The POWER OF PHILANTHROPY
YOUR IMPACT on Y Giving Day

Last October 25th and 26th, the Y held its first-ever Y Giving Day, a celebration of philanthropy raising important funds for nine YMCA Initiatives. In 36 hours, our Y received 435 donations for a total of $100,111. As a donor who contributed to the Y Giving Day campaign, I am pleased to provide you with an update on each of the nine projects:

The Community Youth Center art room was completely revamped as a result of Y Giving Day, creating a space for artistic expression, crafting, mindfulness activities, and good fun. New floors, functional and practical furniture, arts and crafts supplies, and a storage system to keep it all organized has created a wonderful environment for our youth.

The Gymnastics program benefited from Giving Day with funds to upgrade and replace well-loved equipment, including new bars ($1,500), a new spring board ($700), and a new vault system ($3,000). There were enough funds left over to also replace a few of the gymnastics mats. 700+ athletes will benefit from this equipment.

The Y’s Youth Cancer Survivorship Program has welcomed four new participants since Giving Day. The latest recruits to the program have touched our hearts and have found strength, energy, and fun through the program. Noah has been enjoying his 24 personal training sessions with personal trainer, Kyle. Our goal is to serve any and all local youth cancer survivors and their families.

Our Music Program purchased a new piano for the Houser Branch. Five keyboard kits, complete with benches and stands are now available for families to check out for practice at home for the duration of their piano lessons. Member Paul Olson and his family learned of the campaign and donated their lightly used piano to the Dahl Branch. Gratefully, there were enough funds remaining from the Giving Day campaign to pay to have the piano moved and tuned, and is now in use for lessons.

We are truly so thankful for this program and Kyle. I think it’s improving Noah’s quality of life. So THANK YOU!!!

Lauren - Mother of Noah, a YOUTHSTRONG Participant. Noah is pictured below with his Y personal trainer, Kyle.

IN TOTAL $100,111 was raised on our first Y Giving Day.
The Community Food Forest is in great hands under the direction of new Food Forest Director, Laurie Nelson. Laurie is utilizing funds raised during the Y Giving Day campaign to make the Food Forest more accessible and bringing the Food Forest back to life with programming to welcome ALL. Custom-built, accessible raised garden beds are being constructed and will be ready for planting in the Spring of 2024.

The Y’s four Community Health Workers partner with the La Crosse School District and the Great Rivers HUB to provide assistance to families at risk of or currently experiencing homelessness. They help their clients access resources to secure employment, basic necessities, housing, and healthcare. With the support of Y Giving Day, more than 100 families were provided holiday care packages containing food, hygiene items, clothing, and presents for their children. The Community Health worker program serves an average of 60 families at any given time, and with Y Giving Day funds, they have been able to meet their clients’ most emergent needs.

Y Giving Day provided membership support to our seniors who rely on the Y’s income-based Flexible Pricing program. With the support of Y Giving Day, the Y provided over $80,000 in flexible pricing discounts to seniors last year.

The Y’s Food Access Program has gained a great deal of momentum in the last few months, expanding to include the Y on the Fly van and serving 47,000 meals in June and July alone, thanks in part to Y Giving Day. The generosity of supporters on Y Giving Day made weekly Mobile Market Food Boxes available to nearly 80 families served by our Y’s Community Health Workers and Community Youth Center. Two refrigerators at School Age Care sites have been replaced and the Food Access Director was able to purchase additional totes and crates for transporting the meals to the 20+ sites where food is served.

Flexible Pricing makes the Y accessible to everyone in our region and makes membership, programming, and childcare affordable for all families regardless of income. One in four members join the Y with Flexible Pricing, and with the help of Y Giving Day, our Y provided $1.7 million in flexible pricing last year – more than any other Y in the state of Wisconsin.

Thank you for making so much possible with your support of Y Giving Day!

For the Y – Nikki West, Chief Development Officer

LAURIE NELSON  
Food Forest Coordinator  

NATALIE TODD  
Member Operations Director  

MARY KATE JONES  
Gymnastics Director  

NANCY PARCHER  
Community Health Worker  

ALISON BERNDT  
Arts and Humanities Director  

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