

YMCA OF THE NORTH





MOVING FORWARD: WELLBEING FOR ALL





A LETTER FROM OUR PRESIDENT & BOARD CHAIR

Dear friends of the Y,

Looking back on a year filled with connection, growth and resilience, we are proud to share the meaningful ways we are moving forward to support wellbeing for all. Through programs, partnerships and persistence, we've supported individuals and families in building healthy spirit, mind and body.

From nurturing the potential of youth to promoting healthy lifestyles and fostering social responsibility, our work this year reflects the strength of a community united in purpose — and a YMCA that continues to rise to meet the evolving needs of those we serve.

This past year has deepened our understanding of what it truly means to support the wellbeing of individuals and communities through the five social drivers of health, which are the key areas that influence quality of life for every individual. We've embraced a wholeperson approach, focusing not only on physical health, but on connection, resilience, purpose and belonging. We're meeting people where they are and helping them move forward to where they want to be.

As we reflect on the year's progress, we also look ahead with clarity and determination. In the pages that follow, you'll see the many ways we've advanced our mission through youth development, healthy living and social responsibility. You'll also see tangible examples of how we are bringing to life our vision of wellbeing for all.

While the world around us continues to evolve, one thing remains constant: our commitment to ensuring that everyone — regardless of age, income, background or ability — has the opportunity to thrive. That commitment guides every action we take and fuels the impact we are proud to share in this report.

Thank you for your continued belief in our mission and for walking alongside us as we work to strengthen wellbeing for all.

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In partnership,

Glen Gunderson
President and CEO

Carolyn Sakstrup General Board Chair







AT YMCA OF THE NORTH, WE'RE MOVING FORWARD TO ADVANCE WELLBEING FOR ALL

This is not just an aspirational goal; it is central to how we innovate and serve alongside our communities. Over the past year, we've made significant strides in advancing our work, demonstrating a deep commitment to fostering resilience and creating lasting impact.

COMMUNITY IMPACT

Our focus on community impact remains at the heart of everything we do. Establishing the Center for Social Impact two years ago allowed us to strategically align programs that support access, opportunities and leadership development.

We doubled the reach of our Beacons and University YMCA mentoring educational impact programs. We also reached 132,000 students in 439 schools to promote civic engagement, strengthening the future of civic wellbeing across Minnesota.

MEMBERSHIP LOCATIONS

Operationally, membership revenue grew by 11.5% and ForeverWell participation for those aged 55 and up increased 13.3% year over year. These results reflect the enduring relevance of our offerings — especially among older adults seeking connection, activity and belonging.

We expanded our reach to serve even more in our communities. Our Virtual Y platform added 4,000 members and over 8,000 videos this year. This is now our

most scalable, lowest-barrier way to meet participants where they are, involve the whole family in being active and help everyone access wellbeing.

ADVANCEMENT

Our philanthropic efforts also saw progress, with our endowment surpassing \$100 million and our third-highest philanthropic year on record. As we seek to be meticulous stewards of our resources, the endowment is a key element of how we sustain our mission long-term. We are grateful for the vital philanthropic support that will create lasting impact for many generations to come.

PEOPLE AND CULTURE

Driving our wellbeing vision starts with how we live our values by serving and supporting our own team. We invested in leadership development and wellbeing at every level of our association and employee engagement rose to 67% — significantly outpacing Gallup's national benchmark.

We remain committed to innovation that fosters community and empowers individuals to thrive at every stage of life. Wellbeing for All is a promise that we are actively working to fulfill, creating a sustainable future for individuals, families and communities alike.



PERSONAL STORIES, POWERFUL IMPACT

We're advancing our objectives and engaging our partners, with the goal of growing our impact for all those we serve. Our commitment to wellbeing for all is driving our mission forward.



See how one leader's selfless service has a profound effect on the entire community.



Explore how our childcare centers change lives through care, education and powerful connections.



Experience how camp transformed a child's wellbeing — and brought healing to a family.

"Camp Widjiwagan was like another parent to me. I can't reiterate how foundational it has been to me and everything I've done since completing the program years ago. It helped me develop a sense of empowerment, independence and groundedness. The experience gave me confidence in knowing what I'm capable of. It also provided me with a whole new skillset, teaching me the fundamentals of teamwork and how to take on challenges while understanding and navigating risk, which have been foundational in my growth personally and professionally."

—Kate Greenberg, Camp Widjiwagan donor, alum and former staff member "My mom was a single mom when I was younger, and she wanted to send me and my brother to summer camp, but we both had asthma, which most camps were not equipped to deal with. She learned about Camp Superkids for children with asthma, which opened a whole new world. I was a camper for multiple years, then a junior leader, then part of the first group of counselors in training who went up to Menogyn, and then I was ultimately hired on as staff. I made lifelong friendships and am still connected to many of the staff I worked with. We now contribute enough monthly to hopefully send one child to camp each year, with a little left over to help keep the magic alive. It was and is a magical place for me and my family."

—Lindsay Haneman, Camp Ihduhapi sustaining donor, alum and camper parent

"Youth in Government and other Center for Youth
Voice programs like Model United Nations have truly
blessed me. They have given me a community of
friends and fellow leaders who are passionate about
creating positive change daily. Donations to CYV
can go a long way in helping others have the same
amazing experiences that I look forward to every year."

—Ankit M., Center for Youth Voice program participant

"I gladly donate to the Y because I believe in its mission. I worked in the School Age Care program for over 20 years. I retired in 2020 and miss working with the children and their families. The programs the Y offers grow families in so many ways. Although I no longer work for the Y, I continue to desire to be part of touching the lives of families through my monthly donation."

—Bonnie Lindberg, Eagan YMCA member and sustaining donor









"I regard the YMCA as a tremendous source of community that provides JOY and good health for almost everybody. Through my Medicare benefits, I am a Silver Sneakers member and am happy to donate monthly in gratitude for what I receive. I see my donation as a solid investment in my personal health and wellbeing, both physically and emotionally, and a solid investment in my community."

—Hans Gasterland, Ridgedale YMCA member and sustaining donor

"The Center for Youth Voice has shown me the importance of youth involvement in politics and government, and it's helped me understand the role that young people can play in shaping their communities. I've gained valuable skills, knowledge and a passion for public service. I'm grateful for the opportunities that CYV has provided me, and I'm committed to using my experiences to make a difference in the world."

—Wesley F., Center for Youth Voice 2025 program participant and committee leader

"It's important to me to give to the Y on a monthly basis.

I believe I'm supporting fitness- and health-centered community programs. I like to think that my donations contribute toward healthful lifelong habits for people who may not be able to afford a gym membership or fitness classes or camps."

—Ann Fandrey, Southdale YMCA member and sustaining donor

"I'm honored to be a monthly donor. It's important to me to give back to the Y so others can enjoy it the way I do. It's such a positive environment in an increasingly stressful and angry world. I attend classes at the Y almost daily, because it's so nice to be surrounded by many others who are also seeking a healthy lifestyle. I've met a circle of friends there who share my passion for fitness and enjoy being part of the Y community. I especially love seeing the diversity and range of ages enjoying the Y. It's truly a very welcoming place for all."

—Melissa Laven, White Bear Area YMCA member and sustaining donor

2024 IMPACT

SERVING ALL AT EVERY STAGE OF LIFE



1.6K
Early Learning
Kids

Attended Y Early Learning Centers daily.



16.8K
Water Safety
Participants

Learned skills through donor and grant-funded programs.



9.6K Summer Care

Participated in summer childcare and summer sports.



27.8K
Camp Adventurers

Participated in Y day, overnight, teen wilderness and family camps.



2.46M
ForeverWell Visits

Completed by 55+ age participants across 20 YMCA membership locations

SERVING COMMUNITIES ACROSS FIVE SOCIAL DRIVERS



Housing Aid Recipients

Offered a bridge from crisis to independence by Onsite Supportive Housing programs.



2.3K

Worked to become tomorrow's leaders in Youth in Government and Model United Nations.



33KWellbeing Seekers

Received access to programs via \$9,668,751 in Membership / Program Financial Assistance across our Y.



8.9K
Outreach Clients

Received essential resources like food, shelter referrals, and navigation services from the Y's Homeless Outreach program.



2.3K
New Americans

Received support in navigating new systems and connecting to resources.

Economic

Education

Health Equity

Neighborhood

Belonging



9x More Likely to Learn Longer

Youth in Beacons programs are 9 times more likely to stay at their school and graduate high school at higher rates than students not in the program.

3.4K+
Adult Leaders

Embarked on journeys to improve their cultural agility through the YMCA's Center for Leadership Innovation.



CAPTURING THE HEARTS AND MINDS OF OUR COMMUNITY

We're excited to share our journey toward a future where everyone can achieve their full potential.

While many know us for fitness or camps, our recent market research revealed an opportunity to showcase the full breadth of our impact. Every member, camper or youth participant contributes to community wellbeing, and we're committed to making that clearer than ever.

This understanding led us to embark on a brand repositioning effort, grounded in our mission of "Wellbeing for All." Unlike many wellness brands that target niche markets, our Y embraces the entire community, believing that wellbeing is a right, not a privilege.

Our new brand reposition tells the story of a movement that is evolving:

- · From fitness to whole-person wellbeing
- From programs to purpose
- From a place to a meaningful community

Our new tagline, "What Moves You," speaks to the diverse motivations bringing people to the Y, whether for physical, emotional or community-driven wellbeing. It's a call to rediscover the Y as a catalyst for lifelong transformation.

We're excited to bring "Wellbeing for All" to life in 2025 and beyond; because what moves you, moves everyone forward!

Sincerely,

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Sonia Punwani Chief Marketing Officer and SVP of Strategy



TAKE A SNEAK PEEK INTO OUR NEW BRAND CAMPAIGN AND DISCOVER WHAT MOVES YOU.











WHAT MOVES YOU?

YMCA OF THE NORTH CONSOLIDATED STATEMENT OF ACTIVITIES

For the Year Ending December 31, 2024

| | Without Donor Restrictions | With Donor Restrictions | Total |
|---|-------------------------------|----------------------------|---------------|
| REVENUE | | | |
| Contributions and Grants | \$21,729,723 | \$13,973,240 | \$35,702,963 |
| Youth Development (Net of FA) | 62,402,455 | - | 62,402,455 |
| Healthy Living (Net of FA) | 55,216,905 | - | 55,216,905 |
| Social Responsibility | 820,719 | - | 820,719 |
| Other Revenue | 9,191,721 | 2,742,936 | 11,934,657 |
| Net Assets Released from Restrictions | 12,478,702 | (12,478,702) | - |
| Total Revenue | \$161,840,225 | \$4,237,474 | \$166,077,699 |
| EXPENSES | | | |
| Youth Development | \$76,840,870 | - | \$76,840,870 |
| Healthy Living | 36,891,989 | - | 36,891,989 |
| Social Responsibility | 9,400,407 | - | 9,400,407 |
| Management and General | 36,589,366 | - | 36,589,366 |
| Fundraising | 6,797,171 | - | 6,797,171 |
| Total Expenses | \$166,519,803 | - | \$166,519,803 |
| Change in Net Assets Before Non-Operating | (\$4,679,578) | \$4,237,474 | (\$442,104) |
| Non-Operating Revenue and Expenses | (1,997,921) | 4,113,090 | 2,115,169 |
| Total Change in Net Assets | (\$6,677,499) | \$8,350,564 | \$1,673,065 |



YMCA OF THE NORTH BALANCE SHEET

Statements of Financial Position December 31, 2024

| ASSETS | 2024 |
|------------------------------------|---------------|
| Cash & Cash Equivalents | \$3,295,887 |
| Accounts & Pledges Receivable, Net | 16,590,225 |
| Right to Use Assets | 19,627,496 |
| Investments | 117,956,909 |
| Prepaid Expenses & Other Assets | 1,103,801 |
| Interest in Beneficiary Trusts | 3,103,951 |
| Funds Held in Escrow | 1,216,607 |
| Land, Building & Equipment, Net | 157,010,581 |
| Total Assets | \$319,905,457 |

Audited Financial Statements are available upon request, or by visiting our website at ymcanorth.org.

| LIABILITIES AND NET ASSETS | 2024 |
|-------------------------------------|---------------|
| LIABILITIES | |
| Accounts Payable & Accrued Expenses | \$8,709,593 |
| Annuity Obligations | 191,204 |
| Bonds & Notes Payable | 28,704,121 |
| Lease Liabilities | 19,376,725 |
| Assets Held for Others | 2,812,890 |
| Deferred Revenue | 9,911,923 |
| Total Liabilities | \$69,706,456 |
| NET ASSETS | |
| Without Donor Restrictions | \$147,178,022 |
| With Donor Restrictions | 103,020,979 |
| Total Net Assets | \$250,199,001 |
| Total Liabilities and Net Assets | \$319,905,457 |



A CULTURE OF PHILANTHROPY THAT FUELS COMMUNITY IMPACT

At the YMCA of the North, philanthropy is more than a fundraising effort. It is a shared value, woven into our culture and embraced by our team members, donors, volunteers and partners alike. Rooted in its original meaning, "love of humanity," philanthropy at the Y shows up every day through acts of generosity, service and care.

This spirit drives our mission forward and ensures that we can continue meeting the evolving needs of our communities. Whether launching new programs, expanding access to camps and wellness, or responding to emerging challenges, our collective commitment makes it possible.

Thanks to our community's belief in our work and generous support, YMCA of the North continues to increase access to essential opportunities for health, wellness, learning, childcare, adventure, social services and leadership development. In 2024, we increased access to these opportunities by 25% for young people who otherwise face barriers to accessing high-quality programs — advancing whole-person wellbeing for all.

Together, we are not only sustaining the Y mission; we are sustaining a commitment to building stronger, healthier communities for generations to come. Thank you for investing in people, in community and in a movement that endures. Your partnership makes lasting impact possible.

With deep gratitude,

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Michelle Edgerton
Chief Advancement Officer





BEYOND OUR FOUR WALLS

BRANCHES

Andover YMCA ymcanorth.org/andover

Blaisdell YMCA South Minneapolis ymcanorth.org/blaisdell

Burnsville YMCA ymcanorth.org/burnsville

Douglas Dayton YMCA – Downtown Minneapolis ymcanorth.org/dayton

YMCA in Eagan Y ymcanorth.org/eagan

Elk River YMCA ymcanorth.org/elkriver

Emma B. Howe YMCA – Coon Rapids ymcanorth.org/emmabhowe

YMCA Forest Lake ymcanorth.org/forestlake

Harold Mezile North Community YMCA – Minneapolis ymcanorth.org/northcommunity

YMCA in Hastings ymcanorth.org/hastings

YMCA in Hudson, Wisconsin *ymcanorth.org/hudson

Maplewood YMCA Community Center ymcanorth.org/maplewood

YMCA in New Hope *
vmcanorth.org/newhope

Ridgedale YMCA – Minnetonka ymcanorth.org/ridgedale

YMCA in Shoreview *
ymcanorth.org/shoreview

Southdale YMCA – Edina ymcanorth.org/southdale

St. Paul Eastside YMCA *ymcanorth.org/eastside

St. Paul Midway YMCA **
ymcanorth.org/midway

White Bear Area YMCA ymcanorth.org/whitebear

YMCA in Woodbury *ymcanorth.org/woodbury

PROGRAM SITES

Center for Social Impact – Minneapolis ymcanorth.org/impact

Center for Youth Voice – Maplewood mnyig.org

Lakeville Early Childhood Learning Center * ymcanorth.org/lakevilleeclc

University YMCA ymcanorth.org/uy

YMCA Early Childhood Learning Center – University of Minnesota *
ymcanorth.org/uofmeclc

VIRTUAL WELLBEING

Virtual Y ymcanorth.org/virtual-y

OVERNIGHT CAMPS

Camp Ihduhapi – Loretto ymcanorth.org/campihduhapi

Camp Icaghowan – Amery, Wisc. ymcanorth.org/campicaghowan

Camp Warren – Eveleth ymcanorth.org/campwarren

Camp St. Croix – Hudson, Wisc. ymcanorth.org/campstcroix

Camp Menogyn – Grand Marais ymcanorth.org/campmenogyn

Camp Widjiwagan – Ely ymcanorth.org/campwidjiwagan

Camp Northern Lights – Babbitt ymcanorth.org/campnorthernlights

Camp du Nord – Ely ymcanorth.org/campdunord

DAY CAMPS

Day Camp Christmas Tree – Minnetrista ymcanorth.org/daycampchristmastree

Day Camp DayCroix – Hudson, Wisc. ymcanorth.org/daycampdaycroix

Day Camp Heritage – Lino Lakes ymcanorth.org/daycampheritage

Day Camp Ihduhapi – Loretto ymcanorth.org/daycampihduhapi

Day Camp Gathering Pines – New Market ymcanorth.org/daycampgatheringpines

Day Camp Manitou – Monticello ymcanorth.org/daycampmanitou

Day Camp Oxbow – Byron ymcanorth.org/daycampoxbow

Day Camp Spring Lake – Rosemount ymcanorth.org/daycampspringlake

Day Camp Streefland – Lakeville ymcanorth.org/daycampstreefland

2024 GENERAL BOARD

OFFICERS

Carolyn Sakstrup, Chair

EVP, Chief Growth and Generosity Officer Thrivent

Jeanne Crain, Vice Chair

President and CEO, Retired Bremer Financial

Lica Tomizuka Sanborn, Secretary

Partner Faegre Drinker, LLP

Greg Munson, Treasurer

Managing Principal Transwestern

Andrea Walsh, Past Chair

President and CEO
HealthPartners

Glen Gunderson

President and CEO YMCA of the North

MEMBERS

Siyad Abdullahi

Founder and CEO
Pro Health Care

Peter Bach

Managing Director of Upper Midwest RMB Capital

Courtney Baechler, MD, MS

Preventive Cardiologist
Park Nicollet
Health Promotion/Health Innovation
Strategy
Rosado Consulting

Doris Baylor

Community Volunteer and Business Leader

James Burroughs

SVP, Government and Community Relations Children's MN

Troy Cardinal

Principal, CIO

Terry Clark

EVP and CMO

Chief Marketing and Customer Officer
Optum

Deniz Cultu

Partner
McKinsey & Company

Wendy Dayton

Philanthropist and Community Volunteer

Karen Deutsch

CMO, Government Programs

Rich Dorn

SVP, Operational Risk Wells Fargo

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Bob Ehren

SVP, Individual Solutions Securian Financial

Damien Fair

Professor/Department of Pediatrics and Neuroscientist University of MN

Patience Ferguson

CHRO Ramsey County

Marcus Fischer

President and CEO Carmichael Lynch

Anders Folk

Partner Jones Day

Eric Fotsch

Director of Field Experiences, Licensure Officer, Professor Metropolitan State University

Gloria Freeman

Founder and CEO Olu's Home

Bob Gardner

CEO

Gardner Builders

Darrel German

Managing Partner German Consulting Group LLC

Bill George

Senior Fellow Harvard Business School

Jeffrey Greiner

Managing Partner Northern Pacific Group

Bjorn Gunnerud

Chief Strategy Officer North Memorial Health

James Hereford

President and CEO Fairview Health Services

Kelly Hyman*

Senior Director, Commercial Transformation ERM

^{*}Community board representative

Jasmine Jirele

President and CEO
Allianz Life Insurance Company

Clarence Jones*

Primary Consultant Clarence Jones Consulting

Scott Jones*

VP, Commercial Lending Royal Credit Union

Shelley Kendrick

President and CEO

Reid Larson

Managing Member and Founder ViaWealth

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SVP Ecolab

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Mike McKee

Managing Partner Baker Tilly, US LLP

Kathryn Mitchell Ramstad

President Christen Group, LLC

Bruce Mooty

Retired

Gray, Plant, Mooty & Bennett, P.A.

Patty Murphy

Community Volunteer

John Naylor

Strategic Advisor

Andrea Nordaune

Chief Legal Officer, SVP and Corporate Secretary Andersen Corporation

Ravi Norman

CEO

Norman Global Enterprises

Mike Olson

Venture Partner
Deep Water Asset Management

Amit Patel

Founder and CEO Vios Medical

Rachel Paulose

General Counsel and Chief Compliance Officer Strive Asset Management

Rachael Reiling*

Director of Strategy and Market Development Venture Solutions

Kyle Rolfing

Partner
Lemhi Ventures
CEO
Aegle

Clifton Ross

President and CEO Guardian Resources

David Royal

Chief Financial and Investment Officer
Thrivent Financial

Kate Siegrist

Partner

Eisner Advisory Group, LLC

Phil Smith

Operating Partner Altaris Capital Partners

Greg Theis

Owner

Topside Consulting LLC

Tim Welsh

President and EVP CCC Intelligent Solutions

Walter White

Independent Director Allianz Life

De'Mon Wiggins

EVP and President, Flow Pentair

Leslie Wright

President and CEO
Minneapolis Northwest Tourism

Dick Zehring

Real Estate and Development, Retired Former YMCA Greater St. Paul Board Chair

^{*}Community board representative











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