



The Y – For Good

LA CROSSE AREA FAMILY YMCA
2025 ANNUAL REPORT

HERE FOR GOOD

Dear YMCA Members and Friends,

As we reflect on 2025, we are filled with gratitude for the many people who make the La Crosse Area Family YMCA such a special place. Our members, volunteers, donors, staff team, and community partners continue to strengthen this organization and help us live out our mission every day.

This past year was one of steady progress and strong impact. We welcomed thousands of individuals and families through our doors, providing opportunities for healthy living, youth development, and community connection. Membership remained strong, program participation continued to grow, and childcare services supported more working families in our community. These results reflect the trust our community places in the YMCA and the dedication of our staff team who work tirelessly to serve others.

At the heart of this work are our two YMCA centers. The Dahl Family YMCA and the R.W. Houser YMCA serve as cornerstones of the communities they support. Every day they function as hubs and gathering places where people of all ages come together to improve their health, build friendships, support one another, and connect to something greater than themselves. From early morning workouts to youth sports, swim lessons, childcare, and community events, these spaces are alive with the energy and relationships that strengthen the fabric of our community.

Our philanthropic support also reached record levels in 2025, with more than \$1.39 million raised through donations, grants, and community support. These gifts help ensure that everyone has access to the YMCA regardless of their ability to pay and allow us to continue expanding programs that strengthen our community.

Throughout the year, we continued strengthening partnerships with schools, local governments, and community organizations to address important community needs. Our work in youth development, childcare, food access, and mental health programming continues to grow because of these collaborations and the shared commitment to improving lives in the Coulee Region.

Behind the scenes, we also made important progress that will shape the future of the YMCA. Our Board of Directors moved forward with plans designed to modernize the Dahl Family YMCA. We engaged Kahler Slater, a firm that has worked on more than 40 YMCA projects, as our architectural partner and began the early design work that will guide this important effort. At the same time, our organization completed a successful transition to a new membership management system and opened the Grounded Café at the Houser YMCA, further enhancing the experience for our members and guests.

Equally important, we continued investing in our people. Our leadership team and staff members participated in professional development opportunities, took on new leadership roles, and strengthened the systems that support our employees and volunteers. These investments help ensure that the YMCA remains a strong, mission-driven organization for years to come.

None of this work happens alone. It happens because people in this community believe in the YMCA and the role it plays as a place where everyone belongs.

Thank you for being part of the YMCA family. Together, we are building a healthier, more connected, and more caring community.

With gratitude,

Clara Gelatt
2025-26 BOARD PRESIDENT



Bill Soper
CEO



MAKE A DIFFERENCE

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.



**OVER 141,000
PARTICIPANTS**
in group fitness classes



2,658 RIDES
to and from the
Community Youth Center



**13,806
AQUATIC HOURS**
between our three pools



**2,000 STUDENT
MEMBERS**
from UWL, Viterbo, and WTC



**3,900 SENIOR
MEMBERS**
enjoyed community



**466,626
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 2025



**12,435 YOUTH
PROGRAM
REGISTRATIONS**



**4,437
SWIM LESSON**
sessions



**1,228
EMPLOYEES**
worked at the Y in 2025



**6,900 GROUP
FITNESS CLASSES**
offered in 2025



**1,895
UNIQUE KIDS**
participated in Summer
Camp, School Age Care, and
the Child Care Center

YOUTH DEVELOPMENT

YOUTH PROGRAMMING

YMCA Youth Programming continued to make a strong impact in 2025, engaging 12,435 participants across a wide range of programs designed to help children and teens grow, stay active, and build confidence. From 1,285 youth sports participants and 1,307 participants in arts programming like martial arts and dance, to 547 participants in family programming, the Y offered something for every interest and ability level.

Gymnastics remained a cornerstone of youth programming, serving 3,583 participants throughout the year, with over 100 athletes on the competitive team. The annual Spook Hollow meet welcomed 281 gymnasts, while the introduction of Agility Adventures added a new and exciting way for youth to stay active.

The Y remains committed to inclusion, serving 394 participants through dedicated inclusion programming and providing one-to-one support staff to ensure all youth can fully participate. Together, these programs create welcoming spaces where youth of all backgrounds can learn, grow, and thrive.



CHILDCARE

The YMCA's licensed childcare program continues to support hundreds of families across the region by providing safe, engaging care for children. Our Early Childcare Center continues to serve infants through 4K students with nurturing, highly trained teachers. We believe children learn best through play and developmentally appropriate educational experiences. Some of these experiences include swim lessons, music, art, dramatic play, and outdoor activities.

The Y's robust before and after school care program serves children at 15 school-based sites in the La Crosse, Onalaska and Holmen School Districts. Enrollment remained strong, with more than 800 children participating in programming during the school year. In the summer months, nine Summer Day Camp sites offered daily care from 6:30 AM to 6:00 PM. Trained staff work to meet the unique needs of children entrusted to our care. For the 2025–2026 school year, the program partnered with La Crosse County to provide nine one-to-one support staff, ensuring individualized assistance for children who benefit from additional support.

Through strong partnerships with families, schools, and the community, the Y continues to create a welcoming environment where 1,895 unique children in 2025 were able to learn, grow, and thrive from birth through elementary school.



FAMILY ENGAGEMENT EVENTS

The Family Engagement team brought new and tradition-filled events to both Y branches this year. In February, over 300 children and caregivers joined us as we brought back a well-loved Sweetheart Dance complete with a dance floor, photography, crafts, and face painting. At Halloween, families were welcomed into the Dahl Y for trick or treating and many fun activities and games. New and improved this year was the Jingle Bell Jamboree, giving families an opportunity to escape the cold and spend the evening at the Y for pizza dinner, games, crafts, and of course, the Rudolph's Dash Race! Santa joined in on the fun and brought lots of holiday cheer to Y families and friends.



YOUTH DEVELOPMENT

YOUTH CENTER

In 2025, the Community Youth Center saw incredible growth, welcoming 198 unique youth—a testament to the increasing need for safe, engaging spaces for young people. With an average of 18 kids per night, sometimes seeing as many as 30, the Youth Center has become a vital resource for youth in our community.

This year, we expanded opportunities for learning and connection through Community Nights at the Youth Center, engaging a total of 529 participants. We also introduced Boys and Girls Groups to engage the youth coming in meaningful and individual ways. Over the course of the year, we had 29 volunteers spend time in the Youth Center.

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 2025 is a direct reflection of their hard work, and we are grateful for the difference they make every single day.



Want to learn more?
Scan the QR code to
watch!



AQUATICS

In 2025, the Aquatics Department continued to make a significant impact, expanding programs to meet the growing needs of our members and community. As the region's largest swim lesson provider, the team delivered 4,437 sessions of high-quality instruction. The department also strengthened community safety by offering CPR and First Aid training, along with lifeguard certification programs that equip lifeguards to serve at local outdoor pools each summer.

The Wave Swim Team celebrated a strong year, serving 177 dedicated athletes and supporting both personal development and competitive excellence. Adaptive swim lessons remained a core component of the program, ensuring that individuals of all abilities have access to essential water-safety and confidence-building skills.

In 2025, the Y offered more than 800 water fitness classes, bringing together a vibrant community focused on health and wellness. The Y also expanded its partnership footprint, entering into a fiscal partnership with Coulee Region Logrolling to support its growth and help serve more athletes across the region.

The Y is proud to offer three indoor swimming pools with a combined 280 open hours each week. This year, the Aquatics Department welcomed 164,032 member visits—demonstrating strong engagement and the essential role aquatics programming plays in our community.



WELCOME BRI — INTEGRATED HEALTH DIRECTOR

In late 2025, the Y welcomed Bri Spicer as the Integrated Health Director. Bri grew up in the Y and played a key role in expanding adaptive and inclusive programming while studying occupational therapy. During her doctoral work, she focused her research on senior membership at the Y and the lifelong benefits of membership across all ages.

In her current role, Bri advances the Y's commitment to healthy living. She leads our cancer survivorship programs, **LIVESTRONG** and **YOUTHSTRONG**, along with the Diabetes Prevention Program. Bri also works closely with local healthcare providers to ensure patients can transition into Y programs that support lifestyle change, improved health outcomes, and long-term wellness.



FOREVERWELL® — SENIOR PROGRAMMING

At the Y, healthy aging means more than just staying active; it's about staying connected, engaged, and empowered. FOREVERWELL®, launched in 2025, is our community for adults 55+ that brings together fitness, friendship, and lifelong learning among the 3,900 members in this age group. Participants build strength in a group class, join in social activities, or explore new skills. FOREVERWELL® helps our active older adults thrive in mind, body, and spirit.

200 CLUB

The 200 Club recognizes members who visit the Y 200 or more times within a calendar year; a milestone that reflects exceptional commitment to personal well-being. In 2025, 413 members achieved 200 Club status, demonstrating dedication, consistency, and a deep connection to their Y community.

Throughout the year, 200 Club members shared a wide range of motivations for their commitment—from accountability and improved health to friendships formed through regular visits.



MEGAN'S STORY — STRENGTH THROUGH “ZUMBA CREW”

After being diagnosed with Idiopathic Intracranial Hypertension (IIH) in 2022, Megan faced a difficult health journey and was encouraged to pursue weight loss to improve her condition. Not knowing where to start, a coworker invited her to Abby's Zumba class at the YMCA. From the moment she joined, Megan found more than a workout—she found encouragement, laughter, and a community that supported her every step of the way.

Over the next year and a half, Megan committed to her health through Zumba, lifestyle changes, and medical care. She lost 128 pounds and, in July 2025, celebrated an incredible milestone—coming off her IIH medication and entering remission. Today, Megan credits not only her dedication but also the friendships and encouragement from her “Zumba Crew,” whose support helped her find strength, confidence, and lasting wellness.



GROUP FITNESS TESTIMONIALS

Eileen Daily shared that she had a follow up appointment with her Podiatrist, who informed her she should “keep doing what she’s doing” here at the Y. She went in to the appointment assuming he was going to tell her she needed to get her knee done and was excited and surprised by his assessment. Debbie Olufs shared that she and her husband love to canoe, and that in the past, getting in and out has been a real struggle for her—requiring a lot of help from her husband. They just went out recently and she found she was able to step into and out of the canoe, just holding on to a small pole for support. Bobbi Rathert shared feedback following an appointment with her neuro physician, who has been following her for spinal stenosis. She identified, and he noted through his assessment, an improvement in her mobility and flexibility, as well as an elimination of her pain. She reported that she has undergone many interventions for this condition in the past, including injections, and that the next step for her would have been surgery. When her doctor asked what she’s been doing, she informed him of her weekly participation in Functional Fitness. Her doctor went on to list “ongoing regular participation in Functional Fitness” in her medical chart as part of her treatment plan.



“I like classes. On a regular basis, I do zumba, group strength, barre, chair circuit, and from time-to-time, yoga. The teachers are great—know how to teach, have great personalities, and allow for me to be successful in my health goals, even though I am 86. I know the activities I do are a big part of what keeps me healthy and allows me to continue to be active. I am very grateful for the Y.”

“I really feel that the Y is a special community. I can’t really put it into specific words, but it’s beyond fitness. It’s people connecting across all different kinds of demographics in a way that’s so rare in our time. It very much feels like everyone accepts everyone at the Y. It’s very special, and I appreciate everything you all do to make that happen. It’s such a rarity in our world.”

WELLNESS WARRIORS

Wellness Warriors served 67 veterans through its eight-week program focused on the eight dimensions of wellness. The program promotes overall health while fostering meaningful social connections among participants. Of the 67 veterans who participated, 44 were new to the YMCA. After completing the program, many veterans continue to connect through monthly gatherings called Salute Social, which include activities such as pickleball, coffee, and other social events that help maintain the sense of community built during the program.



Want to learn more?
Scan the QR code to
watch!

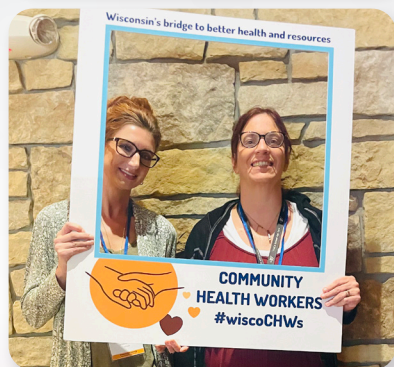


COMMUNITY HEALTH WORKERS

The Y's Community Health Worker team continued to serve families experiencing homelessness in 2025. In partnership with the Great Rivers United Way and local school districts, our CHWs serve families and assist them in securing employment, housing, clothing, food, healthcare, and basic necessities so they can find stability—and so their children can attend and find success in school.

In 2025, our CHWs served 98 clients and housed 12 families. They completed 400 pathways towards employment, medical appointments, household assistance, and more.

In partnership and collaboration with area service agencies, the Y's CHW team belongs to TNT, which stands for "Total Navigation Team," providing more than 350 hours of services and case management. The team actively participates in the Pathways Home initiative and in the Coulee Housing Homeless collaborative.



FOOD PROGRAM GROWTH

In 2025, our Food Access team served 466,626 meals, distributed 459,650 pounds of food, reached 10,622 youth and 4,400 adults, was supported by more than 1,000 volunteer hours, and engaged 30+ staff working daily across branches and partner sites.

The Dahl YMCA Food Pantry received a new walk-in cooler, made possible through a generous grant from Rotary Lights La Crosse. This cooler is a major step forward for our growing Food Access program. With expanded capacity to safely store fresh and perishable food, we can better meet the rising needs of food insecurity throughout our community.

Our Mobile Market currently serves 250 households and 900 people monthly, with large expansions into more rural areas this year. 298 people graduated from the Mobile Market program this year, while 600 people have graduated since the program's launch.

JENNIE MELDE — CELEBRATING 25 YEARS

What started as a part-time job in college has led to an impactful career at the Y. Today, Jennie serves as Director of Community Outreach, overseeing childcare, school-age care, food access programming, mental health outreach, the Community Youth Center, Wellness Warriors, and the Y's community health workers.

Jennie is helping to build the Y's future through partnerships, strong relationships, and impeccable teamwork. She ensures that YMCA outreach programs are impactful and fiscally sustainable. Most importantly, she ensures YMCA outreach programs are of high quality. She is a leader in strategy and innovation at our Y, and we are beyond grateful to have Jennie leading the way for our many outreach initiatives. Thank you, Jennie, for all you do for our Y!



NEW IN 2025

GROUNDING ONALASKA OPENING

In May 2025, the Houser Branch welcomed an exciting new addition with the opening of Grounded Onalaska. What was once a space with only vending machines has been transformed into a welcoming café offering coffee, fresh food options, and a variety of beverages for members and the broader community. The idea for a coffee shop in the space was first mentioned in 2021, and by 2023 the Y began exploring a partnership with the team at Grounded to bring the vision to life.

After a soft opening in late April, Grounded Onalaska officially celebrated its grand opening on May 1. Guests can enjoy a full menu, convenient online ordering through the Grounded app or DoorDash, and a comfortable place to connect before or after their visit to the Y. Open to both members and the public, Grounded has quickly become a welcoming gathering place and a great addition for the Onalaska community.



Y CONNECT GROUPS

When members join the Y, they are already stepping into a place where connections happen naturally. This year, we made a more intentional effort to strengthen that sense of belonging through the launch of Y Connect Groups. These groups are designed to bring people together around shared interests and life experiences, helping members build meaningful relationships beyond workouts and programs. From the strong engagement of the Social Seniors Group to the growing momentum of our Veterans and Book Club groups, Y Connect is creating space for conversation, connection, and community. By investing in these groups, we are helping members feel known, supported, and truly connected to the Y and to each other.

MY Y PODCAST

In February 2025, the La Crosse Area Family YMCA launched the *My Y Podcast*, a new storytelling platform designed to highlight the people, programs, and connections that make the Y such a meaningful part of our community. With new episodes released each month, the podcast explores the many ways the Y brings people together and supports well-being across the Coulee Region.



Throughout the year, episodes featured inspiring stories from Y members and partners, including members of the 200 Club, two young mothers who formed a lasting friendship through the **LIVESTRONG** cancer survivorship program, and a look inside the growing Coulee Region Logrolling community at the Y. By sharing these voices and experiences, the *My Y Podcast* continues to celebrate the impact of the Y and the relationships that grow within our walls.



2025 TED GRIFFIN AWARD THE YMCA'S TOP VOLUNTEER

CLARA GELATT

The Ted Griffin Award is the YMCA's highest recognition for volunteer leadership. Named in honor of Ted Griffin, who served as the La Crosse Area Family YMCA's Director from 1942 to 1971, this award recognizes individuals who have made a significant and lasting impact through their volunteer service, leadership, and dedication to advancing the YMCA's mission of youth development, healthy living, and social responsibility.

Clara Gelatt has provided outstanding leadership and commitment to the YMCA since joining the Board of Directors in 2020. Her thoughtful leadership has helped guide the organization through important strategic decisions and future planning initiatives.

As Board President in 2025, Clara played a key role in advancing early work to modernize and transform the Dahl YMCA while also helping guide important improvements at the Houser YMCA. Her previous leadership of the Membership Committee helped introduce new initiatives including 24/7 access and Y360, and the opening of the Grounded Onalaska coffee shop inside the Houser Y, expanding the value and accessibility of YMCA membership.

Through her service on the Executive Committee and Business Services Committee, Clara continues to bring a strong focus on financial stewardship and the long-term sustainability of the YMCA. Her time, talent, and passion for the mission have made a meaningful impact on the organization and the community we serve.



2025 DAHL YOUTH DEVELOPMENT AWARD

BRYANA ALAMEIDA

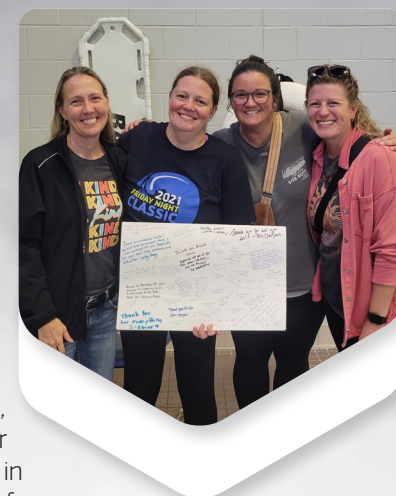
The Dahl Family Youth Development Award honors individuals who have made a meaningful contribution to strengthening youth programs at the YMCA. The award is named in honor of Ken Dahl and Harry Dahl, whose decades of leadership and generosity helped shape YMCA youth programming and expand opportunities for generations of young people in our community.

Bryana Alameida's dedication to YMCA youth programming, particularly within the swim team, reflects the spirit and purpose of this award. Her volunteer efforts have played an important role in creating a positive and supportive environment for young athletes and their families.

Bryana consistently gives her time and energy to ensure that YMCA swim meets and team events run smoothly. From timing sessions at swim meets to organizing transportation for athletes, often serving as the dependable "carpool queen", she helps ensure that swimmers can participate fully in practices and competitions.

Her creativity and enthusiasm extend beyond logistics. Bryana designs team bag tags, shirts, and special meet items that help build pride and connection among swimmers. Just as importantly, her encouragement and positivity create a culture of support and belonging for athletes, families, coaches, lifeguards, and staff alike.

Bryana's commitment reflects the very values that Ken and Harry Dahl championed—helping young people grow, build confidence, and discover their potential.



2025 NANCY QUINLISK SOCIAL RESPONSIBILITY AWARD

PROJECT L.I.V.E.

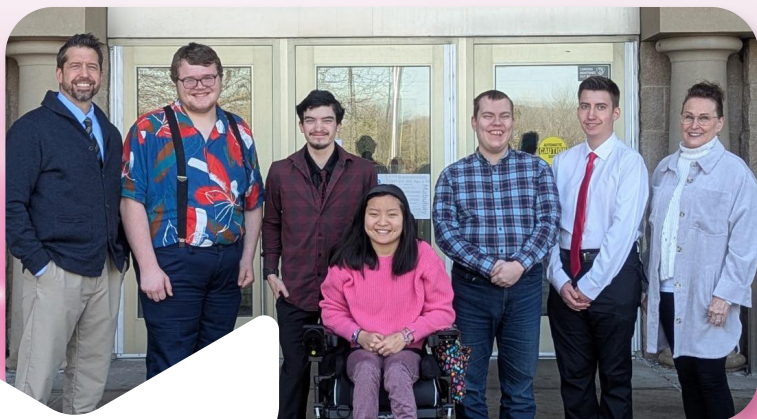
The Nancy Quinlisk Social Responsibility Award recognizes individuals or organizations whose work strengthens the community through service, collaboration, and a commitment to supporting those in need. The award is named in honor of Nancy Quinlisk, a longtime YMCA leader and former trustee whose dedication of time, talent, and financial support has had a profound impact on YMCA programs and the lives of thousands of young people.

The YMCA is proud to recognize Project L.I.V.E., its leaders Nick and Laura, and the remarkable students involved in the program with the 2025 Social Responsibility Award.

Project L.I.V.E. is dedicated to helping young adults with special needs develop lifelong independence through vocational education, life skills training, and real-world learning experiences. Their work empowers students to build confidence, gain valuable skills, and become active participants in their community.

The YMCA is especially honored to host the Project L.I.V.E. program at the Houser YMCA. Their presence has enriched the YMCA experience for members, staff, and volunteers. The energy, positivity, and sense of belonging that students bring into the building each day have strengthened the welcoming spirit of our Y.

Through meaningful relationships, hands-on learning opportunities, and a shared commitment to inclusion, Project L.I.V.E. demonstrates the very essence of social responsibility and community impact.



2025 YMCA HEALTHY LIVING AWARD

HUNGER TASK FORCE

The Healthy Living Award recognizes individuals or organizations that make significant contributions to improving the health and well-being of our community and region. The YMCA works to help individuals and families achieve greater health in spirit, mind, and body through programs that promote wellness, connection, and access to healthy living resources.



The YMCA is honored to present the 2025 Healthy Living Award to the Hunger Task Force in recognition of their partnership, leadership, and unwavering commitment to addressing food insecurity in our region.

Through their work, the Hunger Task Force provides millions of pounds of donated food each year to local pantries, meal sites, youth programs, and community organizations. Their efforts ensure that individuals and families facing financial hardship have access to nutritious food and essential resources.

Their partnership with the YMCA has been especially meaningful through support of the YMCA's food access programs. By allowing YMCA staff to utilize Hunger Task Force trucks to deliver meals into rural communities, they have helped expand access to healthy food for families who might otherwise go without.

With more than 40 percent of households in La Crosse County living on the edge of financial insecurity, the leadership and service of the Hunger Task Force play a critical role in building a healthier, more connected community.

PEDAL FOR A PURPOSE

The third Annual Pedal for a Purpose brought our community together for another team cycling event in support of the Y's cancer survivorship programs, **LIVESTRONG** and **YOUTHSTRONG**. Held at both the Dahl and Houser branches, the event featured 24 teams, and more than 120 riders participated.

Thanks to the incredible generosity of 381 donors, we raised \$44,920 to directly support cancer survivors in our community.

Four **LIVESTRONG** teams also participated in the event, helping to raise awareness and highlight the impact of the Y's cancer survivorship programs.

WICKED FUN GALA

On May 8th, 400 friends of the Y came together for a Wicked-themed celebration full of magic and fundraising. After being transported to Oz for a cocktail and hors d'oeuvre reception complete with flying monkeys, witches, and a wizard, the group gathered in the ballroom for a program featuring stories of the Y's influence within the community. Our very own YMCA dancers joined us for two Wicked performances, and the night was rounded out with a special vocal performance of "For Good." A great time was had by all, and \$225,000 was raised to support the people and programs of the Y.

MAPLE LEAF

The 26th Annual Maple Leaf Walk Run took place on September 27th, offering a Half Marathon, 5 Mile, 5K, and Kids races. This year, over 1,150 participants came out for the event, celebrating a longstanding tradition in our community and breaking an attendance record since before COVID-19. Runners' ages ranged from 0 to 88 years old, and 475 participants were return-racers for their third or more years running in a Maple Leaf race. Sponsorships for the Maple Leaf provided \$47,000 toward the Y's Annual Campaign, while registrations and donations contributed \$61,376.



GIVING FOR GOOD

Y GIVING DAY

With the help of 925 members and friends, the fourth annual Y Giving Day was a huge success, raising \$372,631 for Y programs and projects. 67 ambassadors raised their hands to help fundraise for 13 individual projects.

YMCA Food Access Program: The YMCA Mobile Market Food Pantry serves 931 individuals each month by providing hearty food boxes, personal and household hygiene items, a mental health newsletter, and information on community resources. This nationally recognized program supports neighbors who lack access to traditional food pantries while helping families work toward greater stability.

Houser Facilities Improvements: As the Houser YMCA facility continues to age, updates were needed to maintain a safe and comfortable environment for members. This project replaced the HVAC system that serves the Houser branch locker rooms. The YMCA operates 26 HVAC units across both branches, making ongoing maintenance and upgrades essential.

Wellness Warriors: This eight-week program supports veteran wellness by focusing on the eight dimensions of health while building social connections. Veterans and their families are welcomed into the YMCA community with a complimentary one-year membership after completing Wellness Warriors. All veterans are welcome to join, thanks to this generous support.

No Boundaries Camp: No Boundaries Camp provides an accessible, barrier-free experience with activities such as sports, aquatics, music, arts and crafts, gymnastics, and daily living skills. The program focuses on building independence, social skills, communication, and healthy lifestyle habits while fostering community inclusion.

Kid Fun at the Y: This initiative enhanced youth spaces and experiences throughout the YMCA. Improvements included a new Pop-A-Shot arcade game in the Houser KidZone, updated toys and activities for the Early Childhood Daycare Center, replacement gymnastics equipment, and the creation of an accessible pathway to the swing at the Miracle Field.

Healthy Living at the Y—Diabetes Prevention Program: The Diabetes Prevention Program operates as a year-long group wellness program that helps participants develop lasting healthy habits. Participants learn strategies for nutrition, physical activity, stress management, and motivation while building support and accountability within a group setting.



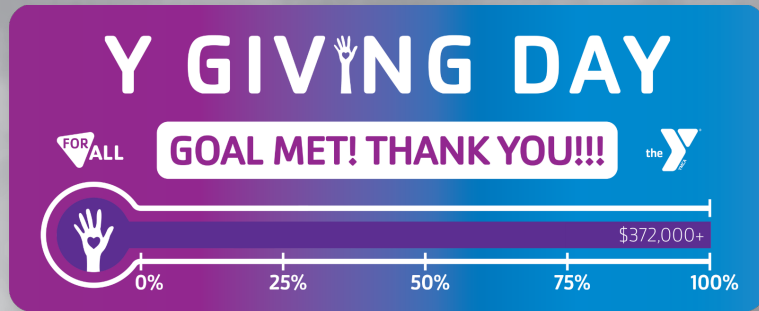
Cancer Survivorship: The YMCA's **LIVESTRONG** and **YOUTHSTRONG** programs support adult and youth cancer survivors as they rebuild strength, endurance, flexibility, and confidence after treatment. Participants work with trained YMCA staff in a supportive community environment that also addresses mental and emotional well-being through wellness education, lifestyle discussions, and connection with others on a similar journey. These programs help survivors safely transition into the next chapter of their health and wellness.

Youth Program Scholarships: Through the YMCA's financial assistance program, one in four youth participates in YMCA programs. Scholarships provide access to activities such as swimming lessons, dance, karate, music, e-sports, gymnastics, basketball, soccer, and more.

Community Health Workers: The YMCA's Community Health Workers support families experiencing or at risk of homelessness through partnerships with the local school districts and the Great Rivers United Way. Community Health Workers help families access housing, employment, healthcare, food, education, and other essential resources.

Supporting Our Seniors: The Membership for All program ensures seniors can access YMCA facilities, programs, and community connections. One in five seniors benefit from income-based membership support, helping reduce isolation while promoting health and wellness.





Community Youth Center: The Community Youth Center serves as a free drop-in space for youth ages 10–17, offering meals, mentorship, leadership development, and life-skill programming. The center operates seven days a week and provides a safe and welcoming environment, clothing closet, hygiene care, and laundry facilities.

Wave Swim Team: The Wave Swim Team continues as a long-standing program that provides youth with opportunities for athletic development, teamwork, and lasting friendships while representing the YMCA in competitive swimming.

Coulee Region Logrolling: More than 200 participants take part in logrolling programming across the Coulee Region each year. New equipment was able to be purchased, enhancing the program experience. The program includes instruction from experienced coaches and hosts several tournaments annually.

Mental Health at the Y: Mental health initiatives at the Y include partnerships with community organizations, staff training, wellness programming, and awareness campaigns such as the “Be Here” initiative, all focused on supporting the mental and emotional well-being of members.

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

	2025	2024
Current assets	\$647,288	\$677,458
Investments	1,727,780	1,958,355
Property and other assets	24,386,345	25,862,467
Total Assets	\$26,761,413	\$28,498,280
Current liabilities	\$1,521,672	\$1,684,949
Other liabilities	2,828,465	3,889,614
Total Liabilities	\$4,350,137	\$5,574,563
Net assets	\$22,411,276	\$22,923,717
Total Liabilities + Net Assets	\$26,761,413	\$28,498,280

REVENUES + PUBLIC SUPPORT

Public support	\$1,788,750	\$2,259,097
Membership fees	6,371,364	6,110,988
Program fees	6,200,161	5,610,966
Investment performance	266,517	202,533
All other	310,190	291,257
Total Revenue	\$14,936,982	\$14,474,841

Unaudited Financial Statements



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+

Harry and Carla Dahl
Dahl Automotive
Dahl Family Foundation
Barb and Dave Erickson
Philip Gelatt
Gillette Pepsi Companies Inc.
Glendenning Family Foundation
Emplify Health by Gundersen
Ron, Elisa, and Katerina Houser
John Lyche
Otto Bremer Trust
YMCA of the USA

\$20,000–\$49,999

Anonymous Donors
Antioch Foundation Trust
Friends of the Y
Gelatt Siblings Fund
Great Rivers United Way
Festival Foods
Mid-City Steel LLC
Rotary Lights
Schneider Heating & Air Conditioning

\$10,000–\$19,999

Anonymous Donors
Brian and Barbara Benson
Binsfeld Family Fund
Franciscan Sisters Of Perpetual Adoration
Great Rivers United Way
La Crosse Community Foundation
Mayo Clinic Health System
Robert and Patricia Perlock
Russell L. & Vera M. Smith Trust
Sue Anne Gelatt Foundation
Team Brown Foundation

\$5,000–\$9,999

Anonymous Donors
Paul and Megan Bagniefski
Heather Chial and Robert Bakkestuen
Cordell's Automotive
Coulee Region Roofing
Tim and Sue Durtsche
Denny and Lauri Ford
Jonathan and Angela Gelatt
Doug and Nancy Hastad
J.F. Brennan Company
Tim and Laura Johnson
Kish & Sons Electric, Inc.
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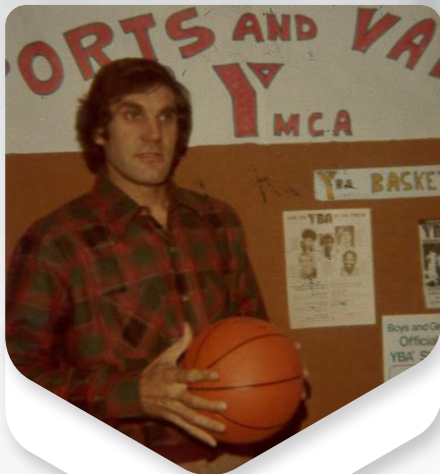
SHOW SUPPORT

LEAVING A LEGACY

BOB HUFF

I cannot express in words how much this Y has meant to me, my family, and my friends these past 53 years as an employee as well as a member.

The most important friends I have made have been through the Y and the bonding experiences with them from our camp, youth sports, noon basketball and racquetball. I also truly enjoyed working with the committees and board members through the years. The volunteers we have had are awesome in the time, talent and treasure they have given. I am humbled and grateful to have been a part of it. I am also impressed to see the growth of Y membership and community support over the years.



"I love this Y and the fact that we play and interact with people of all ages, all income levels, all cultures, and all backgrounds. I'm proud to be a member of the 1883 Society, so I can do my part to ensure the strength and community of the La Crosse Area Family YMCA can continue for many years to come."

—**BOB HUFF**

Retired CEO of the La Crosse Area Family YMCA
1883 Society Member



1883

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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.



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