

2020: YEAR IN REVIEW

A MESSAGE FROM KRISTA

Dear YMCA Friends & Supporters,

Thank you for your support of the Northfield Area Family YMCA. As we navigate through the pandemic and the aftereffects, we continue to rebuild programs and revitalize the work of the Y. We have been through challenging times. However, in truly living out the YMCA mission, we built strong partnerships and collaborated with local organizations to meet community needs in extraordinary ways. We pivoted multiple times to close and reopen our facilities and programs in efforts to honor the state mandates and guidelines. The YMCA worked closely with MDH, CDC, the local public health department, and a committed group of staff and volunteers to ensure all guidelines were implemented to meet the highest standards of safety. We are grateful for the many members who stayed with us during the closure and were there with us as we reopened the facility. A combination of staff reductions, cost cutting strategies, philanthropic support and economic stimulus allowed the Y to maintain financial stability. In addition, having the Y building completely paid off and debt free assured that we could navigate the financial challenges caused by the pandemic.

Please accept my gratitude for your support and all you have helped make possible in 2020. The future is bright and the Y is here for good as we continue to be a strong community resource for years to come. Together, we are stronger.

Krista Danner, CEO

Statement of Activities

	2020	2019
Public Support (Contributions and Grants)	\$245,185	\$214,296
REVENUE, GAINS AND LOSSES		
Membership	677,280	1,062,048
Program Service Fees	99,728	271,736
Other Income	-4,832	8,430
Total Revenue, Gains and Losses	\$772,176	\$1,342,214
Total Public Support, Revenues, Gains and Losses	\$1,017,361	\$1,556,510
EXPENSES		
Program Services	891,610	1,160,003
Management and General	385,368	520,636
Total Expenses	\$1,276,978	\$1,680,639
Changes in Net Assets	-259,617	-124,129
Net Assets – Beginning of Year	7,417,810	7,541,939
Net Assets – End of Year	\$7,158,193	\$7,417,810



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THE Y'S IMPACT

To bring about meaningful change in individuals and community we are focused on programs dedicated to these three areas:

Youth Development: Nurturing the potential of every child and teen

Healthy Living: Improving the community's health and well-being

Social Responsibility: Giving back and providing support to our neighbors

SEE HOW WE'RE FULFILLING OUR MISSION

2020 BOARD OF DIRECTORS

As of December 31, 2020

- | | |
|-------------------------------|----------------------------------|
| Mark Abbott, Board Vice Chair | Dan Neuger |
| Nancy Antoine | Elsa Nystrom, Youth Board Member |
| Kirsten Cahoon | Patrick O'Neill |
| Stephanie Calderon | Jim Pokorney |
| Matt Detert | Jacquie Schieck |
| Nate Engle, Treasurer | Kyle Schulz, Youth Board Member |
| Hope Langston | Jon Whitney |
| Amy McBroom, Board Chair | |



2020 ANNUAL REPORT

for YOUTH DEVELOPMENT

SUMMER CAMPS 2020

Summer Day Camp took place during the pandemic. We served an average of 36 campers each week in the summer of 2020. Although this number was far below the usual average of 100+ campers, offering camp at some level was a commitment made by staff and the Board of Directors as a core mission of the YMCA. Y Camp provided a special place where kids could simply enjoy their childhood. Summer camp 2020 was a great resource to families who needed childcare. After the first week of camp, one camper told a counselor that they love camp because it's a place where they just get to be a kid and not worry about COVID.



Thanks to the generosity of Allina Health and the Free Bikes 4 Kidz program, kids attending camp were able to use bikes to get to different programming spots throughout the Northfield Community. Since many of the field trip opportunities were not available, this incredible partnership provided great opportunities for kids to experience the many local offerings in Northfield.



YOUTH IN GOVERNMENT: This program is Minnesota's largest hands-on civic education event. 25 Northfield area students in grades 8-12 represented the Northfield delegation in the 75th Youth In Government Conference held in January 2021. Northfield had 1 elected official and 10 appointed officials.



The Northfield Area Family YMCA partnered with Northfield Public Schools to provide **childcare** to emergency and essential workers in the community.



The Y provided **homework help** for youth in the community in partnership with the Northfield TORCH program and Emmaus Church.

ACCESS FOR ALL

- In 2020, **300** families received scholarships to participate in Y membership and programs.
- 740** donors contributed **\$245,185** to support scholarships and areas of greatest need. Many of these donors were members who converted their membership dues to donations during our time of closure.
- Max Gorden Mercer** was recognized with the Northfield Area Family YMCA Scholarship. Initiated by the Board of Directors in 2019 to acknowledge the significant contribution that youth have made to the community through their services to the YMCA, the scholarship awards a high school senior **\$500** to use toward further education.

for HEALTHY LIVING



ROSE'S STORY

Meet Rose: In 2013, Rose was having trouble walking, and the time she has spent in the pool at the YMCA has helped her regain her strength. She joined the Y in January 2020 and has appreciated the welcoming community she has found at the Y. "They know me as Rose, not just a number." She was sad when the Y had to close in March, but is thrilled to be back. "Being back in the pool makes me feel so good. This is my place and time for me, and it is so important to make time for yourself and your health," said Rose. "Everything is here that I need, and I am so excited to be back at the Y."

REED'S STORY

Northfield Y member Reed Hagberg is a busy professional and dad with an active family. In past years, he brought his kids to the Y for swimming lessons and did "extra" things like volunteering in child watch during the Jingle Bell Run. A couple of years ago, he decided to refresh his lifestyle—first by taking charge of his nutrition and weight, and more recently by setting a goal to get stronger and more fit—even during a pandemic.

It didn't happen all at once, but before long, Reed's Y activities expanded from swimming to weight/cardio workouts, and then to joining group exercise classes. Currently, Reed's regular exercise routine includes variety and a willingness to try new things—like the RESET Challenge. "I am being a sponge—just soaking up new things as I come across them," he says. When it comes to trying new things, Reed finds the atmosphere at the Y refreshing. "This is a place where no one judges anyone else, and I can focus on myself and leave behind everything else from my day. And, being part of a community where I see others pursuing their health is motivating."



250

members received health and wellness checks during time of COVID closure. These checks helped to ensure our community had access to health and well-being resources.

9,500

participants took part in virtual classes offered free of charge to community members as well as in live fitness classes provided during 2020.



225

individuals participated in the new **STRONG** challenge. The program, open to both members and non-members, was launched in an effort to provide tools to motivate the community to focus on health and wellness, as well as to inspire mind, body and spirit during the pandemic.



383

Personal Training sessions provided.



75

youth developed lifelong skills through swim lessons.



for SOCIAL RESPONSIBILITY

BUS FOR US: TOGETHER WE ROLL

Transportation poses one of the most significant obstacles for youth and families to be able to participate in community opportunities. To address this barrier, the Northfield Area Family YMCA and Northfield Promise have teamed up to provide at-cost transportation services to selected area nonprofits by establishing a collaborative transportation co-op under a shared name and brand: "Bus for Us, Together We Roll." The project was made possible by generous YMCA donors Missy and Dave Donkers, as well as start-up funding from Northfield Shares and Strive Together's Cradle to Career Community Challenge grant. The Bus For Us is a great example of both partners' missions in action and the power of collaboration. If you are in the Northfield area, be on the lookout for the new and vibrant "Bus for Us, Together We Roll" vehicles!



ESSENTIAL SUPPLY DRIVE

Many in our community were impacted by the death of George Floyd and the protests and social unrest in the Twin Cities. When it became clear that our neighbors were in need, our community came together to donate essential supplies to the most devastated areas. Our Y's efforts to organize the donation drive were coordinated by the Y Board of Directors and staff members. Two trailers were loaded, and supplies were taken to two Twin Cities Area YMCAs for distribution to those with limited access to necessities.



BLOOD DRIVE

Northfield YMCA hosted the American Red Cross Blood Drive on-site. 26 donors contributed 24 units of blood. The Y's support of the Red Cross was especially important in 2020 because typical donation sites were not active due to COVID-19.

24
UNITS

FOOD DISTRIBUTION

The Y collaborated with Faribault Schools, HCI, CAC, Public Health, and many others to distribute food boxes to hundreds of area families. The collaboration was so successful in meeting the needs of the Faribault and surrounding communities that the efforts were able to grow. This remarkable effort identified the great need and resulted in the creation of a Faribault Food Shelf as well as local mobile distribution.

