



**FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY**

ALWAYS HERE FOR OUR COMMUNITY

**YMCA of the Prairie
Annual Report for 2010**



ALWAYS HERE FOR OUR COMMUNITY

MESSAGE FROM THE CEO

Dear Friends,

Thank you for your support of the YMCA of the Prairie. It has once again been a successful year at the Y thanks to the great volunteers, staff and community members who believe in our mission. The purpose of this report is to share with you information about our organization and highlight some of the great work we have accomplished together.



Jeff Morgan

- Thanks to our generous campaigners and donors, we raised more than \$108,000 through our annual campaign that provides membership and program assistance to 14 percent of our members. The annual campaign funds also allow us to subsidize programs, make capital improvements and upgrade equipment.

- The Y got a face lift with its new national marketing strategy that changed the logo and other important ways of identifying the YMCA.

- Operations at the Y of Lexington kicked off in the spring with programs and then late summer with the opening of a 4,000-square-foot store front facility that has a wellness center, child watch area, group exercise room and social area.

- The Y was part of the development of a summer lunch program that served nutritious free noon meals to kids during the summer.

- We had our first Heritage Club Dinner to celebrate the Y's endowment fund.

In addition to improving the health of well-being of 3,600 members, these are just a few of the things that make the Y a great place for youth development, social responsibility and healthy living. Thank you for being a part of the YMCA.

— Jeff Morgan, YMCA of the Prairie CEO

BOARD MEMBERS

Association Board for 2011

Michele Ehresman —President
Tod McKeone —Vice President
Amy Biehl Owens —Secretary
Kyle Anderson — Treasurer
Mark Harrel
Dan Janssen
Robert McCormick
Dave Rowe
Monty Vonasek

BRANCH BOARD MEMBERS

Connie Jacobson — President
Mark Harrel — Vice President
Brian Johnson — Treasurer
Nancy Ecklun
Paul Fulmer
Kim Hinrichs
Grant Hinz
Doug Hohman
Polly Murdoch
Wayne Quincy
Jessica Sundquist
Karen Stute
Gary Wall
Rich Watson
John Williams

ENDOWMENT SECURES FUTURE FOR YMCA

BECOME A CHARTER MEMBER OF THE YMCA HERITAGE CLUB IN 2011.

This year marked an important step in securing the future of the YMCA when an Endowment Fund was officially started.

The initial gifts to open the fund (held at the Phelps County Community Foundation) were given by Bruce and Carol Hendrickson, Roy W. and Mary L. Pearson and Gloria Erickson in memory of Lloyd Erickson.

With additional cash gifts and memorial gifts in 2010, the fund has grown to more than \$40,000. The principle of the fund will not be spent. The interest generated will be used to further the mission of the YMCA in the future.

Those who give to the endowment fund or make a commitment to give in the future are recognized as part of the YMCA's Heritage Club. At the end of 2010, there were 20 Heritage Club members.

The first Heritage Club dinner was held in October 2010 to honor those who have made this commitment.

We would like to invite others to join the Heritage Club in supporting the future of the Y. All donors who make a commitment to the fund in 2011 will be considered charter members of the club.

YOUTH DEVELOPMENT

PROGRAM GIVES PRESCHOOLERS A LEAP AHEAD

Each Monday, Wednesday and Friday morning at the Y, preschoolers are busy making crafts, listening to books and playing active games in the gym in the Y's Leap & Learn Program.

This program is free for members and has served as a great tool for kindergarten preparation, socialization and just plain fun for the past seven years. It was one of the Y's first programs.

The class is currently taught by Y employees Lori Swanson and Kari Fishell. Children from 65 families have participated in the class during the past year with between 5 and 20 kids at each class.

Y member Sheryl Waterman often brings her 5-year-old twins, Zech and Jed, to the class.

"The kids love the games," Sheryl said. "They learn listening skills and how to behave in a group. They've enjoyed the friendships they've made."

Zech and Jed said their favorite part of Leap & Learn is making crafts.

Y Member Eileen Golus' son Micheal attends the class, too.

"I think it's great because it gives him a class to go to while I go to a class," Eileen said.

Lori Allmand's daughter Sydney attended the class for about four years before she started school.

"She loved it," Lori said. "Since I was a stay-at-home mom, it gave her a sense of being together with a group."



PARTNERSHIPS CREATE MORE OPPORTUNITIES FOR SUCCESS



More kids learned about starting a business, rockets and nutrition in 2010 thanks to a partnership between the YMCA of the Prairie and the University of Nebraska-Lincoln Cooperative Extension. The two organizations had joined forces for many years to offer a Baby-sitting Clinic each spring that attracts between 30 and 40 youth.

This past year, a Rocket Fun class, Food & Fitness Camp and an Entrepreneurship Camp for kids were added. The Phelps County Development Corpora-

tion also was a partner in the entrepreneurship class.

"Partnerships are important to the YMCA," Branch Executive Director Kristine Jacobson said. "These partnerships allow both organizations to share their talents and resources to create excellent educational and recreational opportunities."

Other 2010 partners included: Holdrege Public Schools, Phelps Memorial Health Center, Two Rivers Public Health, Phelps County Fair Board, Nebraska Wall-eye Association, Sun Theater, The Tassel Center for Performing Arts, Holdrege Tennis Association, 4-H and the Safe Communities Coalition.

SOCIAL RESPONSIBILITY

Y AFTER-SCHOOL PROGRAM

‘A DREAM COME TRUE’

“THE AFTER-SCHOOL PROGRAM IS LIKE A DREAM COME TRUE FOR HER. SHE TRIES TO ACT SO GROWN UP BECAUSE OF THE CIRCUMSTANCES SHE’S BEEN THROUGH. THE YMCA IS KIND OF LIKE NATALIE’S GET AWAY. EVERYTHING’S FINE THERE. THERE’S FUN AND PLAY. SHE NOT EXPECTED TO BE GROWN-UP.”

For most 5-year-olds, the summer before kindergarten is filled with excitement and jitters about the first day of school.

But for Natalie Wilhelm of Holdrege, her worries were much more complex. Her parents decided to divorce and she and her siblings moved with their mother into a tiny apartment. Then, they had to live at a hotel for several months.

Her mother, Jeri, said that Natalie suffered a mental breakdown from the turmoil.

“It was a very hard summer,” Jeri said.

Jeri’s hopes came true that school and the YMCA after-school program would help her daughter gain stability again.

“The after-school program is like a dream come true for her,” Jeri said. “She tries to act so grown up because of the circumstances she’s been through. The YMCA is kind of like Natalie’s get away. Everything’s fine there. There’s fun and play. She not expected to be grown-up. My biggest thing is I want her to be a kid.”

Natalie is able to attend the after-school program because of generous donors who contribute to the annual campaign making it possible for the Wilhelms to pay a reduced fee.

“If I didn’t have it (the financial help), I wouldn’t be able to do it,” Jeri said.

One-third of the 52 students in the Y’s after-school program are benefiting from donations given to the annual campaign, and Jeri said she is greatly appreciative for this help and this program for her daughter.

“Natalie relies on the school and the YMCA a lot to keep her calm and collected,” Jeri said. “That’s her get-away and that’s the one thing she has that she does know she gets to keep.”



HEALTHY LIVING

Y MAKES STRIDES IN FIGHT AGAINST CHILDHOOD OBESITY



Each year in April, the YMCA hosts a free Healthy Kids Day event. In 2010, Y staff made an extra effort to take the message of healthy living outside the walls of the Y and into the schools. It was a successful outreach effort to bring the message of health and wellness to all kids in the community.

Y staff led group exercise classes at all elementary schools in Holdrege and had a free game of dodge ball for Middle School students during Healthy Kids week. School students also participated in a healthy week challenge organized by the Y and Holdrege Public School wellness committee members. Kids were eating healthy, exercising and sleeping better.

The week ended with a free event at the Y that included free Subway sandwiches for families, educational booths and information about how kids can become active and involved in Y programs and other community organizations.

Y MEMBERS FIND FOUNTAIN OF YOUTH WITH REGULAR EXERCISE

Exercise has benefits at any age. Y members 65 and older who exercise regularly say the exercise helps them stay active and mobile, and it is a great way to socialize.

Faye Anderson works part-time in the Y's Child Watch, but when she's not working she can often be found walking the Y's indoor track or on a treadmill.

"I don't do it to manage my weight," Faye said. "I do it because my dad had a heart condition and I like to keep my heart healthy."

Faye walks at the Y for an hour each morning and then again in the evening with her husband, Dean. They also enjoy the social aspect of the exercise.

Babe Carlson, who is a Golden Member, said the exercise keeps her bones strong and gives her something healthy to do.

"It gets you out of the house rather than being a couch potato," Babe said. "It keeps you healthy. It keeps you young." She exercises on the Nu-Step and the Cybex Weight machines.

Leonard Streff, is also a Golden Member, who tries to maintain a routine of exercising at the Y three times a week. He lifts weights on 14 of the Y's Cybex Weight Machines.

"It keeps me loose," Leonard said. "When you get to my age, you try to hold onto what you've got."

CREATING A HEALTHIER SUMMER, ONE LUNCH AT A TIME

It started as an idea from Holdrege resident Bruce Henrickson—do kids in Holdrege need a place to receive healthy lunches in the summer?

After several meetings with area agencies, it was determined there was a need and the Y took the lead in establishing a new Holdrege Summer Lunch Program.

About 20 children regularly attended the program that lasted for eight weeks

in the summer. The lunches were served from St. Elizabeth's Episcopal Church and Bethel Lutheran Church.

Paid Y staff cooked the meals and volunteers helped and interacted with the kids each day.

"It's great to see that this program is filling in a need in our community," YMCA of the Prairie CEO Jeff Morgan said. "We appreciate so much the contribution from PCCF as well as the other

grantors."

Collaborating partners included area churches, the Phelps County Community Foundation, Holdrege Public Schools, Phelps Memorial Health Center and the YMCA.

The program received funding from the Phelps Memorial Health Center Foundation, Bethel Lutheran Church Foundation, the Phelps County Community Foundation and the Salvation Army.

ENSURE A BRIGHTER FUTURE

The 2010 YMCA annual campaign generated nearly \$109,000 to help fulfill the mission of the YMCA. The Y is thankful to all the campaign volunteers and donors for helping the YMCA continue to serve the community with excellence.

Sir George Williams Society (\$10,000 or greater)

Phelps Memorial Health Center

Capt. Thomas Valentine Sullivan Society (\$5,000-\$9,999)

Roy W. and Mary L. Pearson
First National Bank of Holdrege

John R. Mott Society (\$2,500-\$4,999)

Duane and Beverly Rupkalvis
Coca-Cola/Dr. Pepper Co.
Anonymous

Chair's Round Table Society (\$1,000-\$2,499)

B-D
Curly and Betty Geer
Reed and Sheryl McClymont
Anonymous
Gary and Lisa Shearer
Ken and Karen Stute
Central Valley Irrigation
Dr. Doug and Laurie Hohman
John and Wendy Skallberg
Jeff and Rachel Morgan
Sunny View Farms
Rod and Jeanne Streff
Dot and Gary Wall
Steve & Barb Allen
Mary Anna Anderson
Aurora Cooperative
Batie & Thorell Ins. Agency
Dr. Jeffrey and Jenni Berney
John and Janet Boehler
Margo and Tom Carlson
CHS Agri Service Center
Dr. Doak Doolittle
Michael and Melissa Drain
Mike and Nancy Ecklund
Laverne Edlund
Dr. Scott and Michele Ehresman
Chris and Caroline Erickson
Gloria Erickson
Phil and Kim Hinrichs
Holdrege Market Place
Larry and Connie Jacobson
Chadd and Kristine Jacobson
Janssen Auto Group
Brian and Julie Johnson

Blake and Holly Johnson
Blake and Renee Johnson
Ted and Lenore Kayton
Duane and Kathy Long
Philip McClymont
Ted and Paula McClymont
Robert and Michelle McCormick
Marlin and Polly Murdoch
Kent and Sylvia Person
Roger and Mona Peterson
Precor
Dr. Wayne and Jerrie Quincy
Mark and Robin Reed
Tim and Bev Rehm
Dave Rosenthal
Dale and Diana Sall
Ivan and Sandra Samuelson
Dr. William and Pam Sandy
Tom and Melanie Schrock
Dr. Thomas and Shirley Smith
Jim and Dee Van Marter
John and Michelle Williams
Gerald J. Weber
Bryce and Tara Wolzen

Gifts \$200-\$500

Green Landscapes
Ivalene Simmons
Micheal and Deb Corkery
Dan Engel
Swan and Jo Lundeen
Craig and Joni Schultz
Ag West Commodities
Mark and Bree Harrel
Don Sjogren
Leonard and Marcie Streff
Bruning State Bank
Eric and Diane Titus
Stuart and Lynn Embury
Kent and Janet Exstrom
Dick and Lois Jurgens
Dean and Catherine Anderson
Roger and Marlis Allmand
Matt and Melanie deFreese
Virginia Gustafson
Leona Belle Kipp
Stacy Cash
Chris and Jessica Sundquist
Toby and Dawn Clayton
S & W Auto Parts
Bruce and Carol Hendrickson
Michael Neill
Fairbanks International
Mike and Reve' Fries
Ryan and Jody Bauer
Brad and Brenda Johnson
Ron and Patsy Johnson
Rich and Sue Waller
Rodd and Monica Boyken
Joe and Liz Lawrence

Mark and Christa Fritson
Andrew and Amy Weides
Tom and Natalie Nelsen
Matt and Traci Holt
Kyle and Kylee Dutcher
Robert and Christi Drews
Barry and Karen Daffer
Nicki Christensen
Bob and Shirley Butz
Brian and Camela Houston
Richard and Julie Jeffery
Bernie and Bonnie Reed
Brian and Rechelle Bertrand
Ralph Schroeder

Gifts \$10-\$150

Dawn Linden
David & Natasha Manahan
Todd and Carol Rapstine
Ike and Elaine Redfern
Dave and Branda Wohlgemuth
Brad and Beth Allmand
Darrin and Lori Swanson
Kyle and Christi Anderson
Douglas and Novita Negley
Steve and Teresa Cole
Suzanne Titus
HMS Students
Ryan Fritsche
Matt and Lori Allmand
Dean and Faye Anderson
Greg and Kristin Belgium
Matt and Mandy Benjamin
Kenton and Linda Birtell
Tyson and Jennifer Chick
Jeff and Cheryl Cox
Kirk and Stephanie Edgren
Chris and Angie Ennick
Caleb and Amanda Fisher
Kim and Patricia Fulmer
Jerry and Lori Ferguson
Shawn and Heather Florell
Charles and Rhoda Goodman
Greg and Holly Ham
Erik and Claire Holen
Travis and Michelle Hunter
Roger and Rhonda Johnson
Walter and Melody Johnson
Robert Lind
Tye and Aimee Marquardt
Leonard and Jane Mooney
Ron and Jannelle Pfeifer
Doug and Jill Reed
Brock and Erin Sandy
Rob and Kendra Schmidt
Don and Connie Streeter
Bill and Sheila Tringe
Justin and Carrie Trompke
Staci Trumble
Jim Ziebarth

Barbara Ostdiek
Steve and Julie Billeter
Kevin and Kari Fishell
Ron and Tootie Florell
Grant and Beth Gustafson
Lance and Pam Peterson
Jim and Janet Jensen
Jim and Leslie Crandall
Russ and Kay Edeal
Paul and Cory Fulmer
Marlo and Sharon Kreutzer
Tom and Sharon Nutt
Ron and Janet Stevens
Edwin and Irene Weiss
Frank and Carmen Stradal
Robert and Marilyn Ide
Jerry and Carolyn Lueking
Byron Anderson
Jim and Sharon Hetrick
Brad and Susie Sturgis
Tim and Janita Pavelka
Monica Anderson
Jeff and Monica Hueftle
Craig and Lana Oltmans
Dan and Sue Christensen
Merwyn and Millie Jones
Scott and Kris Thorell
Janice Martin
Bob and Betty Schroeder

Heritage Club Members (Endowment Fund)

Mike & Marcia Bussey
Julie Doolittle
Gloria Erickson in memory of
Lloyd Erickson
Curley & Betty Geer
Bruce & Carol Hendrickson
Brian & Julie Johnson
Reed & Sheryl McClymont
Jeff & Rachel Morgan
Roy W.* & Mary L. Pearson
Betty Sayers
Rod & Jeanne Streff
Gerald Weber

*Indicates deceased

2010 Memorial Gifts

Gifts were given in memory of
Marv Westcott
Bob McClymont
Donald Carlson
Mary Bohr
Phyllis Malm
Ray & Betty Mooney
John Bryce Johnson
Roy W. Pearson
Lloyd Erickson

ALWAYS HERE FOR OUR COMMUNITY

MEMBERSHIP	DEC. 2009	DEC. 2010
Membership Units	1,330	1,352
Members	3,495	3,533
Average Daily Usage	279	283
Retention Rate	80%	82%
Communities Served	34	30

PROGRAM PARTICIPANTS	2009	2010
Adult Programs	1,270	901
Family Programs	455	431
Swim Lessons	241	235
Youth Programs	1,165	1,500
Group Exercise*	13,548	13,639

* Participants counted each time they attend class.

FINANCIAL ASSISTANCE GIVEN		
Membership Assistance	\$52,501	\$65,406
Program Assistance	<u>\$ 8,933</u>	<u>\$ 8,708</u>
Total Assistance Given	\$61,434	\$74,114

YMCA EXPANDS MISSION WITH Y IN LEXINGTON

The YMCA is now reaching more people in south-central Nebraska with the opening of the YMCA of Lexington in the summer of 2010. The 4,000-square-foot facility is located at 103 E. 10th St. Membership has already grown to more than 500 members.

Y programs such as flag football, art and drama were offered in Lexington.

Jeff Morgan serves as CEO over both the YMCA of the Prairie and the YMCA of Lexington. The two Ys also share some other staff to create efficiencies and help both Ys better serve their members.

2009 Financial Data

Operational Public Support

Contributions	\$76,194
Grants	\$1,500

Operational Revenue

Youth Programs	\$64,385
Adult Programs	\$10,897
Membership	\$527,865
Investment Income	\$8,124
Other Income	\$23,938

Total Operational Income.....**\$712,903**

Operational Expenses

Employee Expense	\$416,840
Occupancy	\$252,810
Program Expense	\$36,016
National Support	\$14,434
Total Operational Expenses	\$720,100*

*Operating Expense excludes \$180,723 in depreciation

Capital Campaign Income

Capital Campaign	\$3,343
City Sales Tax	\$186,938

Total Assets

2010 Financial Data

Operational Public Support

Contributions	\$108,179
Grants	\$44,605

Operational Revenue

Youth Programs	\$78,332
Adult Programs	\$15,910
Membership	\$536,191
Investment Income	\$11,704
Other Income	\$58,183

Total Operational Income.....**\$853,104**

Operational Expenses

Employee Expense	\$494,862
Occupancy	\$273,764
Program Expense	\$33,626
National Support	\$13,952
Total Operational Expenses	\$816,204*

*Operating Expense excludes \$180,474 in depreciation

Capital Campaign Income

Capital Campaign	\$47,390
City Sales Tax	\$191,346

Total Assets



YMCA of the Prairie
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1415 Broadway
Holdrege, NE 68949

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DO YOU KNOW THE Y?

At the Y, strengthening community is our cause. The Y serves three crucial areas of focus to help individuals, families and communities learn, grow and thrive.

THE Y IS FOR YOUTH DEVELOPMENT, because we believe that all kids deserve opportunities to discover who they are and what they can achieve. That's why, through the Y, youth today are cultivating the values, skills and relationships that lead to positive behaviors and better health.

THE Y IS FOR HEALTHY LIVING, improving the nation's health and well-being. The Y brings families closer together, encourages good health and fosters connections through fitness, sports, fun and shared interests.



THE Y IS FOR SOCIAL RESPONSIBILITY, giving back and providing support to our neighbors. Whether developing skills or emotional well-being, welcoming and connecting diverse populations or advocating healthier communities, the Y fosters the care and respect all people need and deserve.

The YMCA serves the entire community and is open to everyone. Donors enable the YMCA, a charitable, non-profit organization, to offer a financial assistance program for those individuals and families who qualify.

To learn more, visit www.ymcaoftheprairie.org or stop in today!



www.ymcaoftheprairie.org (308) 995-4050

