



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



REPORT TO THE COMMUNITY

2010 ANNUAL REPORT
Greater Green Bay YMCA

STRENGTHEN THE FOUNDATION OF OUR COMMUNITY

OUR MISSION: To put Christian principles into practice through programs that build healthy spirit, mind and body for all.

Dear Friends,

“To put Christian principles into practice through programs that build healthy spirit, mind, and body for all” is our long-standing mission at the Y. Since 1870, the Greater Green Bay YMCA has been adapting to and serving the needs of this fine community, and we plan to continue providing services for at least another 140 years! We’ve remained a strong association and believe that a solid YMCA is a reflection of a strong, vibrant and healthy community. We’re thankful for our rich heritage and long-standing support, as it provides us the means to continue remaining true to our charitable cause and strengthening the foundation of our community.

At the Y, we are for everyone. Our “Membership For All” program allows anyone, regardless of income, to belong to the Y because of our income-based pricing model. We strongly believe that our ability to serve others and our exceptional capacity to foster lasting personal and social change is what makes us unique.

Ultimately, our goal is to serve more people and encourage all to live healthier lives. We do this by nurturing the potential of every child and teen, by providing resources for all to improve their health and well-being, and by giving back and encouraging others to also provide support for our neighbors.

In 2010 we unveiled a revitalized Y brand strategy and with this came changes to our look - a refreshed color palette, and, for the first time in 43 years, a modified Y logo. More important than the fun, fresh colors, is the fact that we can more easily define everything we do into one of our three areas of focus: Youth Development, Healthy Living and Social Responsibility. In this report to the community, we invite you to read our members’ stories of the Y’s positive force in their lives.

We’re proud of the work we do for people and look forward to enriching more lives and more families, as well as continuing to strengthen the foundation of this community for decades to come.

Thank you for your support of the Y.



Tim Kneeland
Board Chairman



Steve Harty
President and CEO

OUR VALUES

CARING

show a sincere concern for others

HONESTY

be truthful in what you say and do

RESPECT

follow the golden rule

RESPONSIBILITY

be accountable for your promises and actions



OUR PROMISE: To strengthen the foundations of community.

The YMCA is an association of men, women, and children of all ages and from all walks of life joined together by a shared passion: to heal and strengthen our community. With a commitment to nurturing the potential of kids, promoting healthy living, and fostering a sense of social responsibility, the YMCA ensures that every individual has access to the essentials needed to learn, grow and thrive. Though the world may be unpredictable, one thing remains certain - the YMCA is, and always will be, dedicated to building healthy, confident, secure, and connected children, families, and communities.

HOW WE DO IT

through our three focus areas:

YOUTH DEVELOPMENT

nurturing the potential of every child and teen

HEALTHY LIVING

improving the community's health and well-being

SOCIAL RESPONSIBILITY

giving back and providing support to our neighbors



“What YMCA camp means to me is the chance to do things that I don't usually get to do other places. It means the chance to have independence from my parents. It means that every summer I can go back to a place where I can have lots of fun doing things like sleeping out in the woods with just a tarp over my head (woo hoo) and eating stuff that not many people would not willingly try. It is good, I'll tell you that.”

~Jeremiah Townsend

YOUTH DEVELOPMENT

Nurturing the potential of every child and teen.

**NURTURING
THE POTENTIAL
OF EVERY
CHILD AND TEEN.**



YOUTH DEVELOPMENT: Nurture the potential of every child and teen through a variety of program offerings.

Because we believe that all kids deserve the opportunity to discover who they are and what they can achieve. At the Y today, youth are cultivating values, skills and relationships that lead to positive behaviors, better health, and educational achievement.

Programs such as Swim Smart and Girls Night Out foster and develop new skills and self-esteem in our youth that will guide them to lead a safer, healthier life. Through non-competitive Youth Sports and competitive Swim Team and Gymnastics, our children are learning what it means to be part of a team, to give your best effort and to respect and celebrate everyone's contribution. Each child involved in any of our Y Camp opportunities finds himself more confident, respectful, self-reliant and with a new-found appreciation of our natural environment.



“

I believe life is a journey – to be healthy, whole and real. I am physically the healthiest I have ever been due to my consistent activity at the YMCA. The AMT machine “with the orange feet” is my favorite. I also use the pool, which is a sanctuary unto itself. And the people, what wonderful friends I have made at the Y – healthy friends with great attitudes!

A few years ago, I had to abruptly stop working. Between genetics and working construction my body was giving out (not to mention my spirit & finances!). Due to the Strong Kids campaign, I received some much needed help in both areas.

This program is not only for kids – but everyone who needs, receives. For many kids & families, this makes the difference to be at the YMCA instead of elsewhere. I am very blessed! For me, it is easier to give than receive, but I am grateful for receiving all that I have. In gratitude, I support the Y’s annual Strong Kids campaign. God Bless.

”

~Stephanie

HEALTHY LIVING

Improving our community’s health and well-being.

**IMPROVING OUR
COMMUNITY'S
HEALTH AND
WELL-BEING.**



HEALTHY LIVING: Improve our community’s health and well-being through a variety of program services and special events.

At the Y, we help children and adults understand and value their health. We offer resources and guidance to maintain or improve physical activity, health and well-being. With a philosophy centered on balance, the Y brings families closer together, encourages healthier living and fosters connections through shared interests, growing, learning, fitness, sports, and play.

Through programs such as Family Zumba, Rainbow Rompers, and special events such as Family Nights and Healthy Kids Day, thousands of adults and families are receiving the support, guidance and resources needed to achieve greater health and well-being in spirit, mind and body.



“

Seven years ago tragedy struck our family when we lost my husband and the father of my then 2 month-old daughter Athena. As many know who have experienced any form of tragedy, your life forever changes. For me, it was the lost of my best friend and the many relationships that came with it. After two years of slowly going through the motions, my dear friend Sara asked me to start working out with her ...we decided to run the Turkey Trot and from there decided it was time to get a membership. Financially, not thinking I could afford it I met with Christine and she told me about the Strong Kids Campaign. With the help of financial assistance I have been able to continue to be a member of the Y. Over the last several years, the Y has provided my family with a place of solitude, interaction and social networking as well as an overall healthy place to build our new life. My daughter has enjoyed many of the programs and has met many new friends, and, for me it has been a place to unwind and gain a sense of inner peace. I could not have imagined going through the last several years without some sense of stability and structure, which the Y has provided for my daughter and me. The Y is and will continue to be an active part of our lives. We thank God that there is such a place that we can feel so at home at. Words cannot express our sincere thanks to the staff and the Strong Kids Campaign.

”

~Monique and Athena

SOCIAL RESPONSIBILITY

Giving back and providing support to our neighbors.

**GIVING BACK
AND PROVIDING
SUPPORT TO
OUR NEIGHBORS.**



SOCIAL RESPONSIBILITY: Give back and provide support to our neighbors through a variety of program offerings focused on and adapting to community needs.

Our staff, volunteers, donors and sponsors are kids, parents, grandparents, neighbors and local leaders who are all personally committed to understanding what our neighborhoods need. Working together we respond to the needs of the community and promote lasting personal and social change. Based on their income, one out of every nine members and program participants qualify for assistance to make the Y accessible and affordable - for every body.

Programs such as Special Populations Recreation Night, Swim Smart, and Girls' Night Out could never happen without the generosity and determination of our dedicated pool of volunteers and donors. Every day our impact is felt when a volunteer coach inspires a youth athlete in a Youth Sports program, when a family makes healthier choices after participating in Healthy Kids Day, or when a child receives a scholarship to attend camp.

THE ANSWER:

**YES,
THROUGH
VOLUNTEERS.**

QUESTION:

DOES THE COMMUNITY SUPPORT US AS A CAUSE-DRIVEN ORGANIZATION HELPING US TO FURTHER ADVANCE OUR MISSION?



VOLUNTEER HIGHLIGHTS 12.31.2010

2010 VOLUNTEER STATS:

Policy volunteers include board members and corporate committee members.

	Volunteers	Hours	Value*
Policy Volunteers	51	576	\$10,247*
Program Volunteers	2108	10,979	\$195,316*

HIGHLIGHTS OF PROGRAM VOLUNTEERS: **

Center	Volunteers	Hours	Value*
21st Century	90	138	\$2,455
Broadview	56	388	\$6,903
Downtown	151	1041	\$18,519
East Side	107	566	\$10,069
Preschool/Dance	195	773	\$13,752
SACC	14	41	\$729
Swim Team	269	1200	\$21,348
West Side	76	359	\$6,387
Youth Sports	300	1420	\$25,262
Y's Men/Ski Sale	45	1530	\$27,219
Strong Kids	459	1836	\$32,662
2010 Totals	2,159	11,555	\$205,563

GIVING BACK AND PROVIDING
SUPPORT TO OUR NEIGHBORS
HAPPENS EVERY DAY
INFORMALLY AS PART OF THE
Y CULTURE. FORMALLY, IN 2010
VOLUNTEERS GAVE THE Y 11,555
HOURS OF SERVICE.

*Value of volunteers is based on 2008 estimated dollar value of volunteers for the state of Wisconsin. This number is \$17.79/hour and current values are expected to be higher. This information can be found at www.independentsector.org/volunteer_time.

**Discrepancies between highlights and total volunteers/time exist because the highlight does not include all program volunteers.

**OUR PURPOSE
IS PEOPLE
NOT PROFIT.**

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THE ANSWER:

**YES,
THROUGH
DONATIONS.**

QUESTION:

DOES THE COMMUNITY SUPPORT US AS A CAUSE-DRIVEN ORGANIZATION HELPING US TO FURTHER ADVANCE OUR MISSION?

GOLD PARTNER

Associated Bank
 Aurora BayCare Medical Center
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Cornerstone Foundation of NE WI
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 Community Foundation
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 Beno Plumbing & Heating, Inc.
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 Blindauer Sheet Metal & Roofing Inc
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 Industries Inc.
 Imaginasium, Inc.
 J.W. Industries, Inc.
 JP Morgan Chase Foundation

SILVER TRIANGLE cont'd

KI
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Macco's Commercial Interiors, Inc.
Martin Security Systems
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MDT Lab Resources, LLC.
Molding and Millwork Specialties
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Packer City International
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THE ANSWER:

**HERITAGE
SOCIETY
MEMBERS.**

QUESTION:

WHAT GROUP OF LIKE-MINDED YMCA DONORS ARE IMPACTING LIVES FOR GENERATIONS TO COME?



WE KNOW THAT WHEN WE WORK AS ONE, WE CAN MOVE FORWARD. HERITAGE SOCIETY MEMBERS ARE A GROUP OF LIKE-MINDED DONORS WHO WANT TO ASSURE THAT THE Y IS ALWAYS HERE TO PROVIDE SUPPORT TO OUR NEIGHBORS AND OPPORTUNITIES FOR FUTURE GENERATIONS TO LEARN, GROW AND THRIVE.

HERITAGE SOCIETY MEMBERS

Tom and Jean Badciong
 Dan Beisel*
 Rick & Susie Beverstein
 Giles Blaser
 Jim and Carol Bowley
 Rick Chernick
 Penelope Cofrin
 Cort Condon
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 Schreiber Foods, Inc.
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* deceased

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 Robert and Ramona Etter Memorial
 John Feldman Memorial
 Blanche Heins Memorial
 Thomas Hundley Memorial
 Otto Lehner Memorial
 Louis Milson Memorial
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 Philip Morris Matching Gift Program
 Rosenburg Foundation
 Flora Siebert
 WPS Foundation in honor of
 Jim Liethen

THE ANSWER:

**YES,
THROUGH
SPONSORSHIPS
AND GRANTS.**

QUESTION:

DOES THE COMMUNITY SUPPORT US AS A CAUSE-DRIVEN ORGANIZATION HELPING US TO FURTHER ADVANCE OUR MISSION?

YMCA CHARITY GOLF OUTING SPONSORS

2010 GOLF OUTING SPONSOR:

Pomp's Tire

COURSE REFRESHMENT:

Amerhart

CART SPONSOR:

AEI/Fulfillnet

SOCIAL HOUR:

Jim and Sheila Growt

DINNER HOUR:

Marty and Lisa Milton

LUNCH SPONSOR:

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GRANTS

Crime Prevention Fndt of Brown County

Y Klub

Green Bay Rotary Foundaion

Y Klub

Green Bay Packers Foundation

Y Klub

YMCA of the USA

Howe & Eisenhower After School Program

Schreiber Foods Community Fund

Girls Night Out

Texas Roadhouse

Howe After School Program

Brian and Mary Beth McDonald

Howe After School Program

Colleen Steier

Howe After School Program

Green Bay Preble Optimist Club

Howe After School Program

Mark & Laurie Zastrow

Howe After School Program





As working parents, worry-free childcare is a necessity and the School Age Child Care program and Y camps provide that for us. Our girls, Hannah and Emma, are enthusiastic about the staff and have fun playing with their friends. Both programs create a positive environment where the core values of caring, honesty, respect, and responsibility are taught and modeled by staff. We see our girls growing and developing leadership skills and wanting to transition into new roles within the Y. The health aspects of staying active with gym activities, spending time outdoors and experiencing nature, and even playing board games are also important to us. The environment at the Y is comfortable and allows us to experience the Y in a way that works best for each of us. Our family is stronger because of the Y.

-Goetz Family

my y story



FINANCIAL HIGHLIGHTS

12.31.2010

PUBLIC SUPPORT	2010
Contributions	\$147,107
Strong Kids	\$547,593
Camp U-Nah-Li-Ya	\$816,377
Total Public Support	\$1,511,077

REVENUES	
Membership Dues	\$6,409,457
Program Fees	\$1,563,682
Camping Fees	\$993,247
Child Care Fees	\$1,603,526
Investment Income	\$297,378
Other	\$228,446
Total Revenues	\$11,095,736

TOTAL PUBLIC SUPPORT & REVENUES	\$12,606,813
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EXPENSES	2010
Employee Compensation and Related	\$6,815,652
Supplies and Professional Services	\$2,093,432
Occupancy and Maintenance	\$2,489,461
Insurance	\$113,273
National Support	\$131,043
Interest	\$61,067
Total Expenses	\$11,703,928

FINANCIAL SUMMARY

The Statement of Financial Position are derived from the Greater Green Bay YMCA's financial statement as of December 31, 2010, which have been audited by Schenck SC. A complete copy, along with our Form 990, can be found at 235 N Jefferson St, Green Bay, WI.

CONTACT US

GREATER GREEN BAY YMCA

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Green Bay, WI 54301
P 920 436 9622 **F** 920 436 9699
W www.greenbayymca.org
E ymca@greenbayymca.org

BROADVIEW

380 Broadview Drive
Green Bay, WI 54301

DOWNTOWN

235 North Jefferson Street
Green Bay, WI 54301

EAST SIDE

1740 South Huron Road
Green Bay, WI 54311

WEST SIDE

601 Cardinal Lane
Green Bay, WI 54313

CAMP U-NAH-LI-YA

12101 Y Camp Road
Suring, WI 54174
P 715 276 7116

CAMP WABANSI

1242 Bay Shore Road
Brussels, WI 54204
P 920 825 7830

KAMP KERMIT

1740 South Huron Road
Green Bay, WI 54311
P 920 436 1243

KIDS CAMP

601 Cardinal Lane
Green Bay, WI 54313
P 920 436 9656

**WORKING
FOR OUR
COMMUNITY**