



the



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

BUILDING BELONGING

Winona Family YMCA
2025 Annual Report

Winona Family YMCA



OUR MISSION

To put Christian principles into practice through programs that build healthy spirit, mind, and body for all.

Our Vision: To connect and engage people by enhancing lives and building community.

Core Values: Caring, Honesty, Respect, & Responsibility

VOLUNTEERS

156 volunteers contributed 1,046 volunteer hours for a total value of \$36,390.

FINANCIAL ASSISTANCE

Financial Aid: In 2025, we received 570 applications for financial aid and provided over \$171,000 in membership and program fee subsidies, up 16% from the previous year. This enabled cancer survivors to regain strength and connections in our LiveStrong program, Dream Maker youth to access a year of free membership, and families and individuals to open memberships and to participate in swim lessons, youth sports, and camp at an equitable cost.

AWARDS & RECOGNITION

Janel Miller



Volunteer Leadership Award of Excellence

Janel Miller, President of the Board of Directors at the Winona Family YMCA, received the YMCA Volunteer Leadership Award on October 16, 2025. Janel has demonstrated exceptional leadership, vision, and selfless service. She has shown unwavering dedication to the YMCA's mission and a deep commitment to fiscal responsibility, fundraising, and strategic advancement.

Having served as Secretary, Vice President, and current Board President, Janel exemplifies servant leadership. Her steady presence, thoughtful guidance, and collaborative spirit foster cohesion among board members and inspire others to engage more fully in service. Janel's leadership has strengthened the YMCA's impact and capacity to serve the community. She is truly deserving of the YMCA Volunteer Leadership Award.

Becky Wisted



Child Watch Center Dedication

In November of 2025, the Winona Family YMCA proudly dedicated the Child Watch Center to Becky Wisted, whose care, kindness, and dedication have impacted the lives of thousands of children and families since 2002. Through her gentle guidance and joyful spirit, Becky has helped generations grow and thrive. Her legacy of love and compassion will forever fill this space and community.

HIGHLIGHTS

MEMBERSHIPS

Membership reached an all-time high of 7,000 members in 2025, doubling since the opening of our new facility in 2021. This growth reflects strong community demand, increased engagement across programs, and trust in the Y as a safe, welcoming place for all. Through financial assistance, families and individuals continue to access life-changing programs regardless of income, reinforcing our mission to serve the whole community as we look toward continued growth and impact.



AFTER SCHOOL CARE & SUMMER CARE

The YMCA continued to be a trusted partner for working families through our certified After School Care and Summer Care programs. During the school year, 79 school-age children were enrolled across two After School Care sites, providing a safe, engaging environment focused on learning, physical activity, and social connection once the school day ended. In the summer months, 63 children participated in our Summer Care program, where staff created enriching experiences that balanced fun, exploration, and structure while supporting families' childcare needs. Together, these programs reflect our commitment to youth development and to helping children thrive year-round.

AQUATICS

We proudly served hundreds of youth and adults through our various aquatics programs last year. 365 people participated in private swim lessons, 378 participated in group swim lessons, and 15 participated in the All Ability swim lessons. We welcomed 109 kiddos across our three family-friendly pool events - Floating Easter Egg Hunt, Dunkin' for Pumpkins, and Swimming with Santa events. In 2025, our swim team became sanctioned by the YMCA of the USA, and we supported 36 participants in stroke development, technique improvement, and swim meets.



FITNESS & WELLNESS

Our Fitness & Wellness department has been bulking up with new equipment and machines all year, and we are so excited to see so many utilizing this space as we meet our community needs. Group Fitness classes like yoga, Zumba, and TRX continue to be popular and the perfect place to meet a new workout buddy. Our youth dance program served 78 kids through choreography and dance instruction in Pre-K Movement, Intro to Dance, Junior Hip Hop, Leaps, Turns & Techniques, and private lessons. Our 14 Personal Trainers are busy with equipment orientations and one-on-one sessions to help their clients meet their goals. The relationships they build create a better connection in our Y community and keep members coming back for more.



HIGHLIGHTS

PRAESIDIUM ACCREDITATION

In 2025, the Winona Family YMCA achieved Praesidium Accreditation, reinforcing our unwavering commitment to the safety and well-being of every child and individual we serve. This nationally recognized accreditation reflects our comprehensive approach to abuse prevention, including staff training, screening, supervision, and clear reporting practices. Earning this distinction demonstrates our dedication to providing a safe, trusted, and welcoming environment for families and strengthens the confidence our members and guests place in the Y every day.



ADAPTIVE PROGRAMMING

Our Adaptive Programming continues to reflect the YMCA's commitment to Inclusion and belonging. In 2025, we served 65 children through all-abilities group programming, including swimming lessons, soccer, volleyball, and basketball. These programs are designed to meet participants where they are, emphasizing skill development, confidence-building, and fun in a supportive environment. By creating opportunities for children of all abilities to learn, play, and grow together, we are helping ensure that every child feels welcome, valued, and empowered at the Y.

CHILD WATCH

Child Watch remained an essential support for families in 2025, with more than 14,000 reservations serving 353 children throughout the year. Often described by families as an amazing support, Child Watch allows children to play, socialize, and be themselves in a safe and nurturing environment while parents and guardians exercise, study, or take much-needed time for self-care. Volunteers continue to be a vital part of this program's success, with 19 dedicated individuals contributing 287 volunteer hours in 2025, strengthening our ability to support families and build community.



SPORTS

Youth Sports were a hit again this year with over 739 kids enrolled across all our programs from soccer to volleyball. Morrie Miller Youth Tackle Football hosted 133 youth from Lewiston and Winona, and 93 youth participated in Flag Football. Pre-K programming introduced basketball, soccer, and volleyball to 191 of our youngest learners. Kids learned technique, skills, and good sportsmanship in every program alongside their peers.



HIGHLIGHTS

CAMP WENONAH

Camp Wenonah experienced an incredible year of growth, learning, and adventure. Our new Preschool Camp program welcomed 21 young campers while our traditional Day Camp served 181 campers, doubling registration from the previous year. This growth was supported by the implementation of a tiered pricing system designed to better engage families and increase access to camp experiences. A key strategic investment in this momentum was the hiring of a full-time, year-round Camps Director, Tyler Stern, whose leadership has strengthened program quality, expanded capacity, and positioned Camp Wenonah for sustainable, long-term growth. Across all programs, participants learned about nature, challenged themselves on the ropes course, explored our trails and prairie, built lasting friendships, and expressed their creativity. We were also proud to receive a generous grant from the Margaret H. and James E. Kelley Foundation to winterize the barn, an important investment that will allow Camp Wenonah to offer programming year-round and extend its impact beyond the summer months.



AMERICAN RED CROSS CLASSES

Safety is a top priority at the YMCA, and we are proud to be an American Red Cross–authorized provider of lifesaving certification courses. In 2025, 9 youth gained essential caregiving skills through our Babysitting course, while 99 community members completed CPR certification, 29 earned CPR for the Professional Rescuer, and 40 completed Basic Life Support (BLS) training. Through these programs, the Y advances its commitment to social responsibility by equipping individuals with the knowledge and confidence to respond in emergencies, helping to create a safer, more prepared community for all.

HERITAGE CLUB

The Winona Family YMCA's Endowment Fund is supported by donors either as current or deferred gifts to help the legacy of the Y live on for generations to come. We are honored to welcome 12 new Heritage Club individuals and families who have made a commitment to the future of the Y. Thank you for your kind, caring generosity.

Daniel Krumholz in memory of Lori Krumholz

Jerry & Pat Papenfuss

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Caylan Larson & Marcy Faircloth

James Faricloth III & Mary Faircloth

Thomas & Mary Breza

Brian & Betty Singer-Towns

Patrick Murphy & Mary Craford

Elise Olson in memory of Brady Olson

Doris Killian in memory of Jim Killian

MISSION MOMENTS

BILL REINARTS: FUELED BY FRIENDSHIP

As a child, Bill built fond memories at summer camp and Friday family nights with his siblings. In his mid-30s, he reconnected with the Y through a running group, where noon runs and marathons with friends like Andy Blomsness, John O'Connor, Bill Baker, and Jerry Lawson became about more than fitness. "It was the camaraderie, the friendships," Bill shares. After recently undergoing surgery that resulted in the loss of one of his legs, Bill's determination remains strong. "I'm always motivated if I get a challenge," he says. For Bill, the Y has never just been about activities; it's about the people beside you through every challenge.

MORE THAN A COACH: QUOTE FROM A PARENT

"My 4th grader's basketball coach, Myles, is phenomenal. He does a great job engaging with all the boys, making sure everyone is included, and makes it fun for everyone, while teaching the fundamentals of the sport. My son has asthma, and Myles pays very close attention to that, especially during games. I see him keeping a close eye on my son, and Myles notices when he needs to sub out. Even when he may not think he needs his inhaler, Myles notices it. It's something that I, as a parent, cannot express just how much that means. All of the parents on the bleachers see how excited and proud he is of his players; how he provides feedback and offers encouragement during the games."

FINDING STRENGTH & SUPPORT: AMARISSA RUIZ-SWENSON

As a single mother balancing college, work, and childcare, Amarissa found invaluable support at the YMCA. When her daughter's father moved away, she needed a reliable and affordable childcare option to continue her education. The Y's Child Watch program, offering up to two free hours per day, became a lifeline. "We were here at the Y, two hours every day for months," she recalls. "It got me through the rest of that semester, got me through that next fall semester, and then that's when I graduated." The Y not only provided Amarissa with time to study but also gave her daughter a place to play and grow. Even now, her daughter fondly remembers her time there, often saying, "I want to go to the Y – to Kids Corner today!" Reflecting on her experience, Amarissa describes the YMCA in one word: "Supportive."

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If we have missed a donor, please accept our sincerest apologies and contact us to correct the error.

IMPACT THAT LASTS A LIFETIME

Sponsors

We extend a huge thank you to our sponsors this year, Coca-Cola Bottling Company of Winona (Bronze Sponsor), and Gillette Pepsi Companies (Gold Sponsor). Their generous support bolstered our youth programming all year long, and brought smiles to kids faces as they learned about new sports techniques and made new friends.



Volunteers

We are thankful to the following volunteer groups for their investment of time and talent.

LiveSTRONG

LiveSTRONG at the YMCA has been a huge success! This is in large part thanks to our instructors, volunteers, grant funding and member donations. This is a free, 12-week fitness and wellness program that supports cancer patients and survivors. Participants work with trained staff and volunteers to improve cardiovascular endurance and functional ability, build strength, and increase flexibility. We are proud to have LiveStrong at our YMCA, and we could not do it without the support of our community.



Teen Night

Teen Night is a free event for 5th-9th graders. Over the 2 events in 2025, 219 youth got to dance, sing, swim, play volleyball, basketball, pickleball, dodgeball, and board games while enjoying social time and healthy snacks. These awesome events are made possible through the amazing volunteers who help make it happen. We had invaluable support from volunteers from WSU's Circle K group, WSU Nursing students, and the team at Acuity Brands Lighting.

Morrie Miller Football

The Morrie Miller Youth Tackle Football League supported 133 youth from Lewiston and Winona in developing their skills, teamwork, and confidence through the game of football. This program was made possible by the financial contribution of the Morrie Miller Athletic Foundation and the dedication of 40 volunteer coaches (many of whom were parents of participants) who generously committed time from their busy schedules to ensure young athletes had a foundational, safe, and fun football experience. Their leadership and mentorship played a vital role in creating a positive environment where youth could learn, grow, and thrive on and off the field.



Camp Wenonah

It takes the help of many hands to make sure camp is a safe, positive experience for campers. Thank you to our amazing volunteers who spend time mowing, cleaning the barn and sheds, maintaining trails, removing invasive species, and preserving the unique natural resource that is Camp Wenonah for future campers.



2025 GRANTS & FUNDRAISING



Indoor Ironman

The 2025 Indoor Ironman raised just under \$1,000 through 31 racers competing to complete the distances of an Ironman over the month of March. They challenged themselves to swim 2.4 miles, run 26.2 miles, and bike 112 miles.

Camp Wenonah Campaign

Camp is essential. Camp kids develop self-reliance, leadership, and a love for nature in a safe, supportive space focused on environmental education and teamwork. A huge thank you to our donors and volunteers who made Camp possible this year!

Annual Campaign

The Winona Family YMCA runs its Annual Campaign each year to raise funds for financial assistance for YMCA memberships and program subsidies. In 2025, 206 donors raised over \$171,000 for this financial assistance program.

Send the Flock!

To fluff up our fundraising feathers, we asked members and donors to send flocks of flamingos to staff over the month of June. The goal was to send a little love to our staff and to raise awareness about our financial assistance program. Together with the flamingos, we raised just under \$1,500. Thank you to everyone who flocked together to make this happen!



LiveStrong Campaign

LiveStrong at the YMCA is a free fitness program to help cancer patients and survivors regain strength, flexibility, and confidence during and after cancer. There is no program revenue generated for this program, so it is entirely donor and grant funded. Thank you to our generous donors who support our cancer community.

Dream Maker Campaign

The Dream Maker Campaign raises funds for full-year scholarships for youth in need. The Y receives referrals from schools and community partners, identifying kids who could benefit from the scholarship. In 2025, 52 donors raised over \$11,000, which is enough to provide 48 youth with full Y scholarships!



2025 GRANTS

Winona Community Foundation

Certification and training for staff at Camp Wenonah's High Ropes Course

Gundersen Community Foundation

General Operations funding to help support LiveSTRONG at the YMCA

BK5K

Youth sports equipment for After School Care, Summer Care, and Aquatics programming.

Slaggie Family Foundation

General Operations funding for Camp Wenonah and our new Camps Director position to help us jump start the new changes to revitalize Camp.

Shavlik Family Foundation

Funding to support internet out at Camp to facilitate better safety of campers and families, and real-time communication between staff, the Y, and participants.

Google Ad Grant

Funding to have ad prioritization through Google and Youtube.

Margaret H. and James E. Kelley Foundation

Funding to winterize the barn at Camp Wenonah. This space is a hub for campers, and, thanks to funding, will now be usable year-round.

Our banner sponsorship program recognizes donors who have contributed \$1,000 or more. The banners are proudly displayed throughout our facility, and serve as a visual reminder of the generous support of our community, which allows us to offer a robust financial assistance program.

If you are interested in supporting our Annual Campaign through our banner program, visit:

www.winonaymca.org/annual-campaign.



2025 BOARD MEMBERS

Thank you to our Board, Leadership and Part-Time staff who bring passion, care, and dedication to their work every single day. Thank you for living our mission and creating connections in our community.

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Director of Properties & Facilities

Fitness & Wellness Director

Youth Development Director

Camps Director

Sports Director

Grants & Fundraising Director

Child Watch Coordinator

Accounting Coordinator

Aquatics & Safety Director

Member Services Coordinator

GET INVOLVED

Volunteer

Help us reach our goals and serve our community by volunteering your time at the Y. Each of our volunteers helps deliver the benefits of good health, strong connections, greater self-confidence, and a sense of security to all the lives we touch. See our volunteer opportunities at: www.winonaymca.org/volunteer

Join Our Team

Learn, grow, and thrive with a position at the YMCA. Working at the Y, you'll discover more than a job, you'll enjoy a career with a future and the opportunity to make a lasting difference in the lives of those around you. Learn more at www.winonaymca.org/employment

Donate

We are able to provide opportunities that improve our community's health and well-being because of donors like YOU. Activities offered through the Y bring families closer together and the programs that you fund empower people to be successful. Your generous support keeps the Y available for those who need us most and allows us to fulfill our mission.

Donate today – because every contribution makes a difference!

As always, we welcome your engagement, support, and feedback to help our organization live its mission. Contact us at www.winonaymca.org/contact



Donate Here Today



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