



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

STRENGTHENING COMMUNITIES TRANSFORMING LIVES

2024
ANNUAL
REPORT



YMCA OF THE FOX CITIES

Our Mission: To put Christian principles into practice by promoting youth, adult and family activities that build a healthy spirit, mind and body for all.



Bret and Kris are committed to nurturing the next generation.



Dear Friends:

The great American poet, Mattie Stepanek, once said...

"Unity is strength... when there is teamwork and collaboration, wonderful things can be achieved."

Those words are so fitting when capturing the collective impact we had over the course of this past year.

With your unwavering partnership and support—whether as a member, volunteer, donor, or community partner—we've grown stronger, more connected, and more impactful than ever before. And for that, we are grateful!

It was a year defined by purposeful growth. Last year, we welcomed and served over 52,000 members, including more than 15,600 youth under the age of 19—a powerful affirmation of our commitment to nurturing the next generation. Beyond membership, we engaged an additional 12,088 individuals through programs that strengthen spirit, mind, and body. That means 1 in every 4 Fox Cities residents experienced the impact of our mission firsthand.

Thanks to the incredible generosity of our donors, foundations, and United Way Fox Cities, we received \$2.5 million in contributions. These gifts allowed us to provide over \$4.6 million in financial assistance—providing \$1.84 in community benefit for every dollar received.

As community needs evolve, so do we. In response to rising mental health concerns, social isolation, and health inequities, we've expanded our programs, deepened partnerships, and created more inclusive spaces that support holistic well-being for all.

This past year, we collaborated with more than 220 community organizations—each one bringing unique expertise, passion, and purpose to the table. These partnerships allow us to extend our reach, deepen our impact, and respond more effectively to the evolving needs of our community. We are also proud to share that, through this collective effort, the YMCA of the Fox Cities has grown to become one of the largest YMCAs in the nation—a reflection not of size alone, but of the trust and commitment we share with those we serve.

With your continued support, we're not just growing—we're growing with purpose. Together, we're building a healthier, more connected Fox Cities for generations to come.

Thank you for believing in us.

With gratitude,

Kris Hackbarth-Horn
Board Chair & Chief Volunteer Officer

Bret Salscheider
President & Chief Executive Officer



YMCA OF THE FOX CITIES AT A GLANCE

In 2024, the YMCA of the Fox Cities provided

\$4.6 million in direct community benefits—

funding essential programs like childcare, health initiatives, and financial assistance.

Community support totaled \$2.5 million, resulting in \$2.1 million unmet funding need, which highlights the importance of additional local support.

BRIDGING THE GAP

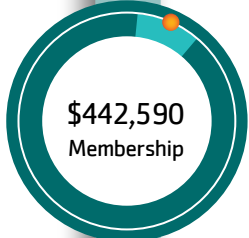
\$2.1 MILLION
COMMUNITY BENEFITS: UNMET FUNDING NEED



\$4.6 MILLION
COMMUNITY BENEFITS PROVIDED

\$2.5 MILLION
TOTAL CONTRIBUTIONS

For every \$1.00 received, the Y provides \$1.84 of community benefit, ensuring that everyone has access to the Y's life-changing programs. **Collectively, with our partners and key stakeholders, the Y remains committed to strengthening community.**



137 **YEARS OF SERVICE**
Incorporating the Y's mission into the community through youth programs, health initiatives, family-oriented events, and ongoing adaptation based on community feedback.

6 **BRANCHES**
Serving 21 communities throughout Northeast Wisconsin by fostering belonging, growth, and collaboration through diverse programs.

6 **CHILDCARE CENTERS**
Providing full-time and part-time care for more than 1,500 children daily, making us the leading childcare provider in the Fox Cities.

1 **OVERNIGHT CAMP**
Camp Nan A Bo Sho impacts over 600 young people annually with programs that include traditional camp activities, leadership development, family events, and wilderness excursions.

52,013 **MEMBERS**
Including 30% youth under age 19, we enhance the Y experience by embedding our core values of caring, honesty, respect, and responsibility into every interaction.

12,088 **PROGRAM PARTICIPANTS**
Creating connections and fostering a sense of belonging in a welcoming space for shared experiences and lasting friendships.

2,263 **VOLUNTEERS**
Contributing 26,383 hours supporting youth development, healthy living, and social responsibility in our community. (Policy and Program volunteers combined.)

THE Y IS FOR...

YOUTH DEVELOPMENT

At the YMCA of the Fox Cities, we are dedicated to nurturing the potential of every child and teen, serving **more than 20,000 young people** through a wide range of programs. These opportunities for growth, learning, and connection create supportive environments that build confidence, develop essential skills, and foster lasting friendships—helping shape a brighter future for individuals and their communities.

HEALTHY LIVING

With **more than 500 programs**, we empower people of all ages to achieve their full potential by providing guidance, encouragement, and resources for overall well-being.

SOCIAL RESPONSIBILITY

We are committed to inclusivity, offering financial assistance to ensure that everyone—regardless of financial circumstances—has access to Y memberships and programs.

FOR YOUTH DEVELOPMENT

4,494

Infant through school-age children received quality care through early childhood programs, supervised care, and educational support.

FOR HEALTHY LIVING

7,100

Seniors participated in ForeverWell programs, improving well-being through fitness, social, and creative activities.

FOR SOCIAL RESPONSIBILITY

4,200

Individuals received financial assistance each month through the Membership For All program.

13,782

Youth were empowered through sports, Youth in Government, Esports, arts and humanities, and aquatics—programs that help young individuals grow into confident, engaged community members.

8,858

Families connected, stayed active, and built lasting bonds in a welcoming Y community.

224

Community partnerships strengthened local schools, businesses, and organizations.

2,127

Toddlers to teens enjoyed summer at Y Day Camps, Specialty Camps, and Camp Nan A Bo Sho, making friends and learning new skills.

6,981

Members accessed over 3,000 hours of on-demand and live content through YMCA360.

Through our Corporate Partnership Program, more than **180** employers received valuable workforce development support, including resources for employee well-being, professional growth, and engagement. **8,875** employees and their families benefited from total wellness through Y programs and services.

The YMCA of the Fox Cities greatly appreciates the financial support from our community partners Community Foundation for the Fox Valley Region and United Way Fox Cities.





HERITAGE CLUB MEMBERS

The YMCA of the Fox Cities' Heritage Club members are friends of the Y who are committed to preserving the heritage of the Y for years to come. Through their generous contributions, these people have given the Y the means to maintain long-term financial stability, which ensures that our programs, traditions and mission will continue for future generations.

The YMCA of the Fox Cities gratefully recognizes the following Heritage Club Members:

Peter & Mary Abraham
 Anonymous
 Dan & Sue* Began
 Tom & Renee Boldt
 Bill & Julie Breider
 George & Beth Brownell
 Robert & Bonnie Buchanan
 John & Jill Burns
 Tom & Phyllis Burrows
 Amy Carpenter
 Gary & Amy Cebulski
 Mark* & Katie Chelsky
 Mike Cisler & Sarah Traas
 James & Gail Cummings
 Gale & Jan Davey
 Doug & Tina Dieterich
 David & Kay Eggert
 Donald Eichsteadt
 Robert & Cheryl Ellis
 Pete & Stephanie Emenecker
 Kelly & Dani Englebert
 Lee & Mary Erickson
 Michael & Patricia Exarhos
 Dan & Cindy Ferris
 Brian & Jauna Flanagan
 Tom Franklin
 Tom* & Jane Frawley
 Travis & Jill Froze
 Bud & Jody* Gadow
 Paul & Elaine Greene
 Dave & Kerry Gross
 Jimmy Groth
 Jim & Maureen Hatchell
 Fred & Wendy Hauser
 Dan & Mame Heaney
 Don* & Eileen Herring

Chad Hershner & Jeff Amstutz
 Frank & Kathryn Herzog
 William & Jeanne Hoest
 Paul & Beth Hoffman
 Ron & Judy Hooyman
 Ray & Mary Hosmer
 Calvin Husmann
 Pat & Lisa Jermain
 Thomas & Monica Jeske
 Reid & Brenda Johnson
 Lance & Sharon Johnson
 James* & Mary Kabacinski
 Charitable Fund
 Joseph & Susan Kaufman
 & Family
 Gregory & Marilyn Kippenhan
 Tom & Mary Klein
 James & Dorene Koehne
 Edward & Susan Koepler
 David & Meg Kubisch
 Don & JoAnn Lang
 Jodi Lindquist
 Tom & Lori Long
 Jim & Su Marotz
 Tom & Kris Martin
 Dan & Cathy McClone
 Joe & Jackie* McGrane
 Dave Sebora & Jennifer McGuire
 Angus McIntyre
 Frank* & Linda McKinney
 Barbara Russell & Donald
 Mendyke
 Chuck & Barb Merry
 Jeff & Laura Meverden
 Dave & Patty Ogilvie
 Ellen Orbison

Tom* & Jean Orbison
 John & Dianne* Orbison
 Jim & Pamela Padley
 Doug & Terry* Paschen
 Brad & Sue Pawlowski
 Ron* & Carol Peterson
 John Peterson & Martha
 Hemwall
 Al & Pattie Priske
 Tom Prosser
 Ryan & Erin Pues
 Robert & Mary Quasius
 Bill & Natalie Raaths
 Phil Ramlet & Vicki Winter
 Brian & Jennifer Rammer
 Mark Reinhardt
 Nicholas Reising & Lucy Woerfel
 Terri Pauer
 Gerald & Patricia Rickman
 Mike & Debbie Rohrkaste
 Don* & Barb Romanesko
 Jim & Ellen Rossmeissl
 David* & Joanne Rowicki
 Walter* & Milly Rugland
 Doug* & Carla Salmon
 Douglas & Michelle Schacht
 Mark & Char Schaible
 Scott Schanhofer
 John & Julie Schmidt
 Robert & Mary Schroeder
 Michael & Jacquelyn Sharkey
 Judy Snavely
 Sam & Marta Statz
 Dennis & Juliana Steffens
 Jeff & Sue Strenger
 Bob & Sue Sullivan

Tom & Janet* Sutter
 John & Sue Swanson
 In Memory of Billie D. &
 Ellen J. White
 Tom & Andrea* Tatlock
 Courtney Ter Horst
 Scott & GERALYN Theune
 Maurice Dresang* &
 Catherine Tierney
 Roland* & Judith Tonnell
 Joe & Ann Toonen
 Paul & Nina Trigg
 Steve & Peri Tyink
 Dick & Ginger* Uehling
 Ron & Janet Van De Hey
 Keith & Janet Voss
 Sara Walgenbach
 Michael & Nikol Waters
 Jim & Bonnie Webb, Jr.
 Michael & Molly Gabler
 Jim & Margie* Weiss
 Thomas & Niki Wendt
 Julia & Jed Wohlt
 Tom & Jean Wollerman
 Dave Wuestenberg
 Bret* & Barb Younger-Krueger
 John & Joanne Zimmerman
 Tim & Jane Zuck

*In remembrance of donors
 who are no longer with us

CORPORATE BOARD OF DIRECTORS

YMCA OF THE FOX CITIES

The YMCA of the Fox Cities is guided by a dedicated Board of Directors made up of community leaders who volunteer their time, expertise and passion to support the Y's mission. This diverse group helps shape strategic direction, ensures fiscal responsibility and champions the values of youth development, healthy living and social responsibility. Their leadership is essential to maintaining the Y's strong community impact and long-term success.

KRIS HACKBARTH-HORN,

Board Chair & Chief Volunteer Officer
Fox Communities Credit Union

DEAN BASTEN, Vice Chair
Miron Construction

TOM MANGOLD, Treasurer
US Bank

ANDY ROSSMEISSL, Past Chair
Herrling Clark Law Firm

DR. NIKKI BRADY, Secretary
UnitedHealthCare

BETH BURNS
Fox Valley Technical College

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ThedaCare

SARAH DENCKER
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MARISSA DOWNS
Mosaic Property Ventures

DAN EVENSEN
Associated Bank

BRIAN FLANAGAN

Thrivent Financial

JOHN GRIESBACH

Diamond H2O
Fox West YMCA Board Chair

SARA GUNDERSON

Gunderson Uniform & Linen

JOHN HAGINS

Community Blood Center

RICK HEARDEN

Bremer Bank

MIKE HOLZNECHT

Bemis Company
Heart of the Valley YMCA Board Chair

DEAN HUNT

Bayland Buildings, Inc
Appleton YMCA Board Chair

BOB HUSS

U.S. Venture

LISA JERMAIN

Community Volunteer
Apple Creek YMCA Board Chair

ERIC LEMPKE

BMO Harris Bank

DAVID MORTON

Morton LTC

DAVID SAVIDES

R.W. Baird & Company
Neenah-Menasha YMCA Board Chair

DR. MICHAL SLOVICK

Mosaic Family Health

SAM STATZ

Hoffman Planning, Design
& Construction, Inc.

SCOTT STEINFORT

Community First Credit Union

SCOTT THUNE

Plexus Corporation

RYAN THOMPSON

Appleton Business Consulting LLC

GARTH WICINSKY

SECURA Insurance

CHRIS WISE

The C12 Group

True leadership is not about being in charge—it's about inspiring others, serving with integrity, and making a lasting impact.

FINANCIAL REPORT

Statement of Financial Position

December 31, 2024 (audited)

Cash & Short Term Investments	\$7,962,982
Receivables, net	806,343
Prepaid Expenses & Other Assets	295,280
Right of Use Assets, net	71,546
Property and Equipment, net	48,001,670
Investments	15,665,972

Total Assets **\$72,803,793**

Accounts Payable	\$786,589
Accrued Liabilities	880,832
Lease Liability	71,546
Deferred Revenue	1,081,645
Long-Term Debt	6,286,426

Total Liabilities **\$9,107,038**

Net Assets Without Donor Restriction	\$58,484,717
Net Assets With Donor Restriction	5,212,038

Total Net Assets **\$63,696,755**

Total Liabilities & Net Assets **\$72,803,793**

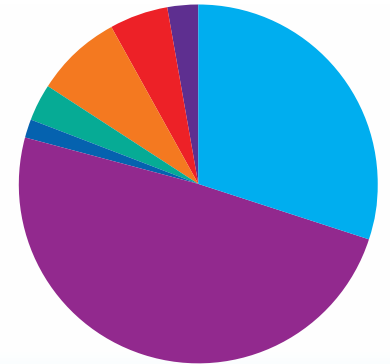
Statement of Activities: REVENUE

Year Ended December 31, 2024 (audited)

WHERE OUR FUNDING COMES FROM: 2024 REVENUE BY CATEGORY

Membership Fees 30.2%	\$10,967,960
Program Fees 49.2%	17,867,431
United Way 1.6%	570,671
Grants 3.4%	1,249,271
Contributions 7.8%	2,817,840
Net Investment Income 5.1%	1,849,307
Other 2.7%	997,758

Total Revenue **\$36,320,238**



The YMCA of the Fox Cities remains in strong financial standing, thanks to responsible stewardship, community support and a commitment to long-term sustainability. Careful budgeting and strategic investments have enabled the Y to continue providing high-quality programs and services while maintaining financial health. This solid foundation ensures the organization can meet current needs and plan confidently for the future.



Statement of Activities: EXPENSES

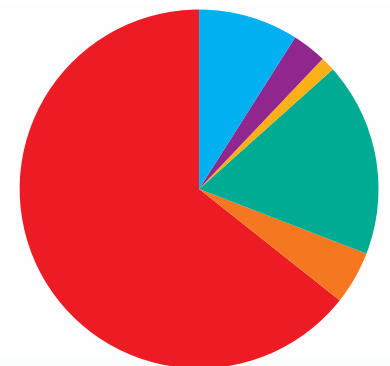
Year Ended December 31, 2024 (audited)

PUTTING FUNDS TO WORK: 2024 EXPENSE DISTRIBUTION

Wages & Benefits 64.3%	\$22,389,695
Supplies & Food 4.8%	1,668,858
Occupancy 17.5%	6,074,293
YMCA of the USA Support 1.3%	439,390
Other 3.1%	1,070,665
Depreciation 9%	3,147,220

Total Expenses **\$34,790,121**

Increase in Net Assets **\$1,530,117**





Click here to watch Jared's story unfold.

JARED

Belonging in Action: Jared's Journey at the Y

MAKING A DIFFERENCE IN PEOPLE'S LIVES

When our Human Resource team mentioned the opportunity to host a temporary student/client work experience through Lakeside Packaging Plus (LPP), we were immediately on board. LPP partners with Department of Workforce Development to place individuals in hands-on job experiences, and we were excited to welcome Jared to our Y staff as part of that program.

From the start, Jared brought such a positive energy to our team. Though his role is technically volunteer-based, the work he's doing is real—and so is the impact. He shows up, contributes meaningfully, and interacts with our staff and members just like any other team member. We hold him to the same expectations, and he meets them with a great attitude and a genuine desire to learn.

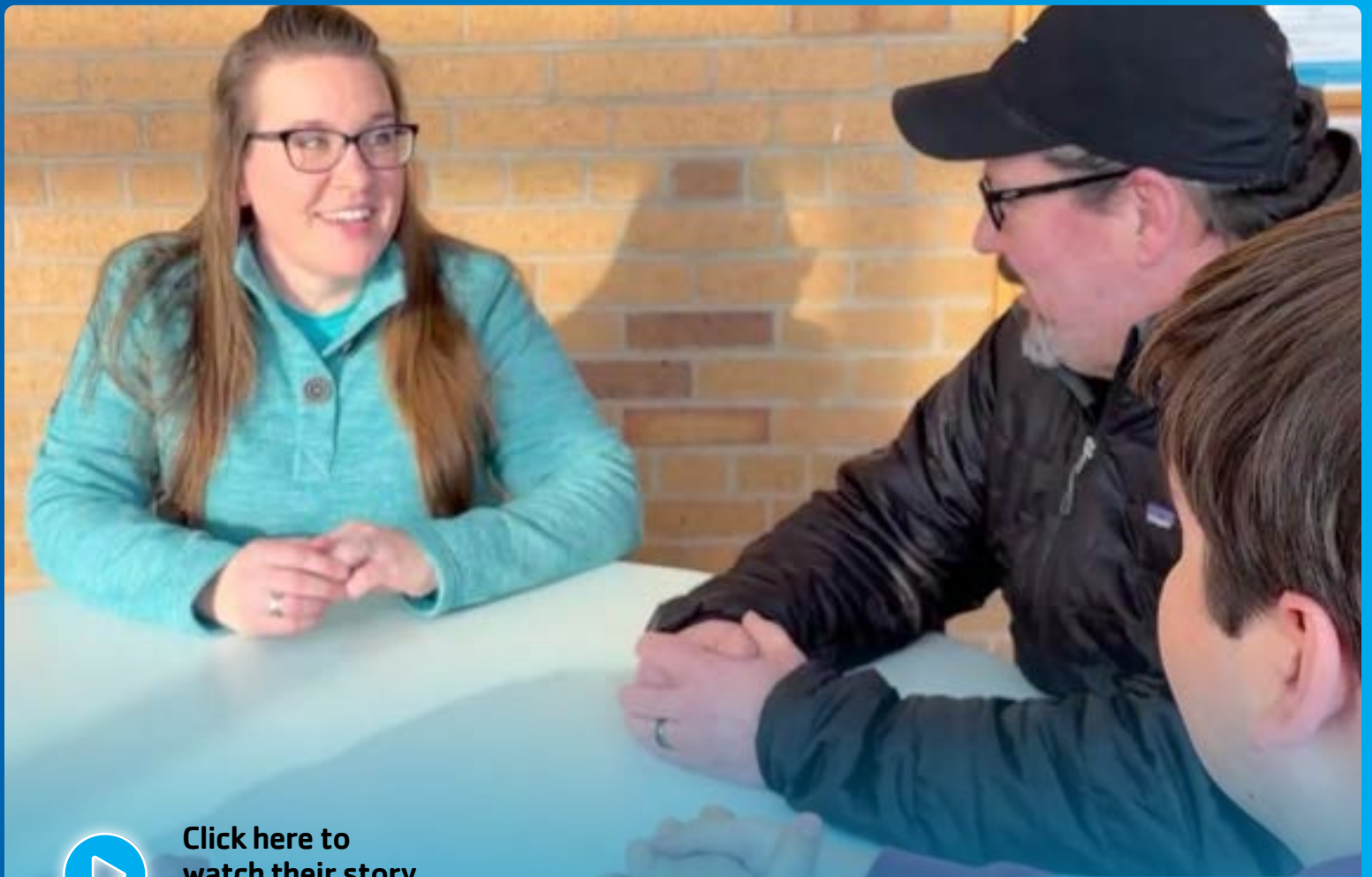
For Jared, this is more than just a job shadow—it's a stepping stone. He's learning time management, workplace etiquette, how to collaborate with colleagues, and how to communicate effectively on the job. Every day brings a chance to grow his confidence and build valuable skills that will help him succeed in future positions.

He takes feedback well, is polite and respectful, and is always willing to take on whatever we ask of him. Whether he's working behind the scenes or interacting with members in the building, he carries himself with maturity and kindness.

Most importantly, Jared feels like he belongs—and that's the heart of the Y. We're not just here to offer programs. We're here to build a community that sees people for what they can offer, not just what they might need. Jared reminds us of that every day.

The work program at the Y is about breaking down barriers and opening doors—no matter someone's background or ability. It's about saying yes to potential, and giving people the tools and support to move forward. Jared's presence on our team has enriched us all.

He's not just gaining work experience—he's showing us what belonging looks like. And we couldn't be more proud to be a part of his journey.



Click here to
watch their story
come to life.

ANGELA & MICHAEL

Finding Strength—and Support—Together

CREATING HEALTHY HABITS

For one local family, the Y has been a steady presence through life's shifting seasons. Years ago, Angela and Michael first connected through swim programs when their children were young. Over time, they came and went as circumstances allowed—until more recently, when they found themselves returning in a deeper and more meaningful way.

A year and a half ago, their middle son, Jacob, began coming to the Y regularly for basketball and time in the weight room. His younger brother wanted to follow in his footsteps, eager to build his own skills. Their oldest son, Bryce—who has special needs—also needed support, particularly to build core strength. Around that same time, their family was navigating unexpected challenges: a medical diagnosis meant their household was suddenly relying on disability and VA benefits.

Knowing how much the Y could offer their boys, the family applied for financial assistance—and received it.

The timing, they say, was a true blessing. The Y became a safe and welcoming space where their kids could grow stronger,

connect with others, and simply enjoy being active. For Bryce, the support went even further. Through a partnership with a personal trainer, he was able to follow a plan tailored to his unique challenges. The results have been powerful—both physically and emotionally. The trust he's built with his trainer has inspired him to push himself in new ways.

The family also benefited from the Giving Tree program during the holidays, which provided unexpected joy during a season of uncertainty. "It made a real difference," they shared. "Our hope is to pay it forward and be the ones taking ornaments off the tree next Christmas."

Today, what matters most to this family is knowing the Y is a place where their children are safe, supported and truly seen. For them, it's not just about basketball or swimming—it's about community, belonging and the belief that there's something here for every member of the family.



Click here to see
Dee's story in her
own words.

DEE

Coming Full Circle: Finding Purpose and Belonging at the Y

BUILDING A SUPPORTIVE COMMUNITY

For Dee, walking past a “We’re Hiring” sign outside the Neenah-Menasha YMCA felt like more than coincidence—it felt like a sign meant just for her. Having grown up going to the Y in Southern California, the logo stirred something deep inside: a call to return to a place that had once been a meaningful part of her life. She applied for a position in Member Services and soon joined the team.

At the time, her youngest child was six years old—a child who had spent his earliest years in lockdown during the COVID-19 pandemic. As they became more involved in the Y, Dee enrolled him in as many programs as she could: swim lessons, gymnastics, pottery, dance and growth and development classes. The goal was simple—give him the chance to move, learn and reconnect with others after years of isolation.

With children ranging in age from 6 to 25, Dee has seen firsthand how the Y offers something for everyone. But it was especially meaningful to watch her youngest rediscover how

to be part of a group—how to share, listen, and thrive in a community. The Y’s programs teach essential life skills in a setting that feels safe and joyful.

More than anything, Dee says, the Y is about belonging. It’s a place where people are seen, accepted and supported—no matter what they may be carrying. Whether facing stress, uncertainty, or personal struggles, members walk into a space where they’re not alone.

For Dee, working at the Y has been a gift. She’s built lasting friendships, found community, and had the opportunity to give back. Helping others who are navigating tough times—just as she once did—has made her role even more meaningful.

The ripple effect of kindness, connection, and support is real, she says—and it’s exactly what makes the Y more than just a place for programs. It’s a place where lives are transformed.

ANNUAL GOLF OUTING

The YMCA of the Fox Cities' Annual Golf Outing has been a cherished tradition and a highlight event in the Fox Valley. Golfers spent the day enjoying a round of golf at North Shore Golf Club and savored delicious food and drinks provided by local vendors along the course. The event concluded with an exciting awards ceremony and live auction.

This year we are proud to announce that the outing raised \$216,000, thanks to the incredible generosity of our sponsors, participants, and community supporters. Your contributions help strengthen Y programs that serve youth and families across the Fox Cities.

2024 Golf Outing Sponsors

All Seasons Lawn & Snow Services
Amusement Devices
Baker Tilly Virchow Krause, LLP
Bank First
Best Western Premier
Bridgewood Resort Hotel
BLC Community Bank
BMO Harris
Capital Credit Union
Carrico Aquatic Resources Inc.
Community Blood Center
Creative Imprint

First Business Bank
Fox Communities Credit Union
Fox River Vending
Galloway Company
Great Northern Corporation
Gries Architectural Group, Inc.
Gunderson Uniform & Linen
Hammett, Bellin & Oswald, LLC
Heartland Business Systems
Herring Clark Law Firm Ltd.
Hoffman Planning, Design & Construction
Horicon Bank

In Memory of Elaine Douglas
Jewelers Mutual Insurance
Keller Inc
Legacy Private Trust Company
Dan & Mame Heaney
Matrix
McMahon Associates, Inc.
Miron Construction Company
Morton LTC
Nurses PRN
Plexus Corporation
Progressive Converting
Robert W. Baird & Co

Scheels
Schneider National Inc.
SECURA Insurance Companies
Spectrum Insurance Group
Tomsons of Appleton
UIA Health Insurance Advisors
UnitedHealthcare
Wisconsin Timber Rattlers
Wroblewski Law
Zimmerman Architectural Studios, Inc



Every putt and every volunteer hour helps fuel programs that build stronger, healthier families in the Fox Cities.



ANNUAL CHRISTMAS CONCERT

The YMCA of the Fox Cities' annual Christmas Concert, *For Kids From 1 to 92*, continues to be a cherished holiday tradition that brings the community together in celebration and song. The 2024 concert once again featured the incredible talents of the band STEEM, Steve March-Tormé, Vic Ferrari's Michael Bailey, and a special performance by Neenah High School's "Touch of Class" string ensemble.

Held at the Fox Cities Performing Arts Center, the event offered a matinee and an evening performance to accommodate the enthusiastic crowds.

This year, we are thrilled to share that the concert raised \$85,000, thanks to the unwavering support and joyful participation of our community. Proceeds help provide vital opportunities for children and families served by the Y throughout the Fox Cities.

2024 Christmas Concert Sponsors

Schneider National Inc.
August Winter & Sons, Inc
Baker Tilly Virchow Krause, LLP
BankFirst
Gary & Amy Cebulski
Community First Credit Union
Corcoran Glass & Paint
Di Renzo & Bomier
Fox Communities Credit Union

Gunderson Uniform & Linen
Heid Family Foundation
Pete Hietpas
Jewelers Mutual Charitable Giving Fund
Legacy Private Trust Company
Mame & Dan Heaney
Menasha Corporation
Debra Michiels
Miron Construction Company
Morton LTC

Network Health
Nurses PRN
Omni Glass & Paint, LLC
Bill & Natalie Raaths
ROCK I LLC
Thrivent Financial
U.S. Venture/Schmidt Family
Foundation, Inc.
Scott & Julie Weber



Being part of the Christmas Concert feels like wrapping the whole community in a warm hug—it's joy, music, and purpose all in one night.