

2020: YEAR IN REVIEW

A MESSAGE FROM THE 2020 RED WING YMCA BOARD CHAIR:



2020 was quite a year for us at the YMCA in Red Wing, and as I look back, I am proud of the work of our staff, volunteers, and community. The day we had to make the decision to close was a sad one, but it as it presented challenges, it also allowed for a lot of new ideas.

Throughout the pandemic, we continued to focus on creating and providing virtual content, which will lead us into the future. As our Y always does, our organization met community needs by helping with childcare and education support for youth. Camp Pepin was used in new, innovative ways and is a jewel for people to enjoy. Y staff was amazing as they dug in and found ways that worked to serve our community.

OUR MISSION:
To enhance the quality of life for individuals and the community through programs that build spirit, mind and body.

The Red Wing Family YMCA is blessed with our members and donors. So many of you were able to "stick with us", and helped us keep revenue coming in as doors had to be closed. Our community showed an enormous commitment to generosity and mission. Thanks to you, the success of our Annual Campaign was a highlight in an otherwise challenging year.

As we finished 2020, we celebrated another great Y leader with CEO Mike Melstad's retirement. Our current Interim CEO, Liz Flinn, has helped us out during a time of transition. As we continue in 2021, the future is bright. Our Board and Trustees are giving, transformative leaders who are ready to find bold, new structures and programs for all that the YMCA stands for. We will have a new CEO by fall, and we look forward to the Red Wing Family YMCA continuing the long tradition of bringing "a great good" to our community.

Janie Farrar, Chief Volunteer Officer
RED WING FAMILY YMCA BOARD OF DIRECTORS

CEO MIKE MELSTAD RETIRED

Red Wing Family YMCA CEO Mike Melstad retired in December after a 44-year career with the YMCA. Mike started at the Red Wing YMCA in 2008. Red Wing Y Board Chair Bill Simmons said, "When I moved to town it was Mike who gave me a tour of the Y and I was impressed that as we walked around he said hello to everyone by name." Representative Barb Haley said, "You couldn't find someone more committed to the care of our youth, seniors, and members from our community than Mike. He served with an unrelenting passion to help people and make our community a better place." Throughout his career, he advocated for youth and their families. Prior to his tenure in Red Wing, Mike worked for the Minneapolis YMCA at branches, at day camp and in youth and family services. Mike is adjusting to retired life by doing some hunting, fishing, and home projects, and visiting family. Make sure to say thank you to Mike when you see him around town!

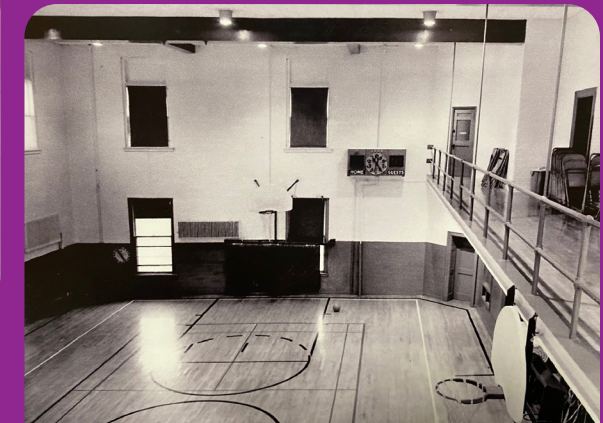
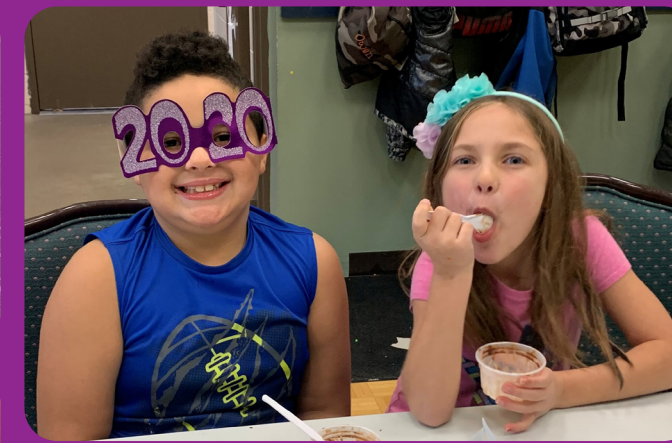


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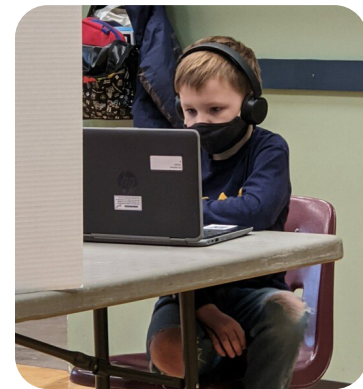
**2020
YEAR IN
REVIEW**



FOR THEN. FOR NOW. FOREVER.

CAMP PEPIN

For Camp Pepin, 2020 will be remembered as the year we pivoted. For the second time ever, summer camp was cancelled. The last time this happened was during the polio epidemic in 1946. The decision to cancel residential camp was a tough one and came after several months of trying to create a plan that would keep kids and staff healthy and safe while attending camp. In the end, Camp Pepin, like the majority of other residential camps nationwide, decided to cancel. However, Camp was still able to find a way for people to enjoy time on the shores of Lake Pepin. Camp pivoted to offering our cabins for rental to families. Just over 165 cabins were rented in 2020 – many renters experienced Camp Pepin for the first time. In addition, Camp benefited from many hours of volunteer work throughout the summer. While we were thankful to have had camp be utilized in a different way last summer, we are looking forward to campers returning in 2021.



DISTANCE LEARNING

In November, the YMCA supported distance learning for 19 kindergarten to 6th grade students who made the Y the place to participate in their virtual classes and work on their school work. Students were able to return to school in mid-January.



SUNSHINE CORNER

Virtual lessons were taught to our pre-school classes and consisted of circle time with songs, stories and demonstrations of projects students could complete at home with their families. Families also picked up activity packets containing project materials and story ideas.



PHYSICAL EDUCATION VIDEOS FOR RED WING PUBLIC SCHOOLS

Heather Flock created videos for Red Wing Public School students in 1st through 6th grades to do at home while schools were closed. The school was awarded a Cares Act Grant and provided students with equipment including balls, jump ropes, and hacky sacks. Heather created over a dozen videos for the kids to use with their equipment and another dozen workout videos to keep kids moving while they were doing their lessons from home.

SUPPORT FOR THE YMCA IN 2020

- **325** gifts totaling **\$216,470** to the annual campaign to support scholarships and areas of greatest need. Many of these were from members who converted their membership dues to donations while our Y was closed.
- **39** local area businesses supported the Y through the Banner Program.
- **191** scholarships were awarded to participate in Y membership and programs.
- Support was provided to assist with creating healthy opportunities for members while the YMCA building was closed. **Virtual programming** included fitness classes, phy ed for schools, and active older adult programming. In addition, equipment was loaned out to members to use at home.
- **\$198,096** in new gifts were added to the endowment and **11** new members joined the Heritage Club

THE Y'S IMPACT

To bring about meaningful change in individuals and community we are focused on programs dedicated to these three areas:

- Youth Development:** Nurturing the potential of every child and teen
- Healthy Living:** Improving the community's health and well-being
- Social Responsibility:** Giving back and providing support to our neighbors

HERE'S WHAT FULFILLING OUR MISSION LOOKED LIKE DURING A PANDEMIC:

150
days closed
during COVID.



29
walls freshly painted
during building closure.

170 
Personal Training sessions provided.

345 

pieces of equipment loaned to members to work out at home during building closure.

259 

youth developed lifelong skills through swimming lessons.

150TH ANNIVERSARY

In 2020, the Red Wing Family YMCA celebrated its 150th Anniversary of serving the community. While the Y has changed since its inception in 1869, meeting the needs of the Red Wing community has always been paramount to the mission. Many events, gatherings and celebrations were planned to mark this momentous milestone. The Mayor of Red Wing declared that August 2020 was Red Wing YMCA Month in honor of the 150th Anniversary. However, the global pandemic caused many of those occasions to be cancelled, which does not diminish the impact that the Y has had on the health and well-being of the community.



ESSENTIAL SUPPLY DRIVE

Many in our community were impacted by the death of George Floyd and the protests and social unrest in the Twin Cities. When it became clear that our neighbors were in need, our community came together to donate supplies to the most devastated areas. Volunteers and staff from our Y organized a donation drive and over the course of two days, collected bottled water, non-perishable food items, household supplies, formula, and diapers. Four cars were loaded with supplies and driven to two Twin Cities Area YMCAs for distribution to people in need.

2020 BOARD OF DIRECTORS As of December 31, 2020

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Joseph Jezerski, Secretary

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Susan Langer
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