



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

COMMUNITY IS OUR CAUSE

2018 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	\$94,637
United Way/Community Chest	\$12,750
Foundation Grants	\$10,000
Total Charitable Annual Gifts	\$126,887

Volunteer Hours

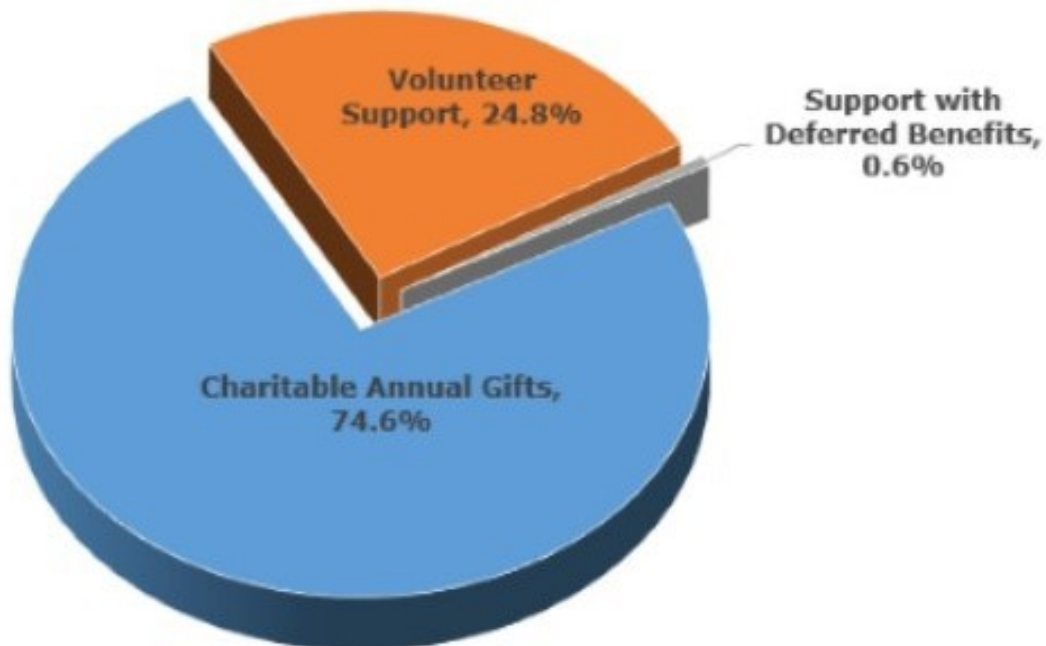
Program Volunteers - Programs and Special Events	\$26,312
Policy Volunteers - Board of Directors and Committees	\$15,836
Total Volunteer Support	\$42,148

Support with Deferred Benefits

Endowment Gifts	\$1,000
Total Deferred	\$1,000

Total Contributed Support **\$170,035**

Charitable Support



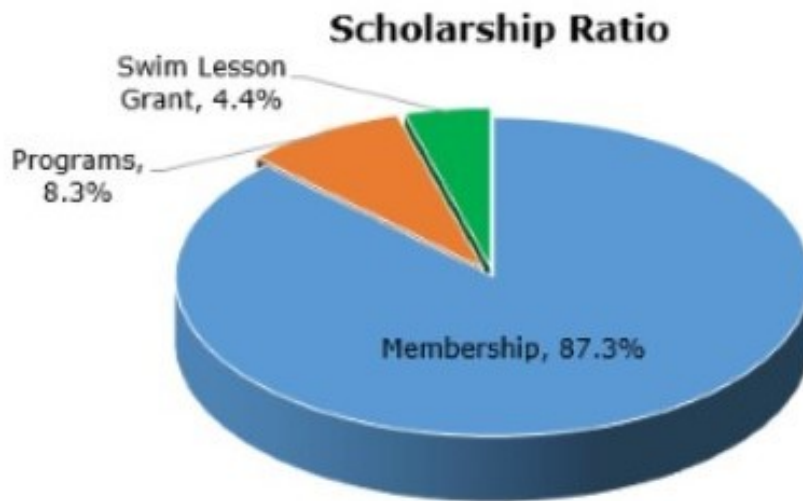
How Much We Give Back Because We Are A Charity?

COMMUNITY ASSISTANCE

AMOUNT

Direct Financial Assistance in Scholarship Value

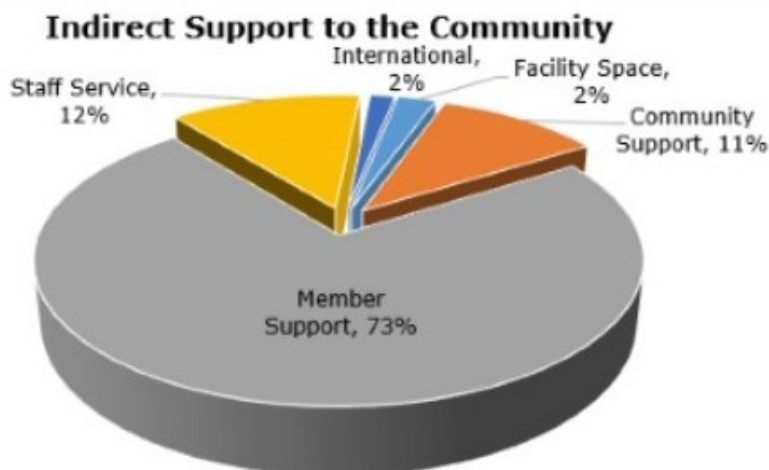
Scholarships for Membership	\$119,740
Scholarships for Programs - Camp, Afterschool, etc.	\$11,406
Swim Lessons through YUSA Grant	\$6,000
Total Financial Assistance	\$137,146



Indirect

Facility Space Donated	\$624
Community Support Donations	\$2,685
Complimentary Guest Passes	\$18,555
Staff Service to Community	\$3,114
International Support	\$400

Total Indirect Assistance \$25,378



Total Assistance \$162,524

Non-Monetary Data

A Community Hub

Total # of Members served:	5,450
Total # of Program Participants served:	3,058
Total # of Member Visits (Members over 10 years old)	159,997
Total # of Guest Visits	19,476
Total # of Room /Space Rentals	469
Number of Children Enrolled in Camp Afterschool Programs:	248
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	1,823
Ages 18 - 29	981
Ages 30 - 54	1,526
Ages 55 - 64	382
Ages 65 and Over	708

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 2018 the Marshall Area YMCA strengthened our community through youth development, healthy living and social responsibility.

159,997

Visits to the Y in 2018



42,900

people involved in Group Exercise classes



248



kids attended

Summer Day Camp & After School Program

258

local volunteers



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

845



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

340



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

\$137,146

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

1,853



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, 2018

ASSETS

Current Assets	\$539,436
Fixed Assets	\$7,662,541
Total Assets	\$8,208,558

LIABILITIES & EQUITY

Current Liabilities	\$58,824
Long Term Liabilities	\$822,292
Total Liabilities	\$879,116

Total Equity **\$7,329,442**

Total Liabilities & Equity **\$8,208,558**

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



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, 2018:

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 2018

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

\$1,000 - \$4,999

AP Design
Avera
Bank of the West
Big Stone Therapies, Inc
Borch's Sporting Goods, Inc.
Bremer Bank
Carr Family Foundation
Carris Health
Jim & Kim Christianson
Diebold Law Firm

VenKat, Lucca & Aiden Duraiappa
Edina Realty
ACE Hardware
Great Western Bank
The Brad & Karen Gruhot Family
Henle Printing Co., Inc.
Hy-Vee Inc.
Jimmy John's
In Memory of Leann Klein
Leo & Helen Langer
Vince & Anne LaPorte
Greg & Becky Lecy
Lockwood Motors
Material Distributors Inc
Matrix Fitness
Steven & Karen Meister
Ken & Gwen Mukomela

Northwest Farm Management
Gary & Sandy Nuytten
Douglas & Leanna Olsem
Gabe Pieper - Ameriprise Financial
Premium Plant Services
Keller Williams Realty - Jana Reilly Home Team
Anonymous
Runnings Supply, Inc.
Steve & Juli Sanders
Julie & David Simonson
Slumberland
State Farm Insurance - Christian Becker
US Bancorp
VanderHagen, Skogrand & Associates
Walmart
Wells Fargo

2018 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
Paul Smith & Kathy Bartz
Tom & Marilyn Bolin
Ruth Bot
Channel Seeds - Pat & Sharon Hennen
D & G Excavating
First Independent Bank
Connie Gores
Barbara Habstritt
George & Jane Korver
Lyon-Lincoln Electric
Cooperative
Marshall CVB
Lawrence & Julie Naber
Randy & Cindy Sharbono
Sussner Construction
Janet & Tom Vandendriessche
Jill Vroman & Bob Jacobson

\$250 - \$499

Action Company LLC
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Curtis & Abbie Boelter
Cal & Deb Brink
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John & Judy DeCramer
Charlie & Kari Ehlers
Todd & Lisa Harmening
Larry & Barb Henle
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Theresa Lubke & Dean Wegner
Scott Monson
Terry Porter
Brian & Lisa Rademacher
Reinhart Food Service
Larry Schiavo
Scott VanDerMillen
Veterans of Foreign Wars Post 742

\$100 - \$249

American Family Insurance - Chuck Fennell
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Kevin Anundson
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Robert Aufenthie
Calvin Barnett
Bladholm Construction
Janice Bot
Brian & Melissa Broman
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Marshall Mini Storage
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Karen & Pat VanKeulen
Dave & Krista Verkinderen
Terry & Cindy Verschaetse
Gayle & Brian West
Terri & Jerry Wiblemo
Alison & Brad Winkelman
Marlin & Beverly Winkelman
Rob & Karen Yant

Up to \$100

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Debra Wiesen
Gin Windey
Karla & Don Wirtz
Lou Wischer
Harvey & Cheryl Zachman
Elverne & Laurine Ziemke
Nick & Nancy Zimmer

2018 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