

No Place Like *This Place*[™]



2025
Annual Report

A LETTER FROM THE CEO



Dear Community,

I addressed this letter intentionally. Community is what the Y means to so many of the people we serve, and it holds true across every definition of the word. The Y is where people come together around what they share. Whether they are swimming laps, playing pickleball, running the floor at noon basketball, competing in youth sports,

being mentored during after school care or spending time during summer at camp, the Y is their community. Those activities are usually what first brings someone through our doors. Sometimes it is a sport or a routine they already love. Other times it is the recognition that the Y is a safe, welcoming place to try something new. Either way, the reason people first come to the Y is rarely the reason they stay for years, often for decades. They stay because they find fellowship. The Y is a place to make a friend, to be a friend and to bring a friend. Our hope is that every member does all three.

The importance of these connections cannot be overstated. Most of us understand how to care for our bodies. We eat well, we exercise and we keep our blood pressure, cholesterol and cardiovascular health within healthy ranges. What fewer people realize is how powerfully our social connections shape our lifespan and our resistance to chronic disease.

In one analysis that followed more than 308,000 people for an average of seven and a half years, those with strong social relationships were 50% more likely to survive the study period, an effect the researchers found comparable to quitting smoking. A U.S. Surgeon General's advisory reached a complementary conclusion from the other direction, reporting that social isolation carries a mortality risk similar to smoking 15 cigarettes a day, raises the risk of heart disease by 29 percent, raises the risk of stroke by 32 percent and substantially increases the risk of dementia in older adults.

We too often treat social connection as a concern only for our older neighbors. It matters just as much at the start of life. Our programming centers on children 13 and younger, and that focus is intentional. These are the years when a child learns to make a friend, to join a team, and to feel they belong. The friendships and confidence built in our gyms, our pools and at our camps lay a foundation that

carries forward. As those children grow into their high school years, the Y remains a familiar and welcoming place, somewhere they return on their own to play ball, lift and swim. That continuity matters. The Centers for Disease Control and Prevention found that young people with a strong sense of connection, at school and at home, report lower rates of poor mental health and the risks tied to suicide, both as teens and into adulthood.

Community is why the Y exists. It is not defined by the walls of our buildings, and it is not something we build alone. We partner with organizations across Dane County so that our members and our wider community alike have what they need to become the best versions of themselves.

With gratitude,


Mark Westover
President and CEO

2025 COMMUNITY IMPACT

\$818,077

donated in programs and memberships to other local nonprofits to inspire change.



\$542,588

in financial assistance last year to make this Y available to all.



32%

of families in our licensed child care received YMCA Financial Assistance.



350 kids

learned water safety skills to help reduce the risk of drowning in our Safety Around Water Program.



134,268 meals

were served to children in our care.



\$268,125

in subsidized camp fees sent kids from low-income neighborhoods to camp for FREE!



THE Learning New Skills PLACE



I would like to sincerely thank the Y for giving my children the opportunity to participate in Safety Around Water this summer. They learned how to swim, overcame their fear of the water, gained new techniques and built self-confidence. All the teachers were kind and respectful with my children, and I am truly thankful for that.

—C. Salas
Safety Around Water Parent



When I first joined the LIVESTRONG program, I was still recovering—physically and emotionally—from cancer treatment. I felt uncertain, tired and disconnected from my body. But from day one, the support, encouragement and community I found in LIVESTRONG changed everything.

The trainers tailored the program to my individual needs and pace. Over the weeks, I regained my strength, balance, and most importantly, my confidence. The camaraderie among participants was a powerful reminder that I wasn't alone.

LIVESTRONG at the YMCA didn't just help me rebuild my body—it helped me reclaim a sense of control and hope. I'm stronger now, inside and out, and am grateful for this experience.

—A. Swenson
LIVESTRONG Participant



THE Better Together PLACE



THE Making New Friends PLACE



B's mother is a single parent who has a fixed income. Without this scholarship, summer camp would not have been an option. B has had a lot of hard changes, including moving into a new home and school. By attending summer camp, B was able to meet several friends with whom he'll attend school. B's mother shared with me that every day he came home from camp excited to talk about his new friends and the fun things they did. Thank you so much for this opportunity. It is fair to say that attending camp was the highlight of B's summer.

—R. Repaal
Dane County Social Worker

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This group of like-minded donors wants to ensure that our Y is here to serve future generations. They generously included our Y in their estate planning.

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FINANCIAL SNAPSHOT

Revenue & Support

Program Revenue	\$8,187,103
Membership Dues.....	\$5,226,543
Contributions & Other Support.....	\$12,127,017
Grants	\$792,021
Special Event Revenue.....	\$59,870
Investment Income	\$531,001
All Other Income.....	\$81,015
TOTAL REVENUE & SUPPORT	\$27,004,570

Expenses

Employee Expenses	\$8,758,476
Occupancy.....	\$1,304,781
Depreciation & Amortization	\$780,736
Y-USA Support & Other Dues.....	\$268,875
All Other Operating Costs.....	\$2,515,518
TOTAL EXPENSES.....	\$13,628,386

Net Assets

Net Assets 12.31.25	\$26,229,332
Net Assets 12.31.24	\$12,853,148
CHANGE IN NET ASSETS.....	\$13,376,184

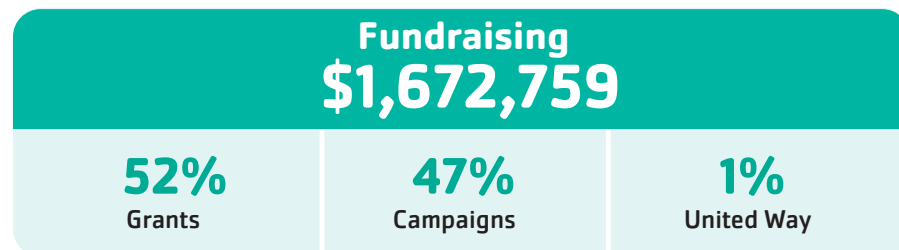
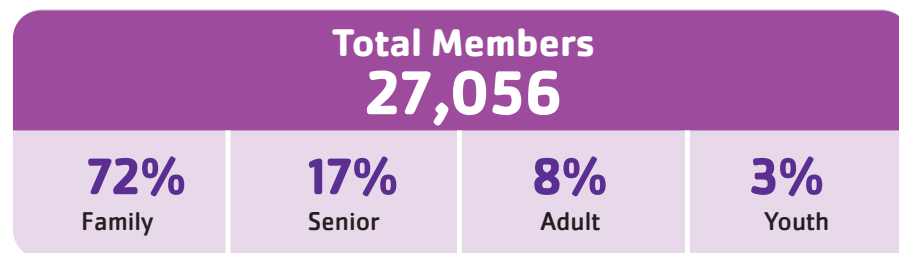
Capital Investments

Member Experience Improvements	\$297,239
Facility/Safety Improvements	\$402,819
TOTAL CAPITAL INVESTMENTS	\$700,058

Community Investment

Financial Assistance for Y Services	\$542,588
Community Outreach	\$818,078
TOTAL COMMUNITY INVESTMENTS.....	\$1,360,666

BY THE NUMBERS



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