming and sports to arts and gymnastics.

Our Gymnastics and Parkour Programs saw **4,300 participants**, with **97 team gymnasts** showcasing their skills in competitions and performances.

Youth Sports welcomed **1,381 young athletes**, providing them with teamwork and skill-building experiences.

In the Arts, **1,396 kids** explored creativity through music, dance, and visual arts, with our dance competition teams earning top placements at major events and our Make Music Day bringing together performers of all ages.

Aquatics remained a core focus, with **2,196 swimmers** at Houser, **2,140** at Dahl, and **328** at Bigley Pool gaining essential water safety skills.

The WAVE Swim Team trained approximately **588 swimmers**, while **384 participants** engaged in Inclusion programming, ensuring that all youth, regardless of ability, had access to enriching experiences.

The Youth Center continued to be a vital space, serving **20 kids per night**, and fostering community connections through partnerships with System of Care and other youth organizations. The group even took home a win at the Young Chefs Challenge, highlighting the diverse opportunities available to youth at the Y.



MANNY'S STORY

Manny has been a member of the Y since age four when his family chose YMCA daycare for his early development. There, he found a sense of belonging and joy, forming friendships and immersing himself as a "Y kid."

As he grew older, Manny's connection with the Y deepened as he became involved in athletics. The Y grew to become a place where he honed his skills on the basketball court, on the track, and in the gym.

Through his journey, Manny not only found success in sports but also discovered a sense of community and belonging at the Y, where he forged lasting connections and memories that shaped his life and played a pivotal role in his development as an athlete and a person.



Want to learn more?
Scan the QR code to watch Manny's interview.



CHILDCARE + SCHOOL AGE CARE

At the Y, we know that quality childcare and enrichment programs make a lasting impact on families. As a trusted provider of licensed childcare, we offer three areas of care. Our early childhood education program is a full-time childcare program serving infants through 4K. Our School Age Care program provides care to elementary-aged children before and after school at 15 sites throughout the La Crosse, Onalaska, and Holmen school districts. Our Summer Camp program is a full-day program serving nine locations. Last year, **our Y served 1,756 children and their families** through our childcare programs.

Our impact goes beyond numbers—it's about the community we create. Jenna Helgeson, a Y parent and staff member, shared how the Y has been life-changing for her family, providing her son with outstanding teachers, fun activities, and a supportive environment for every milestone. Looking ahead to 2025, we remain committed to fostering growth, learning, and connection for every child and family we serve.

FLIPPING FOR COMMUNITY

Caitlin Wengel, a longtime member of the YMCA Gymnastics program, also expresses her creativity through art. As a student at Aquinas High School, she was challenged in her art class to create a unique piece inspired by the vibrant style of Terrance Osborne. The assignment was to design a colorful advertisement or promotional poster for a significant street, business, or building in her community.

CAITLIN CHOOSE TO ILLUSTRATE THE HOUSER YMCA

"The Y has been a very important place in my community and my life," she shares. "I've been going to the Houser YMCA for various activities over the past seven years, and I'm also a gymnast on their team. I've met so many kind and supportive people at the Y, and I'm incredibly grateful for all the opportunities it has given me."



Thank you, Caitlin, for sharing your talents with the Y and the world!

YOUTH CENTER

In 2024, the Community Youth Center saw incredible growth—a testament to the increasing need for safe, engaging spaces for young people. With an average of 20 kids per night, our home-like Youth Center has become a vital resource for youth in our community.

This year, we expanded opportunities for learning and connection through new and more engaging field trips, made possible by strong partnerships with System of Care, MTU, and Community Youth Supports. Recognizing the importance of nutrition, we also introduced a daily healthy snack, complementing the dinner already served to ensure every youth has access to nourishing food.

None of this would be possible without the dedication of our Youth Center staff, whose passion and commitment make a daily impact in the lives of the kids we serve. The success of 2024 is a direct reflection of their hard work, and we are grateful for the difference they make every single day.

GROUP FITNESS

The Y provided 6,652 group fitness classes in 2024 with more than 128,000 participants in those classes. These classes include group strength, zumba, yoga, pilates, chair yoga and fitness options, cycle, cardio drumming, and more! Aside from the physical strength gained through group fitness, most participants agree that the strength of community is a main reason they keep coming back.

Here's what a few of our members shared with us:

"I have been a YMCA member for five years now. After the first year I decided to try the instructor led classes. They have changed my exercise life. In that time I have lost 30lbs and gained a lot of new friendships. The instructors are fantastic and really know their stuff. This has been a nice transition into my now third year of retirement. The morning workouts really set my day in motion. Thanks Y staff and friends."

"I had a follow up appointment with my Podiatrist, who informed me that I should 'keep doing what I'm doing' here at the Y. I went into the appointment assuming they were going to tell me I needed to get my knee done and was excited and surprised by their assessment."

"My husband and I love to canoe and, in the past, getting in and out has been a real struggle for me—requiring a lot of help from my husband. This past summer I found I was able to step into and out of the canoe, just holding on to a small pole for support."

"I received positive news from my neurophysician who I've been seeing for spinal stenosis. At a check-up, my physician identified an improvement in my mobility and flexibility, as well as an elimination of my pain. I have undergone many interventions for this condition in the past, including injections, and the next step for me would have been surgery. When my doctor asked what I've been doing, I informed him of my weekly participation in the Functional Fitness class at the Y. My doctor went on to list 'ongoing regular participation in Functional Fitness' in my medical chart as part of my treatment plan."

YOUTHSTRONG

The Y's cancer survivorship program offers hope and strength to young survivors! In 2024, the La Crosse Area Family YMCA continued to offer **YOUTHSTRONG**, a program dedicated to supporting youth cancer survivors. This initiative provides unlimited free youth programming or 24 complimentary personal training sessions for cancer survivors under the age of 18. Additionally, it includes a one-year family membership, allowing the entire family to enjoy the Y together and focus on wellness after cancer treatment.

Survivor Riley regained strength and found a fast friend in personal trainer, Sam Anderson. Riley's mother Emily had this to say about the program:

"Riley enjoyed getting to know Sam and learning from him. He's excited about his new muscles and practices regularly at home. This program has been an incredible reset after cancer—helping Riley take responsibility for his own health and teaching him how to do so, setting him up for lifelong success. Thank you to everyone who makes this program possible!"

LIVESTRONG—LAURA + CAYLA'S STORY

Laura joined **LIVESTRONG** for the perks, particularly the free membership and access to fitness facilities. Cayla stumbled upon **LIVESTRONG** at a local event and was excited to join a survivors group.

What neither Laura nor Cayla expected to find was each other. Both young mothers and breast cancer survivors, they have grown a deep friendship, connecting over their kids and the ups and downs of their cancer journeys.

The two have appreciated the strong sense of community found in the Y's **LIVESTRONG** program, and cherish the bond they have with each other and their entire cohort of participants.



**Want to learn more?
Scan the QR code to watch
Laura and Cayla's
interview.**



SENIORS

Our Y continues to be a place for social connection and wellness for seniors, and 2024 was no exception. With an increase in group fitness class attendance, coffee and card playing in our lobbies, as well as frequent group outings, our active older adult members demonstrate what the YMCA is all about. Last year, our 3,460 senior members attended 68,000+ fitness classes, worked out in our wellness centers, swam laps in the pool, played pickleball in our gyms, and continued the Noon Ball tradition with a new 60+ group taking shape last fall. Most importantly, our senior members found strong friendships and community at the Y. Our Active Older Adults truly demonstrate that they are “young at heart.”

We send our sincere appreciation to our dedicated team of fitness instructors who go above and beyond to promote lifelong wellness and community among our senior members. Two of our fitness instructors, Hannah Amann (pictured) and Cathy Novy, participated in Y Giving Day on their behalf, securing more than \$5,200 for accessible senior memberships.

“The classes have made me outgoing, the people have been my lifeline since my husband passed away, this is a community that is well liked, all our instructors are excellent.”

—BARB

“The support has really helped me because I was afraid to come into a class and I felt accepted. It got me running at 67, pushing me things out of my comfort zone.”

—PATTI

“It’s more than the physical. People think of the Y for exercise and it’s emotional, spiritual, and social. Since I’ve retired it is my go to.”

—DEB

“Building relationships and seeing people we haven’t seen in a while, it’s about the fun fitness and relationships. Coming to the Y and having a regular routine where you’re doing something for yourself and the support you get is incredible. People miss you when you’re gone.”

—KATHY

“The social and the physical—it fills a void after retirement. I was a kindergarten teacher and this helped with that transition for building community.”

—SUE

“The Y is like another family—a family of friends where you can focus on your health and socialization at the same time. It’s my reason to get out of bed some days. I’m motivated by people in the class. It’s hard to describe how good it is to feel good.”

—DEB



FEEDING OUR COMMUNITY

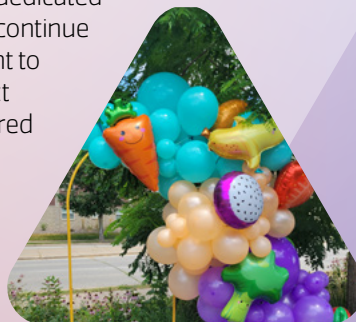
On August 8th, the Y hosted a Summer Food Celebration to recognize the incredible impact of our Food Access Program. Officials from YMCA of the USA and Cindy Long, Deputy Under Secretary of the USDA, along with her team of leaders, visited the Summer Food Program, School Age/Out of School Time Food Program, Mobile Market Food Pantry, Y on the Fly, and the Rural Summer Food Program.

Thanks to the generosity of donors to the Annual Campaign, the Y's Food Program expanded once again to meet the growing food access needs of our community. **In 2024, the program served 327,858 meals**—a 64% increase compared to 2023.

In April 2024, the Mobile Market Pantry became a TEFAP (The Emergency Food Assistance Program) pantry in partnership with the USDA, allowing the program to receive monthly food deliveries at no cost. Additionally, we became an official "Feeding America" pantry by partnering with Channel One Food Bank, receiving weekly food shipments at a significantly reduced price. Additional support from the Hunger Task Force allowed the program to grow from a small closet off the Dahl Y lobby to the former wellness center in the basement. The program now serves 725 individuals monthly. Many of these families are referred by the Y's Community Health Worker Program or lack transportation to traditional food pantries.

This summer, in addition to **serving free lunch to 3,102 children at 33 summer lunch sites** throughout La Crosse, Onalaska and Holmen, the program expanded to serve youth in Chaseburg and Norwalk through the Rural Food Service Program. This initiative provides seven days' worth of breakfasts and lunches to children in rural communities who lack access to traditional park or school-based summer food programs. By the end of summer, 260 kids were participating weekly.

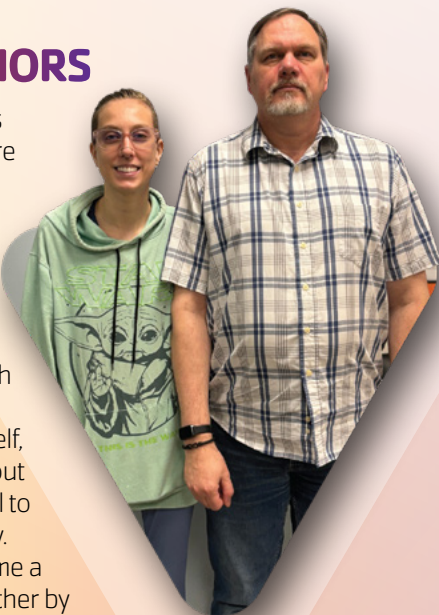
The Y extends its heartfelt appreciation to our dedicated Food Crew, whose hard work and compassion continue to make a meaningful impact. Their commitment to serving our community with dignity and respect ensures that our neighbors are fed and well cared for as they work towards a brighter future for themselves and their families.



WELLNESS WARRIORS

For Erik and Caitlin, the Wellness Warriors program has been more than just a fitness initiative—it has been a pathway to reconnect, heal, and grow. Erik, a 24-year Army veteran, learned about the program through Caitlin, his daughter, who was introduced to it through her Peer Support at the VA. Having served in the Army herself, Caitlin struggled with stepping out of her home alone but set a goal to push herself into the community. Joining Wellness Warriors became a crucial first step, and with her father by her side, she found the courage to engage. The group provided a supportive space where both Erik and Caitlin could share experiences, build connections, and work toward personal wellness goals.

The Army instilled values of integrity, structure, and camaraderie in both Erik and Caitlin—principles they found reflected in Wellness Warriors. Erik appreciated the sense of community within the group, as it reminded him of the bonds formed in the military. Caitlin, on the other hand, valued the opportunity to learn and grow. The program's focus on the eight dimensions of wellness, from financial literacy to physical health, provided them with practical tools for improving their daily lives. The discussions, feedback, and shared experiences reinforced the importance of holistic well-being and personal development.



For Caitlin, the experience was both challenging and rewarding. Attending the weekly sessions was difficult at times, but she remained committed to showing up and recognizing the long-term benefits. She found friendships, gained knowledge, and took small but meaningful steps toward reclaiming her independence. Erik, alongside her, found new motivation to stay active, especially with the added benefit of a Y membership that he and his spouse could now use together. As father and daughter, they supported each other through the journey, proving that wellness is not just an individual pursuit but a shared commitment.

Encouraging others to join Wellness Warriors, Erik believes that many veterans in the area could greatly benefit from the program. The combination of structure, support, and community engagement reflects the core values veterans experience. Through Wellness Warriors, Erik and Caitlin have not only strengthened their bond but also found a renewed sense of purpose—proving that healing and growth continue well beyond military service.

SELED'S STORY

Seled, a new mother, was introduced to the Y's Community Health Worker Program by a social worker at the hospital. Through it, she met Emily, who became her pillar of support, securing a free membership for Seled and her children. This unexpected opportunity transformed their lives as they found solace and community at the Y, where her daughters flourished, forging friendships and participating eagerly in activities.

The Y became a sanctuary where Seled's family thrived, thanks to Emily's assistance and the nurturing environment. Witnessing this impact, Seled realized the profound influence of community support, turning what began as a simple referral into an opportunity to give back and serve other families experiencing challenging circumstances.



Want to learn more?
Scan the QR code to watch Seled's interview.



COMMUNITY EVENTS

MAPLE LEAF

The 25th Annual Maple Leaf Walk Run took place on September 28th, offering a Half Marathon, 5 Mile, 5K and Kids races. This year, over 1,000 participants came out for the event, celebrating a longstanding event in our community. Runners' ages ranged from 2 to 88 years old and over 30 participants were return-racers for their sixth or more year running in a Maple Leaf race. Sponsorships and registrations for the Maple Leaf provided \$100,000 toward the Y's Annual Campaign.

KIDS TRI

On July 13th, 207 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 our Y Annual Campaign.

RUDOLPH'S DASH

Due to the weather, Jingle Bell pivoted to an indoor kid's event this year. 52 kids completed the Rudolph's Dash race, joined by Santa and two of his reindeer! The Y's music program provided live entertainment in the lobby, and cookie decorating and storytelling with Santa added fun to the winter wonderland.



2024 TED GRIFFIN AWARD THE YMCA'S TOP VOLUNTEER

MARK DAVY



The Y is a cause for strengthening communities, committed every day to youth development, healthy living, and social responsibility. When you volunteer at the Y, you take an active role in bringing about meaningful, enduring change right in our own community.

This award is given to honor the La Crosse Area Family YMCA's top volunteer, someone who has contributed time, talent, and financial resources in order to advance the mission of the La Crosse Area Family YMCA. Mark will be joining a very special group of YMCA volunteers who have had a major impact on the success of our organization for more than 142 years.

We are proud to recognize Mark Davy as our 2024 YMCA Ted Griffin Award winner. Mark's unwavering dedication to the YMCA and our mission has had a profound impact on our organization and the community we serve.

Since joining the Y Board in 2016, Mark has been an instrumental leader, serving in multiple key roles that have shaped the direction of our organization. His contributions include serving as Board President (2023 and 2024), chair of the Facilities Committee, and a member of the Board Governance, Human Resources, and Strategic Planning committees. Throughout his tenure, he has embraced every opportunity to lead, stepping in whenever and wherever needed.

As Board President, Mark has provided strong, steady, and calm leadership during a time of growth and transformation for our Y. His ability to guide with vision and purpose has helped us expand our impact while remaining true to our mission.

Beyond his contributions to the Y, Mark's expertise as President of Davy Engineering has been invaluable to our Facilities Committee, ensuring that our infrastructure supports our long-term goals.

Mark, we are truly grateful for your dedication, leadership, and service. Congratulations, and thank you for all you do for the Y and our community!

2024 DAHL YOUTH DEVELOPMENT AWARD

FRED + ANTOIWANA WILLIAMS

This award is given to honor an individual or individuals who have volunteered time, talent, or financial resources to advance and strengthen youth development work at the Y. This award is named in honor of Ken and Harry Dahl who were instrumental in the growth and development of YMCA youth programs for more than fifty years.

Kyle Moll, the Senior Program Director, nominated Fred and Antoiwana Williams for their extraordinary dedication and impact on the Elevate AAU basketball program:

I have had the privilege of working with Fred and Antoiwana Williams for the past three years, and in that time, I have seen firsthand the profound impact they have on the young athletes they mentor. Their knowledge, passion, and unwavering dedication to coaching basketball and developing youth are truly inspiring.

Despite their demanding schedules, Fred and Antoiwana selflessly volunteer their time and energy to our Elevate AAU basketball program every year—even after their son aged out of the program. Their continued involvement speaks volumes about their commitment to youth development and their love for the sport.

There is no doubt that Elevate AAU would not be what it is today without the many years of dedication, leadership, and invaluable support that Fred and Antoiwana have provided. Their impact extends far beyond the court, shaping young athletes into confident, disciplined, and driven individuals.

We are incredibly grateful for their contributions and the lasting difference they make in the lives of so many.



2024 NANCY QUINLISK SOCIAL RESPONSIBILITY AWARD

JESSIE ADAMSON

The Y has been listening and responding to our communities' most critical social needs for generations. Whether developing skills or emotional well-being for children and teens, welcoming and connecting diverse populations in our community, strengthening families, addressing hunger, or preventing chronic disease and building healthier communities through collaborations with community partners, the Y fosters the care and respect all people need and deserve.

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.



We are incredibly grateful to Jessie Adamson for her vision and generosity in transforming the child watch area at the Houser YMCA. Her dedication to improving the member experience, particularly for the families we serve, has made a lasting impact on our Y community.

This transformation would not have been possible without Jessie's generosity and hands-on approach. She not only made this project happen but also worked closely with our team to ensure that every detail enhanced the space for the children and families who use it.

Jessie, we truly appreciate your commitment, leadership, and the difference you have made. Thank you to you and the Cordell's Automotive Team for making the Y a better place for our members and their families!



2024 YMCA HEALTHY LIVING AWARD

DR. ANNA KITZMANN
+ JILL WENTHE

For more than 142 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.

Dana Boler, the Health Director, enthusiastically nominated Dr. Anna Kitzmann and Jill Wenthe for the Healthy Living Award, praising their exceptional commitment to culinary medicine in the Y's cancer survivorship programs:

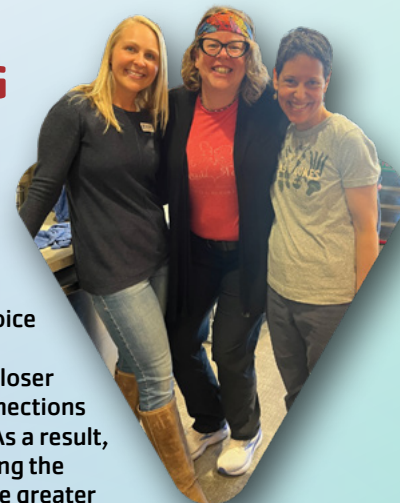
These two incredible women exemplify the Healthy Living Award criteria and truly deserve recognition for their passionate dedication to culinary medicine in our cancer survivorship programs at the Y.

I am honored to nominate Dr. Anna Kitzmann and Jill Wenthe, Gundersen Registered Dietitian in the Oncology Department, for their outstanding teamwork in bringing culinary medicine workshops to our Y. Since launching in 2023, they have hosted over 20 workshops, providing cancer survivors with hands-on learning experiences centered around whole foods and plant-based nutrition.

Their passion and commitment go far beyond the workshops themselves. They volunteer their time to research and test recipes, create educational handouts, grocery shop, prep ingredients, and ensure every session is engaging, informative, and meaningful. These workshops offer valuable nutrition education, delicious meals, and practical take-home recipes and resources—all designed to support the health and well-being of cancer survivors.

Without Anna and Jill, these workshops simply wouldn't be possible. Their generosity, expertise, and dedication have been transformational for our Y community. The overwhelmingly positive feedback from participants continues to inspire us to grow this program, and we are deeply grateful for their contributions.

We couldn't do this without them, and we are so thankful for their work in making a difference in the lives of so many!



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	2024	2023
Current assets	\$677,458	\$2,417,411
Investments	1,958,355	1,753,520
Property and other assets	25,862,467	25,008,303
Total Assets	\$28,498,280	\$29,179,234
Current liabilities	\$1,684,949	\$1,291,165
Other liabilities	3,889,614	4,549,822
Total Liabilities	\$5,574,563	\$5,840,987
Net assets	\$22,923,717	\$23,338,247
Total Liabilities + Net Assets	\$28,498,280	\$29,179,234

REVENUES + PUBLIC SUPPORT

Public support	\$2,259,097	\$1,975,254
Membership fees	6,110,988	5,209,741
Program fees	5,610,966	5,161,037
Investment performance	202,533	188,966
All other	291,257	441,679
Total Revenue	\$14,474,841	\$12,976,677

Unaudited Financial Statements



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**.

New in 2024, teams could cycle at both Y branches, allowing for **28 teams** to participate with more than **140 cycle participants**, raising **\$46,060** with the help of **426 donors** to support cancer survivorship programming here at the Y.



COME TOGETHER FOR THE Y

On May 23rd, 400 friends of the Y came together for a Beatles-themed celebration full of good tunes and fundraising.

After a cocktail and hors d'oeuvre reception with extravagant Beatles decor and games, the group gathered in the ballroom for a program featuring stories of the Y's influence within the community with a special performance by A Hard Days Night, a renowned Beatles cover band. A great time was had by all, and \$200,000 was raised to support the people and programs of the Y.



Y GIVING DAY

With the help of 763 members and friends, the third annual Y Giving Day was a huge success, raising \$269,905 for the Y programs and projects. 58 ambassadors raised their hands to help fundraise for the 10 individual projects.

Food Access at the Y: The Y served well over 320,000 meals and snacks to kids and families in our community. Y Giving Day funds help staff Y on the Fly and support the Mobile Market Food Pantry which provides food boxes to 100+ families in our community.

Veteran's Mental Health: The Y's Wellness Warrior program includes an 8 week wellness program covering the eight dimensions of wellness. Funds raised provide the participant with a free one-year family membership so the family can focus on wellness together.

Replacing the Basketball Hoops: The beloved Dahl Y gym received some much-needed upgrades. The basketball hoops have all been replaced and have been enjoyed already by many.

Youth Programming Scholarships: One in four youth participate in our programs through the support of our financial assistance program. Funds raised through this project are allowing opportunities for 575 youth who would otherwise be unable to participate. Programs include swimming lessons, dance, karate, music, e-sports, gymnastics, basketball, soccer, kickball, logrolling, and more!

Community Health Worker Support: The Y's three 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 local school districts 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 Sponsorship: As the Community Youth Center continues to evolve to meet the changing needs of our area's youth, funds were raised to sponsor participation in the program. The center is open seven days a week to ALL youth ages 10-17 in our community, including youth who are disproportionately impacted by poverty. Youth who visit the program pay no fees to belong or to participate in Youth Center Field Trips and/or YMCA enrichment and athletic programming. These vital funds are helping to offset the cost of the program including staffing, supplies, and immediate needs.

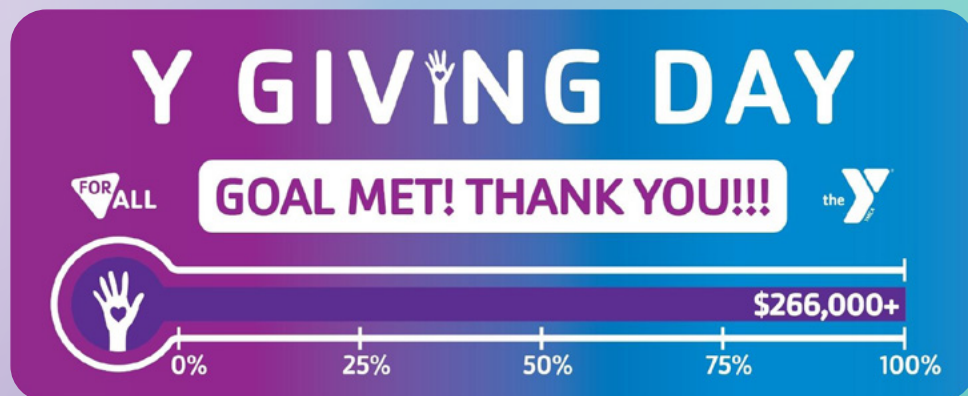


WAVE Swim Team: The WAVE Swim Team is a cherished legacy program at the La Crosse Area Family Y. Funding has been used to offset the operational costs of the WAVE Swim Team not funded through participant dues, ensuring financial support of the swim team and also providing funds for team supplies and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

Supporting our Seniors: Roughly 3,500 local seniors participate in membership at our Y to meet personal wellness goals and enjoy the friendships and camaraderie found here. To ensure seniors have access to the Y, funds were raised to support senior memberships through the Y's income-based Membership For All program.

Supporting 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. Through Y giving day efforts, this program is provided free of charge.

Dahl Child Watch Improvements: The beloved Dahl child watch was in need of some upgrades. These funds helped to purchase new paint, lighting, toys, and equipment.



LEADERSHIP DONORS

We are deeply grateful for the generosity of our community. You are instrumental to helping ensure the Y is available for all.

\$50,000+

Anonymous

Harry and Carla Dahl

Dahl Family Foundation

Barb and Dave Erickson

Gillette Pepsi Companies

Glendenning Family Foundation

Gundersen Health System

Ron and Elisa Houser

Norplex Micarta

Mark and Kim Schneider

Dave and Barb Skogen

Bill and Ellen Soper

Team Brown Foundation, Inc

Nick and Nikki West

Jim and Jo Ann Wickizer

Xcel Energy

\$2,500–\$4,999

Anonymous

Benedictine Living Community

Brewer Investment Group

Roy Campbell

DBS Group LLC

JoAnna and William Drazkowski

Endodontic Specialists LLC

Donald and Barbara Frank

Great River Orthodontics

Ryan Hansen

Nancy and Doug Hastad

Hawkins Ash CPAs

Hixon Hills Dental

Dar and Darlene Isaacson

J.F. Brennan Company, Inc.

Terlene Keller

Marine Credit Union Foundation

Market & Johnson

Richard H. Masrud Memorial Fund

Sanjeev Musafir and Meenakshi Trehan

Merchants Bank

Mid-City Steel LLC

Barb and Lloyd Pearson

Susan and Bradford Price

River Architects

Robertson, Ryan & Associates

Steve and Sude Tanke

The Insurance Center

Three Sixty Real Estate Solutions

Todd and Linda Trautmann

Trust Point

UMR

Jim and Phyllis Warren

Tara and Paul Wetzel

Eric and Vicki Wheeler

\$1,000–\$2,499

Ryan and Hannah Amann

Anonymous

Erik and Elizabeth Archer

Michael and Barb Baroni

Mark and Angela Binsfeld

Bill and Tracie Bosch

Brickl Bros.

Jordan Briskey

George Bushek

Carrico Aquatics Resources Inc.

Paul and Kathleen Cibula

John Cochran

Rick Cornforth and Andrew Hafner

Coulee Boutique

Coulee Region Ecoscapes LLC

Angela and Curtis Czerwinski

Tim and Susan Durtsche

Bruce and Meri Sue Erdmann

Bryan and Stacy Erdmann

Jill and George Fahr

David Ferries

Christina and Wade Flisram

Marv and Annette Friedewald

Steve and Judy Fuchsteiner

Clara Gelatt and Neal Meier

Tom and Emily Gilbert

Mark Glendenning and Margaret Webster

Norman and Judith Halderson

Dale Harkness

Thomas Heller

Aaron Herlitzke

Mary Hubbard

Kurt and Jeanne Hulse

Richard Jerue

Michael Jones

David and Angela Koudelka

Patty Leach

Jeni and Jordan Ludwigson

James Mauss

Tiffany and Scott McCorkle

Maureen McDowell

Jennie and Jeremy Melde

Mid-West Family Broadcasting

Brian and Joyce Mlsna

Moen Sheehan Meyer LTD

Sheila and David Momont

MooreSmiles Family Dental

Chad and Rachel Mueller

Rebecca and James Naugler

Mary and Peter Nelson

Patty Nordheim

Amy and David Oliver

Osaic Wealth Inc

Lindsay and Luke Pesonen

Bill and Teresa Peters

Richard Petry

Ben Porath

Ronald Rick

Heather and Martin Riese

River Trail Cycles

Rucker Painting, INC.

School District of Holmen

Lauren Scott and Ransome Springer

Ann and Tony Skemp

Anthony Skemp

Jackie and Mike Skroch

Jesse Sorenson

Patrick and Joanne Stephens

Michael and Corinna Todd

Nao Tsumagari and Andrea Kay

Vanguard Charitable Endowment Program

Wayne J. Hood Fund

West Woods Family Dental

Joyce Wichelt

WNB Financial Holmen Office

This list includes donors to the Y's Annual Campaign and capital initiatives.

SPECIAL EVENT SPONSORS

PEDAL FOR A PURPOSE

Gillette Pepsi Companies

Richard H. Masrud Memorial Fund

Matrix

Benedictine Living Community

Smith's Bike Shop

Beer By Bike Brigade

COME TOGETHER FOR THE Y EVENT

Dave and Barb Erickson

The Weber Group

Dahl Automotive

Gundersen Health System

Dairyland Power Cooperative

Hawkins Ash CPAs

Market & Johnson

The Insurance Center

Brewer Investment Group

Klauke Investments & Insurance Services

Robertson Ryan & Associates

TrustPoint Wealth Management

Merchants Bank

River Architects

Elevate Media Group INC

Mid-West Family La Crosse WXOW

KIDS TRI

Dahl Automotive

Gillette Pepsi Companies

River Trail Cycles

J.F. Brennan Company, Inc.

Hixon Hills Dental

DBS Group

Klauke Investments & Insurance Services

Onalaska Family Chiropractic

MAPLE LEAF WALK/RUN

Schneider Heating & Air Conditioning

Gillette Pepsi Companies

Norplex Micarta

Dairyland Power Cooperative

Kish Sons Electric

UMR

Marine Credit Union

Mid-City Steel

J.F. Brennan Company, Inc.

Hixon Hills Dental

Coulee Region Ecoscapes

Market & Johnson

DBS Group

Fowler & Hammer

Brickl Bros.

Klauke Investments & Insurance Services

WNB Financial

WKBT

Hilltopper Refuse & Recycling

MOKA

Smith's Bike Shop

GoMacro

Grand Bluff Training Pace Team

JINGLE BELL RUN

Klauke Investments & Insurance Services

WXOW

MooreSmiles Family Dental

Gillette Pepsi Companies

UMR

Xcel Energy

Carrico Aquatic Resources, INC

Rucker Painting, Inc.

LEAVING A LEGACY

MIKE LAHART

In eighth grade, Mike Lahart walked into the La Crosse Area Family YMCA for the first time to play basketball with friends. A latecomer to the sport, he quickly developed a deep love for the game. He became an official Y member in 1974 and played regularly until 2013 when an Achilles tendon injury sidelined him for good.

Not able to play basketball any longer, Mike moved to Minneapolis, where he now enjoys cheering on the Minnesota Timberwolves and Lynx, attending concerts and theater performances, and taking in all that the city has to offer. Now a dedicated member of the Downtown Minneapolis Y, he visits five to six days a week, participating in group fitness classes and social activities.

Reflecting on his time at the La Crosse Area Family YMCA, Mike shares:

"The Y makes such a difference in people's lives. You make lifelong friends. You stay in great shape. I can't say enough about it. I haven't lived in La Crosse for eight years, yet the Y still holds such a special place in my heart. I couldn't be happier about giving back to an organization that gave me so much."

—MARK LAHART

Mike has been a long-time member of the 1883 Society, formerly the Heritage Club. Named in honor of the Y's founding year, the 1883 Society recognizes donors who have included the La Crosse Area Family YMCA in their estate plans, ensuring the Y remains accessible to the community for generations to come.

In 2024, Mike "Maddog" Lahart celebrated an incredible 50 years of membership and connection to the Y. His commitment to giving back ensures that future generations will continue to experience the same sense of belonging and opportunity that has meant so much to him.



IMPACT MEMBERS

Thank you to our monthly impact donors! 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.



**IMPACT
MEMBER**

2024 LA CROSSE AREA FAMILY YMCA BOARD

Mark Davy
BOARD PRESIDENT

Paul Bagniefski
BOARD TREASURER

Clara Gelatt
PRESIDENT ELECT

Jackie Kuehlmann
PAST BOARD PRESIDENT

Angela Czerwinski
Barb Erickson

Ben Porath

Brittany Hensgen

Carrie Leonard

Carson Schneider

Chad Mueller

Christina
Flisram

Denny Ford

Erik Archer

Evan Hoffman

Heather Chial

Kris Mueller

Matt Gobel

Nathan Skemp

Nao Tsumagari

Rick Cornforth

Shawna Dale

Tara Wetzel

Tom Brewer

LA CROSSE AREA FAMILY YMCA BOARD OF TRUSTEES

2024 TRUSTEES

Barb Benson

Dar Isaacson

Dave Skogen

Don Weber

Eric Wheeler

Harry Dahl

Mark Glendenning

Ron Houser

Steve Tanke

IN MEMORY

Charles Gelatt*

Dave Baptie*

Don Rundle*

Ken Dahl*

Linda Lyche

Sanders Hook

Sue Gelatt

*Denotes a Founding Trustee



**1883
SOCIETY**



LA CROSSE AREA FAMILY YMCA

Dahl Family YMCA
1140 Main Street
La Crosse, WI 54601

R.W. Houser Family YMCA
400 Mason Street
Onalaska, WI 54650

608-782-9622 PHONE • 608-783-9622 TEXT • www.laxymca.org