



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

COMMUNITY IS OUR CAUSE

2017 Community Benefit Report

Marshall Area YMCA



OUR MISSION

The Marshall Area YMCA instills the values of caring, honesty, respect and responsibility through programs and services that build a healthy spirit, mind and body for all.



OUR VISION

To lead and serve the Marshall area as a community hub that sustains, grows and engages our members and the community.

DIVERSITY & INCLUSION PLEDGE

The Marshall Area YMCA is an organization of people joined together by a shared commitment to ensure that everyone has the opportunity to learn, grow and thrive. By prioritizing diversity and inclusion, we seek to ensure that all segments of society have access to the YMCA and feel welcome and fully engaged as participants, members, staff and volunteers.



FOCUS AREAS

At the Marshall Area YMCA, our three crucial focus areas - youth development, healthy living, and social responsibility help individuals, families, and communities learn, grow and thrive.

YOUTH DEVELOPMENT - NURTURING THE POTENTIAL OF YOUTH

- * Afterschool programs provide a safe place where children can have fun and socialize with friends. Daily activities are aimed at narrowing the achievement gap, providing homework help, supporting school success and keeping young people safe and healthy.
- * Drowning is the second leading cause of death for children under 18. Y Swim Lessons focus on the skills that keep children Safe Around Water.
- * Y Day Camp builds confidence, social skills and self-esteem. Day Camp prevents Summer Learning Loss while providing memories that last a lifetime and much needed childcare for working parents.

HEALTHY LIVING - LEADING COMMUNITY HEALTH & WELLNESS

- * The Y supports healthy aging by partnering with ACE of Southwest Minnesota to provide classes like Tai Chi, Matter of Balance, and Bone Builders. We encourage seniors to stay active and promote a healthy mind, spirit, and body through exercise and community in these classes. We also offer on-site fitness classes at assisted living facilities, bringing fitness into the community.
- * Healthy families are supported by offering family-friendly events like the Gobble Wobble 5K on Thanksgiving morning. This event is attended by many families throughout southwest Minnesota, as well as those traveling to the area to celebrate with family and friends.
- * Health and well-being are a priority at the Y. We provide a fun, supportive environment to help you live in good health. With more than 50 fitness classes to choose from every week, plus a variety of health and wellness programs, you can find your way to wellness at the Y.

SOCIAL RESPONSIBILITY - SUPPORTING OUR NEIGHBORS

- * Lasting personal and social change happens when we all work together to invest in our kids, our health and our neighbors. Strengthening community is our cause and through the community supported Y Partners Scholarship Fund, we ensure everyone, regardless of age, income or background, has the opportunity to learn, grow and thrive.
- * The Y partners with over 50 organizations from the Marshall area. The Y donates and provides low-cost community space for everything from community meetings, blood drives, legislative town halls, and even as a polling station on election day. Membership and guest pass donations of over \$15,000 are also provided annually.
- * The Y serves as the fiscal host for the Marshall Area Farmer's Market and Healthy56258. These grassroots organizations benefit from the Y financial expertise and are also able to leverage the Y's 501(c)3 non-profit status for grant opportunities.

How much does the YMCA receive because we are a charity?

ANNUAL SUPPORT

Amount

Gifts

In-Kind Contributions	\$9,500
Annual Campaign Revenue	\$95,434
United Way/Community Chest	\$12,500
Foundation Grants	\$10,000
Endowment Transfers to Operations	\$10,158
Total Charitable Annual Gifts	\$137,592

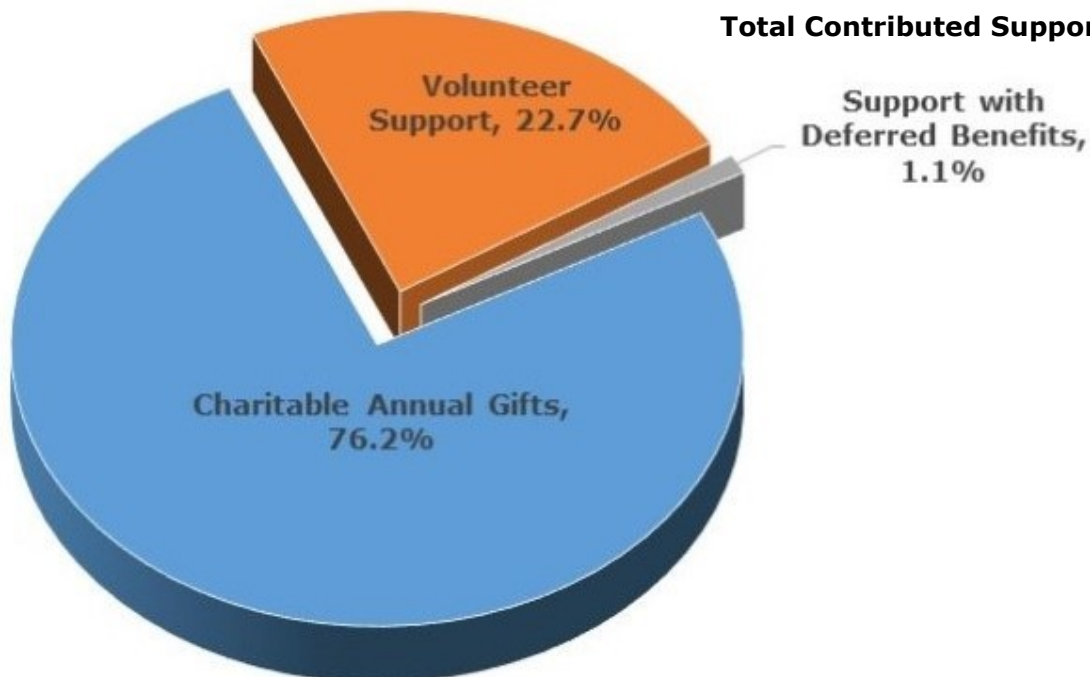
Volunteer Hours

Program Volunteers - Programs and Special Events	\$25,226
Policy Volunteers - Board of Directors and Committees	\$15,836
Total Volunteer Support	\$41,062

Support with Deferred Benefits

Endowment Gifts	\$2,000
Total Deferred	\$2,000

Total Contributed Support **\$180,654**



How Much We Give Back Because We Are A Charity?

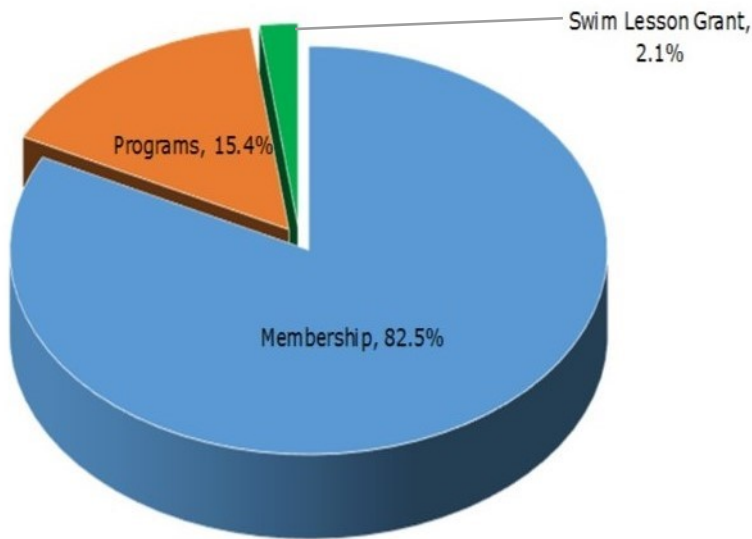
COMMUNITY ASSISTANCE

AMOUNT

Direct Financial Assistance in Scholarship Value

Scholarships for Membership	\$158,931
Scholarships for Programs - Camp, Afterschool, etc.	\$29,678
Swim Lessons through YUSA Grant	\$4,000

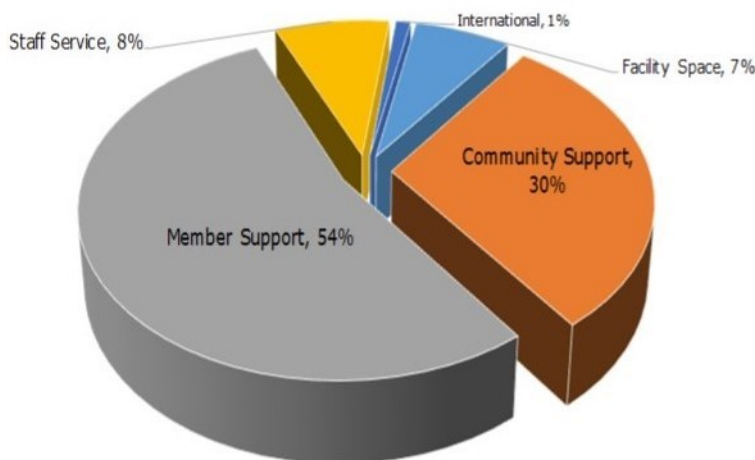
Total Financial Assistance **\$192,609**



Indirect

Facility Space Donated	\$2,600
Community Support Donations	\$10,995
Complimentary Guest Passes	\$19,695
Staff Service to Community	\$3,114
International Support	\$400

Total Indirect Assistance **\$36,804**



Total Assistance **\$229,413**

Non-Monetary Data

A Community Hub

Total # of Members served:	5,366
Total # of Program Participants served:	3,757
Total # of Member Visits (Members over 10 years old)	181,604
Total # of Guest Visits	19,203
Total # of Room /Space Rentals	241
Number of Children Enrolled in Camp Afterschool Programs:	297
Total # of Community-wide Events:	10
Total Hours of Operation	5,205
Total # of YMCA Team Members	9 Full-Time 126 Part-Time

Serving All - Membership by Age

Under 18	1,824
Ages 18 - 29	966
Ages 30 - 54	1,502
Ages 55 - 64	376
Ages 65 and Over	698

The Y has partnered and collaborated with the following organizations and entities:

Adult Community Center
Adult Community Education of SW MN
American Red Cross
Area Legislators
Avera Hospital and Clinic
Balanced Health Chiropractic
Blue Cross of Minnesota
Boulder Estates
Childcare Resource and Referral
Christian Becker - State Farm
City of Marshall
C & N Sales
Devereaux Photography
Healthpartners
Healthways
Healthy56258
Hill Street Place
Hoganson Chiropractic
Homeschool Group
Humana
Hunger Solutions
HyVee
Ideal Animal Nutrition
Loaves and Fishes
Marshall Area Chamber of Commerce
Marshall Area Farmer's Market

Marshall Community Foundation
Marshall Community Services
Marshall Independent
Marshall Public Schools
Marshall United Soccer Association
Medica
Minneota Public Schools
Minnesota River Agency on Aging
Open Door Health Center
Ruby's Pantry
Schwan's Company
SMSU - Academics and Sports Teams
Southwest Health & Human Services
Southwest Minnesota Arts Council
Special Olympics
Studio 1
Sunrise Rotary
Turkey Valley Farms
UCARE
U of MN Extension
United Community Action
United Way of Southwest Minnesota
U.S. Bank
Western Mental Health
YME Volleyball

FOR ALL

FOR A BETTER US

Member Testimonials

I am in better shape than I have ever been in my life because of the Y. Having a place where my (soon-to-be) spouse and I can work out (while someone watches the kids) is such a blessing to have. He keeps me accountable and my instructors make exercise fun! Last spring (because of the Lazy Man Triathlon) I enjoy running (I used to dislike it with a passion)! The Y has given me motivation and a positive environment to help me be the healthiest me that I can be.

Without the scholarship, my family wouldn't be able to afford to come every month. Which means the kids wouldn't be able to practice for the basketball team to get better. They wouldn't be as physically active. As an adult, I wouldn't be working out 4-5 days a week and wouldn't be as healthy.

I am encouraged to be healthier and more active through the Y. My kids also love going there to run and play (and hopefully start swim lessons too). It's a good sign when your 2 year old asks if he can go play at the Y.

I exercise daily and that makes me a better person, and the Y helps with my physical and mental outlook of life.

My experiences contribute to an appreciation of the community and the variety of clients. I find myself smiling when I watch the children and see seniors walking the track (even those who may need assistance). Also, I very much appreciate the personal training experience I am receiving.

I take my health seriously and the YMCA helps me make good choices and supports my fitness plan by providing convenient options and an attractive space.

It provides great child care, allowing me to focus on becoming fit and healthy so I can enjoy my kids for years to come

It would have an even better impact if I was disciplined enough to make it there as often as I'd like, but it's definitely giving my kids a "safe" hang out

For me, I need to have a place to go and workout in a class setting. I enjoy the socialization and camaraderie I get going to exercise classes. Even when I'm not doing a class, I still feel I can socialize with others. My son enjoys the after school program and has made many friends there. Both my kids enjoy swimming lessons and just recently swim club. These classes and swim club have developed a passion for swimming and we are looking to move on to another swim club to further develop technique. We very much enjoy going to the Y and it is making a positive impact in our lives.



BRINGING COMMUNITIES TOGETHER

In 2017 the Marshall Area YMCA strengthened our community through youth development, healthy living and social responsibility.

181,712

visits to the Y in 2017



32,642

people involved in Group Exercise classes



261



kids attended

Summer Day Camp & After School Program

255

local volunteers

1,700+ volunteer hours
of service, to assist delivering
programs/services to all segments



899



individuals learned important water safety skills
and improved their self confidence through Y

446



youth developed skills and learned the
value of sportsmanship through Y sports
and recreational programs

\$192,609

Financial Aid awarded to youth, adults and families
providing a safe and community environment to all

2,004



people positively impacted locally
through scholarships

THANK YOU!

The YMCA membership has been such a blessing to our family. The kids love going there to play with friends in the child watch or in the gym. I really enjoy meeting friends there every week to walk on the track. We love taking the kids to the pool in winter. It's a nice place to go in winter when your cooped up in the house or in summer when it's too hot outside!

- Scholarship Member

Marshall Area YMCA
Statement of Financial Position - Unaudited
 Balance Sheet as of December 31, 2017

ASSETS

Current Assets	\$515,017
Fixed Assets	\$7,552,054
Total Assets	\$8,067,071

LIABILITIES & EQUITY

Current Liabilities	\$85,268
Long Term Liabilities	\$352,971
Total Liabilities	\$438,239

Total Equity **\$7,628,831**

Total Liabilities & Equity **\$8,067,070**

Income

Contributed Support	\$107,302
Endowment Gifts	\$2,000
Special Event Support	\$2,050
United Way Support	\$12,500
Membership Fees	\$1,070,938
Program Service Fees	\$371,143
Sales of Supplies / Services	\$23,572
Misc. Income	\$1,481
Total Operating Income	\$1,590,986
Investment Income	\$16,320
Equipment Fund Allocation	\$18,000
Total Income	\$1,625,306

Expense

Personnel	\$899,356
(Salaries, benefits, taxes)	
Supplies	\$70,930
Contracted Services	\$63,128
Occupancy	\$249,084
Equipment	\$78,521
Printing / Promotion	\$14,886
Dues	\$30,436
Insurance	\$22,058
Finance Costs	\$16,788
Other Expenses	\$28,204
Total Operating Expense	\$1,473,391
Equipment Fund Allocation	\$18,000
Depreciation Expense	\$306,336
Total Expense	\$1,797,727

Net Operating Income **(\$172,421)**

MARSHALL AREA YMCA
COMMUNITY PARTNERS



SCHWAN'S CORPORATE
 GIVING FOUNDATION



United Way of Southwest Minnesota



Eatery & Saloon



YMCA Heritage Club

The YMCA Heritage Club consists of individuals and families who have made a contribution or deferred gift to the Marshall Area YMCA Endowment Fund. Deferred gifts can take the form of life insurance, charitable gift annuities, individual retirement accounts, stock, trusts, and will bequests.

Heritage Club Members as of December 31, 2017:

Robert & Shirley Aufenthie

Cal Barnett

Jean Henle (in Memory of Bruce Haug)

Pat & Sharon Hennen

Ken & Gwen Mukomela

Tom & Janet Vandendriessche

Theresa Lubke & Dean Wenger



As our Endowment Fund grows, earnings may be used to support YMCA operations, purchase equipment, support Y Partners, or assist with capital needs.

COMMUNITY SUPPORT CAMPAIGN

Y PARTNERS 2017

These tax deductible donations impact children, adults and families in our community who need a hand. Every donation, no matter the size, makes a difference in the life of one of our neighbors.

YMCA Chair's Roundtable Donors

The YMCA Chair's Roundtable is comprised of individuals, businesses and community organizations that advance the mission of the Y through their annual gift of \$1,000 or more.

\$10,000 or more

Hitching Post
Schwan's Corporate Giving
Foundation
United Way of SW MN

\$5,000 - \$9,999

ADM

\$1,000 - \$4,999

ACMC
AP Design
Avera
Bank of the West
Big Stone Therapies, Inc
Borch's Sporting Goods, Inc.

Bremer Bank
Carr Family Foundation
Jim & Kim Christianson
Rene Diebold
Edina Realty
ACE Hardware
Great Western Bank
Henle Printing Co. Inc.
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In Memory of Leann Klein
Vince & Anne LaPorte
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Material Distributors, Inc
Steven & Karen Meister
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The Pieper Family
Premium Plant Services
Quality Inn - Marshall
Keller Williams Preferred Realty
Anonymous
Runnings Supply, Inc.
Steve & Juli Sanders
David & Julie Simonson
Northwestern Farm Management Co.
State Farm Insurance - Becker & Aufenthie
US Bank
VanderHagen, Skogrand & Associates
Anonymous
Wells Fargo
Western Mental Health Center, Inc.
Wilson - O'Brien Realtors, Inc.

2017 Y Partners Campaign Donors

Thank you to the following individuals, businesses and organizations who gave to the Annual Support Campaign.

Contributors:

\$500 - \$999

American Legion Post 113
Tom & Marilyn Bolin
Channel Seeds - Pat & Sharon Hennen
D & G Excavating
John & Stephanie DeVos
Connie Gores
Barbara Habstritt
George & Jane Korver
Lyon-Lincoln Electric Cooperative
Marshall CVB
Scott Monson
Lawrence & Julie Naber
Randy & Cindy Sharbono
Paul & JoAnne Stoneberg
Sussner Construction
Tom & Janet Vandendriessche
Jill Vroman & Bob Jacobson
Western Print Group

\$250 - \$499

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Vicki & Bruce Lamprecht
Dave & Margaret Olafson
Brian & Lisa Rademacher
Reinhart Food Service
Larry Schiavo
Shopko
Veterans of Foreign Wars Post 742

\$100 - \$249

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Calvin Barnett
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Dave & Krista Verkinderen
Gayle & Brian West
Jerry & Terri Wiblemo
Alison & Brad Winkelman
Marlin & Beverly Winkelman
Rob & Karen Yant

Up to \$100

A&M Construction
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Jennifer Anderson
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Jim & Nancy Archbold
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Scott & Brenda Baker
Kanoa & Shannon Baynard
Jason & Robin Bednarek
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Lori & Darwin Dyce
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Todd Ellis
Leah Fadness
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Deanna & Richard Lange	Rebekah Reynolds	Elverne & Laurine Ziemke
Nadine Langin	Doug & Jeanine Robbins	DeAnna Zimmer
Cletus & Lorraine Lanners	Todd & Beth Roelfsema	Tricia, Stephen and Jacob Zimmer
	Patricia & Richard Rosa	

2017 Y Partners Campaign Donors

Thank you to the individuals, businesses and organizations who gave to the Annual Support Campaign.

Thank you for making the Y a positive force in our community and building a better us. Together we take on the challenges that shape our future. Your gift helps Marshall and everyone in it shine.

-Marshall Area Y Staff