



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



The Y served
41% of the
people in our
community service
area through
membership and
programming.



OSHKOSH COMMUNITY YMCA | 2023 | COMMUNITY IMPACT + ANNUAL REPORT



1 IN 4
people in our
community service
area are Oshkosh
Y members.

67% of kids
in the Y's service area
are involved through
membership or
programming.



We are more than buildings and programs. We strengthen the foundation of our community.



ACHIEVE. CONNECT. BELONG.



“Our epidemic of loneliness and isolation has been an underappreciated public health crisis that has harmed individual and societal health. Our relationships are a source of healing and well-being hiding in plain sight – one that can help us live healthier, more fulfilled, and more productive lives.”

-US Surgeon General Dr. Vivek Murthy, May 2023

MEMBERSHIP

In 2023, the Oshkosh Community YMCA impacted **33,692 lives**, allowing kids to grow and learn, families to flourish, and individuals to experience healthier living and a sense of connection.

The Y served **41%** of the people in our community service area. (Y-USA describes the Oshkosh Community YMCA’s service area as the population within a 12-minute drive time aggregate from each of our locations, or 81,395 people.)

852,009 # of visits to our Y
from **21,119 members and community participants** striving to be active, healthy, and well.



Dear Members and Friends,

Thank you for being a part of our journey in 2023.

The amount of people served, and lives touched by the Y are impressive, but what is most inspiring is hearing the stories from our members about how the Y has impacted their lives. I hope these stories provide you a better understanding of **the PURPOSE of the Y.**

I am deeply grateful to each of our staff, volunteers, and donors who make this all possible. The Y would not be able to fulfill its purpose without your hard work, devotion, and commitment.

2023 was a record year with **33,692 lives impacted** through membership and programs. We experienced significant increases across all levels of the organization. The question is, **where do we go from here?**

Our board and staff spent the better part of 2023 working on our strategic plan to steer the organization toward **improving operations, enhancing facilities, and strengthening efforts to meet community needs through programs and services.** I am truly excited with the direction your Y is headed and I look forward to sharing our success with you in 2024.

We know that our strategic vision is attainable – if we work together.

Thank you for inspiring us and supporting **the PURPOSE of the Y!**

Jeff Schneider • President/CEO

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IN 2023

33,692

lives were impacted through membership and programs.

THE Y IS NOT A PLACE, IT'S A PURPOSE.



We are FOR ALL

What truly makes the Y special is our ability to welcome ALL. In 2023, the Y's **FOR ALL Financial Assistance Program** helped more than **2,900 individuals belong; 53% were children.** The total assistance awarded was **over \$320,550.**

The Oshkosh Y's programs and services are available to everyone regardless of ability to pay. We understand that one fee does not fit all. Our **FOR ALL Financial Assistance Program** offers flexible pricing options and is designed to meet everyone's financial needs.

Our goal is to provide memorable, meaningful experiences for everyone who comes through our doors – regardless of financial status.

Alia's Story

"Though these last two years have been difficult for me, the Y and their staff have been a bright spot. I have found myself less alone with my struggles because I've developed long-term friendships with both staff and fellow Y members. I love the life that I have built for myself today. I attribute my confidence boost and socialization directly to the programs and people of the Y. My friends have helped keep me accountable when I miss a class. My teachers have strived to continue challenging me physically and mentally. I cannot say how appreciative I am of the chance to use the Y's facilities for a reduced price. I could not be a member without it and cannot imagine what that life would be like now!

Thanks to the people that have made this possible for me and others!"

THE Y IS A PLACE FOR SPIRIT, MIND & BODY.



There are currently over 545 children 0-2 years of age and more than 365 children 2 years and older on childcare waitlists in Winnebago County.

Source: Child Care Resource & Referral Agencies, January 2023

FAMILIES AND KIDS

Families love coming to the Y, and we love having them. Whether you want to deepen your relationships, play and be active, or meet other families, our activities, programs, and events encourage families to grow together.

In 2023, we served **9,881 unduplicated youth** through our Youth and Family membership and programming efforts.

Wiggles & Giggles, Splish & Splash, and Little Sports Stars are all toddler friendly programming options to bring young families together for fun, exercise, and gathering as a community. In 2023, members **increased their visits to these programs by 30%**.

Participation in youth team sports has been linked with lower rates of depression and anxiety, along with a reduced risk of suicide and substance abuse. It has been found to be as effective as medication in improving mental health and happiness. In addition, more time playing sports means less time on electronic devices and social media. In 2023, the Oshkosh Y served over **3,300 youth in organized sports**.

Students are more prepared for school, more likely to achieve, and more likely to graduate when they are supported by schools, families, and communities working together in a coordinated manner. Source: Youth.gov

CHILDCARE

When the Y first learned the University of Wisconsin – Oshkosh was planning to close their Children’s Learning and Care Center, we decided to act on behalf of families whose lives would have been impacted by this closure and serve those families still searching for quality, licensed care for their children. On July 1, 2023, the Oshkosh Community YMCA Childcare at UWO opened its doors and when we are at capacity, we will be able to serve **over 100 children** at this site alone.

Studies show children who receive quality childcare enter school with better math, language, and social skills. Access to childcare is crucial for busy parents who are balancing full-time employment with full-time parenthood. In 2023, the Y served **over 1,100 children in licensed childcare programs** through our three Childcare Centers, Before & After School Program, and Summer Day Camps. To ensure as many kids as possible have opportunities to learn and grow, the **Y provided \$149,651** in financial assistance to families in 2023.



“OSHY is family...it’s like you’re going back home, but you’re going to the Y.” -Ethan, OSHY Team Member

“Every kid in our program has an opportunity to learn how to push themselves, how to set goals, how to rebound from things that don’t go their way, how to handle things that do go their way and help to move them in a positive direction.”
~Jay Coleman, OSHY Swim Team Coach

HEALTHY LIVING

OUR PURPOSE IS DEEPER THAN A POOL, BIGGER THAN A GYM, & EXPANDS BEYOND THE WALLS OF OUR BUILDINGS...

Healthy Living at the Y truly is about everyone's spirit, mind, and body. The Y will meet you where you are and be with you through your journey celebrating each accomplishment along the way.

Healthy Living includes being a part of something bigger than yourself. With **67% of kids in our service area** involved at the Y through membership or programming, a focus on their health and well-being is paramount.

78

of individuals who participated in our chronic disease programming through Live Strong, Stay Strong, and Rock Steady Boxing for Parkinson's sufferers.



Kara's Story

"I love coming to the Y because you feel very welcome. The instructors make you feel like this is your home."



"I have lost 90 pounds since October 2019... I couldn't have done it without the Y."

Rachel Ellis, one of Kara's Group Exercise instructors, remarked, "I've watched her physical transformation... but I have seen the mental transformation as well. It's just really neat to see someone's confidence build."

351,403

of visits to our wellness centers and group exercise classes. The Y is a place to set personal goals and find the support to achieve them.



Pat, who lost her husband three years ago, is a member of the **Y's Brighter Days Support Group** Program for people grieving the loss of their partner. She said, "You just feel lost... **Brighter Days is a godsend...** I really feel helpful with it...I know I am in a good place with so many really nice people who understand me."

In 2023 there was a

24%

increase in use of ForeverWell, our 55+ programming.

BUILDING A STRONGER OSHKOSH

SOCIAL RESPONSIBILITY

OVER **30** # of different community agencies the Y partnered with, including Boys & Girls Club of Oshkosh, Christine Ann Domestic Abuse Services, COTS, New Dawn Recovery Services, Nova Counseling Services, Oshkosh Area School District, Parent Connection, Solutions Recovery, and World Relief, with over **622 individuals served** through direct referral.

IN PARTNERSHIP WITH THE BOYS AND GIRLS CLUB

The Y believes our communities are strongest when everyone is included and has the opportunity to reach their full potential. We welcome and connect people of all generations, backgrounds, and perspectives, and we're committed to addressing issues that people face to create positive change.



In 2023, the Y partnered with the Oshkosh Boys and Girls Club, funded in part by the Green Bay Packers Foundation, to create specialized programming for **teens ages 14-17**. This initiative provided **free visits to the Y** twice weekly throughout the entire Summer Program, aiming to engage teens in physical activity and learning while helping to combat the high levels of stress, depression, and emotional issues reported by Oshkosh Area School District high school students.

"43% of Oshkosh Area School District high school students reported feeling stressed, depressed, or experienced emotional issues 5+ days in a row during a thirty-day period." To address this, our focus on health and well-being led to programming centered on physical activity, nutrition, and social interaction, encouraging teens to reduce screen time and connect with each other.

IN PARTNERSHIP WITH THE OSHKOSH AREA SCHOOL DISTRICT

A recent Y survey showed that **9 out of 10 parents** and primary caregivers in the US see swimming as a key life skill for their children – on the same level as first aid skills or preparing a simple meal. Teaching children how to be safe around water is not a luxury; it is a necessity. In our community we are surrounded by water. The **Y's Safety Around Water Program (SAW)**

is the first step in equipping children with essential water safety skills preparing them for what to do if they find themselves in water accidentally. We partner with the Oshkosh Area School District to provide this program free of charge for all second-grade students.

This hybrid program combines in person teaching and on-site technical skill review to help reduce the risk of accidental drowning. Our Y aquatics professionals spend time in school classrooms reviewing key terms and skills in preparation for students visiting the Y to practice using the tools they have learned. The Y resumed the Safety Around Water Program in 2023, for the first time following COVID, and we had **340 children** complete it. In addition, **over 3,500 children** participated in youth swim lessons at the Y.



121 # of individuals certified as lifeguards in 2023. The Oshkosh Y is one of the largest safety training providers in the area, keeping swimming pools and beaches in our community safe.

CREATING PARTNERSHIPS WITH THE COMMUNITY



ANNUAL CAMPAIGN
FINANCIAL ASSISTANCE



We're proud to ensure that everyone - regardless of their financial circumstances - can belong to our Y, participate in programs and improve their lives. 100% of your contribution supports our **FOR ALL** Financial Assistance Program.

WE GOT...

BECAUSE THE OSHKOSH Y IS A CHARITY,

in 2023 we received the following support in donations and grants:

Contributed SUPPORT

Annual Campaign Contributions	\$441,748
Oshkosh Area United Way Funding	\$20,000
Grants	\$190,371

Total contributed support received \$652,119

SO WE GAVE...

BECAUSE OUR Y IS A CHARITY,

in 2023 we gave away:

Direct & Indirect Community ASSISTANCE

HEALTHY LIVING ASSISTANCE	\$518,090
• Low-income youth, family and individual memberships; subsidized senior memberships	
YOUTH DEVELOPMENT ASSISTANCE	\$149,651
• Childcare, before and after school care, summer camps	
PROGRAM ASSISTANCE	\$57,559
• Chronic disease programming, mission programs, swim, tennis, youth sports	
FACILITIES USAGE	\$106,090
• By community groups and schools	
INDIRECT PROGRAM SERVICES	\$369,696

Total community assistance provided \$1,201,086



TO DONATE to the Oshkosh YMCA Annual Campaign and make a difference right here in our community, scan here or visit our website at www.oshkoshymca.org.

YOUR FEES

Your **membership fees** operate our facilities:

- Facility repairs, cleaning and maintenance
- Equipment
- Pool costs
- Utilities
- Staff
- Technology
- Administration

YOUR GIFTS

Your **donations** help provide:

- **FOR ALL** Financial Assistance program
- Membership assistance
- Childcare assistance
- Swim and Water Safety instruction
- Before and After School program assistance
- Youth Sports assistance
- Mission Programs
- Community outreach



OVER 1,000 # of people who volunteered providing invaluable support to our Y throughout the year.



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FOR SOCIAL RESPONSIBILITY

WE ARE STRONGER TOGETHER & OUR FUTURE IS BRIGHT BECAUSE OF YOU!



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