



EXPANDING OUR IMPACT

2025 Impact Report
STEVENS POINT AREA YMCA

As I reflect on the past year, I am incredibly proud of what we have accomplished together. Every success highlighted in this report is the result of dedicated staff, volunteers, board members, donors, and partners who believe in the YMCA's mission and work every day to make a difference. Their commitment and passion continue to strengthen our organization and the people we serve.

2025 was a year of significant progress as we worked to secure and develop the future home of the Plover YMCA. Thanks to the support of many dedicated partners and supporters, we laid the foundation for a project that will expand access to health, wellness, and connection in one of the fastest growing areas of our region.

Our commitment to serving communities beyond our traditional footprint continues with the opening of the Waushara County YMCA in the fall of 2026. For years, local leaders, volunteers, donors, and residents have worked toward the vision of bringing the YMCA to Waushara County, and we are proud to help make that vision a reality. The new YMCA will create opportunities for children, families, older adults, and individuals of all abilities to improve their health, build relationships, and strengthen their community for years to come.

Looking ahead, we are very excited for what is in store for the Stevens Point Area YMCA and Peters Family YMCA Camp Glacier Hollow as we focus on investing in these spaces to serve generations to come. These efforts are about more than facilities—they are about ensuring the YMCA continues to be a place where people of all ages can grow, connect, and thrive. We look forward to sharing more in the months ahead as this work takes shape.

The theme of this year's annual report is Full Steam Ahead, and it perfectly reflects where we are as an organization. From Plover to Waushara County, from Stevens Point to Camp Glacier Hollow, there is tremendous momentum across our association as we expand our reach, strengthen our impact, and create new opportunities to serve.

None of this would be possible without the support of our members, donors, volunteers, partners, and staff. Thank you for believing in our mission and investing in the work we do every day. Together, we are building stronger individuals, stronger families, and a stronger Central Wisconsin.

With gratitude,



Ryan Zietlow
CEO & President
STEVENS POINT AREA YMCA



FINANCIAL REPORT 2025

INCOME

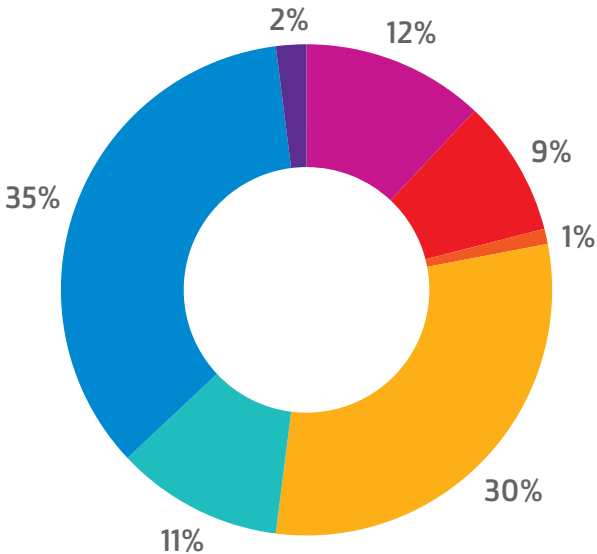
PUBLIC SUPPORT

● General Support/Donations	\$556,804
● Grants	\$438,047
● Special Events	\$16,204

EARNED REVENUE

● Membership	\$1,423,280
● Programs	\$509,704
● Child Care & Camp	\$1,643,303
● Other Income	\$84,798

TOTAL INCOME **\$4,672,140**



EXPENSES

PROGRAM EXPENSE

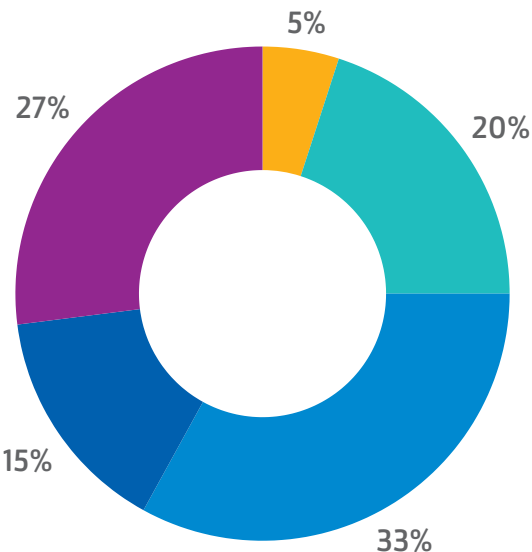
● Membership	\$229,464
● Programs	\$897,755
● Child Care & Camp	\$1,421,415

ALLOCATED EXPENSE

● Occupancy	\$663,422
● General & Administration	\$1,179,405

TOTAL EXPENSES **\$4,391,461**

*EBITD



ECONOMIC IMPACT

Beyond the Y



The Stevens Point Area YMCA is committed to strengthening our community in more ways than one. While our mission focuses on youth development, healthy living, and social responsibility, the impact of our work extends far beyond our programs and facilities. Every membership, program registration, community event, and partnership helps support the local economy and improve the quality of life throughout Central Wisconsin.

As a longstanding nonprofit in the area, the YMCA provides meaningful employment opportunities, attracts visitors through regional events and competitions, supports local businesses, and invests in programs that serve individuals and families of all ages. The generosity of our donors, dedication of our volunteers, and engagement of our members all contribute to a stronger, more connected community.

408

Total
Employees

44

Full-Time
Employees

353

Active
Donors

5.1M

Dollars in
Economic
Impact



200,000

Total Visits
to the YMCA
in 2025

EVENTS

Creating Community



The YMCA offers a wide range of community events that bring people together in fun, active, and meaningful ways throughout the year. Annual favorites include the Fall Festival, Great Water Balloon Fight, Chalk Fest, Father Daughter Dance, Y Tie Dye, Healthy Kids Day, and Easter Egg Splash.

These events are made possible through the dedication of volunteers who generously donate their time to support and engage with the community. All YMCA events are either free or offered at an affordable cost, ensuring they remain accessible and open to all community members.

2554

Event
Participants

7

Total
Events

357

Total
Volunteer
Hours

86

Total
Volunteers



2025 Turkey Trot

Across 12 locations, 36,193 participants and 2,789 dogs helped raise \$522,772, contributing to more than \$5.39 million raised since the event began. Locally, the Stevens Point Area YMCA Turkey Trot raised \$23,320 to support YMCA programs and services that strengthen our community.

HEALTH & WELLNESS

Wellness In Action



Our Health & Wellness Department supports individuals of all ages in building strength, improving mobility, and enhancing overall well-being. With more than 50 free drop-in group exercise classes each week, members have access to a wide variety of options for every fitness level, along with personal training and small group training for more individualized support.

We also offer specialized healthy living programs, including Livestrong for cancer survivors and a Movement and Music Parkinson's class, designed to support participants with unique health needs. The ForeverWell program provides exercise classes and social opportunities for adults ages 55+, promoting active aging and connection.

2250

Group
Exercise
Classes

30K

Group Ex
Attendees

1414

Personal
Training
Sessions

16K

ForeverWell
Class
Attendees



\$248,657

Provided in
Membership
Scholarships

SPORTS

Building Champions



Our Sports Department provides opportunities for youth and adults to stay active, learn new skills, and build confidence through a wide variety of programs. Youth offerings include sports classes and clinics such as volleyball, multisport Sportsters, basketball, soccer, T-ball, baseball, and organized sports leagues that focus on skill development, teamwork, and fun.

We also offer a strong dance program, including ballet, jazz, hip hop, and cheer, helping participants build coordination, creativity, and performance skills in a supportive environment. For adults, programming includes recreational and competitive opportunities such as pickleball, racquetball, and ballroom dance, encouraging lifelong activity and social connection.

720

Sports
Participants

12

Weekly Classes
on Average

41

Participants
from School Age
Child Care

\$8K

Provided in
Program
Scholarships



2025 Gymnastics Meet

Our SPIRITS Invite welcomed 444 gymnasts from 10 teams across Wisconsin, bringing athletes and families to Stevens Point. The event generated local economic impact with approximately 22 hotel room bookings for 1 to 2 night stays, while showcasing the YMCA as a premier destination for youth sports.

AQUATICS

Making Waves



Our Aquatics Department helps individuals of all ages build confidence, develop lifesaving skills, and stay active through a variety of programs. From parent-child swim lessons for infants and toddlers to youth, teen, and adult instruction, our swim lesson program provides a pathway for swimmers at every stage of development. Private and semi-private lessons offer additional personalized instruction to help participants reach their goals.

As a trusted provider of American Red Cross certification courses, the YMCA offers Adult and Pediatric First Aid/CPR/AED training, Lifeguard Certification and Recertification, and Lifeguard Instructor courses. These programs equip community members with critical skills that help create safer environments both in and out of the water.

1441

Swim Lesson
Participants

400

Red Cross
Certifications

44K

Patrons Used
the Adventure
Pool

\$19K

Provided
in Swim
Scholarships



Dolphins Swim Team

SPDY welcomes swimmers of all ages and abilities, providing six progressive training levels based on experience, skill, age, and commitment. Team members develop competitive swimming techniques, learn race strategies, build confidence, and have opportunities to participate in swim meets.

CHILD CARE

Shaping Futures



Our Child Care Department provides high-quality care and enriching experiences for children from 6 weeks through sixth grade. Our programs include a licensed Child Care Center for infants through age 6, including preschool and 4K, Drop-In Child Care for members while they use the YMCA, School Age Care for children in grades K-6, and Day Camp at the Stevens Point Area YMCA for children ages 3-13.

In a safe, nurturing environment, our dedicated teachers help children learn, grow, and thrive by fostering social, emotional, cognitive, and physical development. Through engaging activities and caring relationships, we inspire a lifelong love of learning while supporting families in our community.

126

Child Care
Participants

146

Before &
After School
Participants

3470

Children
Were Served
Healthy Meals

62K

Meals
Were
Served



\$105,979

Provided in
Child Care
Scholarships

CAMP

Inspiring Adventure



At Peters Family YMCA Camp Glacier Hollow, youth ages 7-17 experience a summer filled with adventure, personal growth, and lifelong memories. Our programs include Day Camp, Overnight Camp, Counselors in Training (CIT), and Leaders in Training (LIT), offering opportunities for campers of all experience levels to explore the outdoors, develop new skills, and challenge themselves in a supportive environment.

More than just a summer camp, Camp Glacier Hollow helps young people build confidence, independence, resilience, and lasting friendships. Guided by caring staff and positive role models, campers grow through new experiences while learning and living the YMCA's core values of caring, honesty, respect, and responsibility.

109 Day Campers

89 Overnight Campers

16 Leaders In Training

214 Total Campers



\$24,817 Provided in Camp Scholarships

2025 DONORS

UP TO \$249

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\$10,000+

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