

YMCA OF THE PRAIRIE 2013 Community Impact



PASSING ALONG A
BETTER TOMORROW



“The Y has provided me with many opportunities. Probably the most impactful one would be the growth I have experienced from ‘birthing’ the Y. Working for so many years through the growing pains has definitely made me a more well rounded person. It taught me that dreams do come true with hard work and lots of dedicated people.”

— Mona Peterson
past Y board member

OUR CAUSE: **STRENGTHENING THE COMMUNITY**

Dear Friends,

Our focus is on our cause – to strengthen our community and impact lives. In 2013, we marked 10 years of impacting lives in our communities.

By focusing on youth development, healthy living and social responsibility, we enrich lives while addressing critical community needs, such as offering free healthy lunches all summer long at the Kids’ Cafe.

To bring about meaningful change, individuals need ongoing encouragement. We’re here day in and day out to provide the resources needed by our community to address the most pressing social issues.

We’re reminding people that our fitness classes don’t just improve physical health; they help unleash a new outlook on life.

We don’t just bring families together, we help families stay together. We help families connect at programs like the Snowflake Ball and Family Pumpkin Decorating.

And youth sports don’t just teach kids to score goals. They teach character and social skills

for future leaders. We were happy to partner with the Prairie Sports Association to expand our reach in youth sports in 2013.

Our focus is on continually addressing our community’s needs to strengthen the foundations of our community.

Explore these pages and you will see the powerful interrelationship and community impact among our three focus areas: youth development, healthy living and social responsibility.

We offer our utmost appreciation to you – our volunteers, donors, partners, staff and community members who have helped and contributed along our journey to a stronger, more vital YMCA of the Prairie. Together we are shaping the future.

Jeff Morgan, CEO

Rich Watson, CVO



PROVIDING SUPPORT FOR A BRIGHTER FUTURE

The generosity of others is at the core of the Y's existence as a non-profit. We're here day-in and day-out to provide the resources our communities need.



Helping kids eat right and stay active is an ongoing challenge. The Y ensures that all kids can eat healthy all summer long with the **Kids Café**. Last summer, 770 free or reduced meals were served to kids thanks to Y staff and community donors.



Because of our **welcoming values**, we were honored as the National Down Syndrome Congress Employer of the Year! Creighton Wall, a member of our housekeeping staff, nominated the Y.



When our friends at the North Park Assembly of God Church lost their worship area due to a fire, the Y **shared** our building for worship and Sunday school.



We honored more than 50 veterans at the YMCA's first **Veteran's Day Breakfast**.



“With five young children, it would be nearly impossible for me to work out during the day without the Y. I am thankful to be able to take care of myself and know my kiddos are being taken care of by the great child watch staff.”

— Becky Deaver

HELPING ALL KIDS LEARN, GROW, THRIVE

All kids have great potential. We work every day to help them set and achieve their goals. We connect families and support them through after-school programs, camps and family events.

Helping families grow stronger together is part of the work of the YMCA. The first annual **Snowflake ball** helped foster those connections.



The YMCA formed a partnership with the Prairie Sports Association in 2013 and for the first time, organized soccer, baseball and softball programs for the community.



More than 200 children discovered their potential in the YMCA's annual kids duck run. The event was followed by a **FREE Healthy Kids Day** event for the community to learn about living healthier and staying active.



Children found a way to be active all winter long with the Y's first **Swim Team**. New friendships were forged as swimmers from Arapahoe, Holdrege and surrounding areas swam together three times a week and competed in weekend meets. For 9-year-old Sydney Bradley, (pictured right), swim team provided her with a sense of accomplishment as she improved her times each week. "It makes me feel happy that I improved a lot," she said.



It's more than sports and games at the YMCA. In 2013, youth with an interest in technology participated in the **Gear Tech** Robotics program, which was offered in partnership with the University of Nebraska-Lincoln Extension, Phelps County.



Summer day camp offered kids new experiences, skill building and a chance to build lasting friendships. There were 368 camp registrations in 2013 plus 55 for preschool camp.



In August, the Y celebrated 10 years of serving our community with a **birthday party!** More than 300 people helped us celebrate!



"The Y has helped me so much. I have lost weight and lost inches. I have learned to push myself. I can ask for help — help with diet, help with exercise and even help with life at times. Sometimes when I don't really feel like coming to the Y, I know there will always be a smiling face and someone who cares about me. It always brightens my day to come here."

— Judy Ganser

PROVIDING THE TOOLS FOR A HEALTHIER COMMUNITY

Healthy living at the Y means maintaining a balanced spirit, mind and body. The Y provides a supportive community that helps members and program participants find their best path to wellness. Through group exercise classes and team-oriented fitness goals, the Y helps individuals live up to their own potential.



Forty-six people participated in the **Lighten Up the Prairie** weight-loss program in 2013. Mark and Robin Reed (right) won.



Forty-two women were impacted and encouraged to live healthier at the **Healthy Hearts Women's Event** in February.



Women were enlightened about the risks of breast cancer during October's **Breast Cancer Awareness Week and Party in Pink**.



Whether it's helping for an event like the triathlon, coaching youth sports, or leading a class, **volunteers** are at the heart of what we do.



Fifty-four adults **built endurance** and discovered their potential in the 2013 triathlon.



The free **Healthy Kids Day** event in April encouraged hundreds of youth to be active and try new exercises, like Yoga for Kids.



Guided fitness classes like **Fit Farmers** and **Boot Camp** build community and promote wellness.



“This Thanksgiving season marked a new and special time for me as I am now no longer receiving any assistance to be a member of the YMCA! When Alexis and I moved to Holdrege, she was about 1 and 1/2 years old and I joined a ‘gym’ for the first time in my life! What a scary and exciting feeling. Not only did I join a gym but my daughter and I joined a family! Faye, Lori and all the Child Watch staff changed her diapers and instructed her through Leap & Learn! She was taught how to swim! She went to preschool camps and finally to afterschool program. She is now 8 years old and next year will be her last year to be able to be in the afterschool program. Wow!! Where did the time go? Jennifer and the entire afterschool staff continue to blow my mind with their excellence. And with all of this, I have been able to nourish my body and soul in the same place as her. Without the assistance, this would have probably not been a reality!

From the bottom of my heart, thank you! I am so proud to be a member of the YMCA of the Prairie.”

— Allison Gill

BECAUSE OF YOU

The YMCA’s commitment is to provide health, education and social services to anyone, regardless of their ability to pay. We express our sincere gratitude and appreciation to all of our donors for their continued support of our mission in the communities we serve.

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

Phelps Memorial Health Center
Phelps Co. Community Foundation
Brian and Julie Johnson
Central Valley Irrigation
Bob and Jean Linder

Captain Thomas Valentine Sullivan Society (\$2,500-\$9,999)

First National Bank of Holdrege
Anonymous
Mary L. Pearson
B-D
CHS Agri Service Center
Janssen Auto Group
Don Sjogren

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

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John and Michelle Williams

Donors \$800-\$200

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Brian and Jenice Bergstrom
AM SAN LLC

We gratefully acknowledge all of our donors and have listed those here who donated between January and December 2013. We have done our best to ensure the accuracy of this listing. If there is an error, we hope you will accept our apologies and contact us to correct the error.

WE CAN DO MORE!

Michael and Deb Corkery
Lucille Erickson
Amanda and Caleb Fisher
Blaine and Nancy Fritsche
Dick Messersmith
Brian and Kim Rust
Matt and Jessica Samuelson
Diana Watson
Hilsabeck Sporting Goods
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Ed's Electric and Plumbing
Holdrege Lions Club
The Screen Machine LLC
Bruce Furniture

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Brad and Beth Allmand
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Kyle and Ann Anderson
Michelle and Scott Boulware
Wes and Val Broeker
Dr. Bob and Shirley Butz
Kyle and Kylee Dutcher

Steve and Linda Fegter
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Lee and Patty Samuelson
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Walter and Melody Johnson
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Traci Keyser
Stephanie Mayland
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Eugene and Joan Horn
Bertha Smith
Leonard and Marcie Streff
Monica Anderson
Joyce Olsen
Dora Lee Carlson
Tim and Laurie Hill
Darci Samuelson

2013 Memorial Gifts
Gifts were given in memory of:
Jim Jones
James R. McCormick
Tony Shield
William "Butch" Riley

2013 In Honor Of Gifts
A gift was given in honor of:
Bob Wells

LEAVING A LEGACY: ENDOWMENT FUND

Thank you to the following people who have become members of the YMCA's Heritage Club by giving a direct donation to the endowment fund or by including the YMCA in their estate planning. The endowment fund secures funds for the long-term financial success of the YMCA.

Heritage Club Members

Mike & Marcia Bussey
Lois Carlson
Cheryl Cox
Julie Doolittle
Gloria Erickson IMO Lloyd Erickson
Curly* & Betty Geer
Bruce & Carol Hendrickson
Phil & Kim Hinrichs
Doug & Laurie Hohman
Chadd & Kristine Jacobson
Brian & Julie Johnson
Robert & Michelle McCormick
Jeff & Rachel Morgan
Roy W.* & Mary L. Pearson*
Anonymous
Don Sjogren
John & Wendy Skallberg
Tom & Shirley Smith
Rod & Jeanne Streff
Monty & Tammy Vonasek
Diana Watson
Jim & Dee Van Marter
Dot & Gary Wall
Gerald Weber

*Indicates deceased

BY THE NUMBERS

In our 10th year, our membership reached its

MEMBERSHIP

Membership Units 1,402
Members 3,634
Facility Usage..... 113,787
Communities Served 30

PROGRAMS

Group Exercise 18,166
Family Programs511
Child Watch 8,163 uses
Swim Lessons 161
Youth Sports1,012
Adult Sports368
After-School Program55
Summer Camp368
Preschool Camp55

SCHOLARSHIPS

Thanks to Y donors, we were able to provide

\$82,118

in membership and program assistance in 2013.

FINANCIAL STATEMENT

2012

2013

PUBLIC SUPPORT

Contributions	\$117,479	\$119,092
Grants	\$15,719	\$25,956
Sponsorships.....	\$18,375	\$38,804

EARNED REVENUE

Youth Programs	\$72,824	\$98,126
Adult Programs	\$37,817	\$48,748
Membership	\$549,162	\$559,146
Investment Income	\$10,165	\$18,125
Aquatics	\$6,404	\$9,715
Other Income.....	\$79,648	\$112,781
Total Operational Income.....	\$907,593.....	\$1,030,492

EXPENSES

Employee Expense	\$500,881	\$556,463
Occupancy.....	\$259,089	\$306,997
Program Expense.....	\$39,007	\$75,722
National Support	\$11,433	\$19,754
Total Operational Expenses	\$819,460.....	\$968,491

Capital Campaign Income (to fund Building Debt)

City Sales Tax Receipts	\$227,997	\$237,185
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Long-Term Debt

Balance as of Dec. 31	\$220,202
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Endowment

Balance as of Dec. 31	\$113,651
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Liabilities & Equity

Total Assets	\$5,517,622	\$5,351,700
Total Liabilities	\$516,797	\$294,964

YMCA MISSION: TO PUT CHRISTIAN PRINCIPLES INTO PRACTICE THROUGH PROGRAMS THAT BUILD A HEALTHY SPIRIT, MIND AND BODY FOR ALL.

LEADERS

LIVING OUR CAUSE

The Y is a powerful association of men, women and children joined together by a shared commitment to nurture the potential of kids, promote healthy living and foster a sense of social responsibility.

**THE Y IS FOR YOUTH DEVELOPMENT:
NURTURING THE POTENTIAL OF EVERY CHILD AND TEEN**

Whether it's flag football, the after-school program or swim lessons, we believe that all kids deserve the opportunity to discover who they are and what they can achieve.

**THE Y IS FOR HEALTHY LIVING:
IMPROVING OUR COMMUNITIES' HEALTH AND WELL-BEING**

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.

**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.



In 2013, the Y provided a chance for **89 employees** to share their passion for strengthening our community.

2013 Policy Volunteers

Association Board

Tod McKeone, CVO
Robert McCormick, Vice Chair
Mark Harrel, Treasurer
Amy Biehl-Owens, Secretary
Gloria Erickson
Doug Hohman
Wayne Quincy
Dave Rowe
Monty Vonasek

Holdrege Branch Board

Rich Watson, President
Nancy Ecklun
Eric Fuentes
Mark Harrel
Grant Hinze
Doug Hohman
Polly Murdoch
Wayne Quincy
Karen Stute
Jessica Sundquist
Diana Watson

Our Staff Team

Full-Time Leadership Staff

Jeff Morgan, CEO
Janell Brown, Youth & Wellness Manager
Traci Keyser, Business Manager
Andrew Winscot, Sports Manager

Part-Time Leadership Staff

Kristine Jacobson, Marketing Manager
Kim Hinrichs, Development Manager
Tasha Manahan, Fitness Manager
Lori Swanson, Family & Young Child Manager
Courtney Williams, Membership Manager



YMCA OF THE PRAIRIE
PO Box 618
1415 Broadway
Holdrege, NE 68949

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Current Resident Or



3,634

Members encouraged to
live healthier lives



368

Adults got Back in the Game
in adult sports leagues

161

Lives improved through
learning to swim



1,012

Children empowered
through youth sports



Celebrating

10 YEARS

of community service