



2023 CEO UPDATE

Dear Members and Community of Siouxland YMCA,

As we near the end of the first quarter of 2024, I want to acknowledge the accomplishments of our organization over the past year.

For over 135 years, the Norm Waitt Sr. YMCA has been committed to promoting Healthy Living, Youth Development, and Social Responsibility. The Y plays a significant role as the leading nonprofit to strengthen the foundations of each community served, both locally and nationally.

2023 YMCA Accomplishments:

- Made a positive Impact on 25,328 Individuals in our community.
- Hired a dedicated Wellness Director to ensure quality programs for our members and guests.
- Invested \$250,000+ in Facility Improvements
 - A few projects included: a new pool pump, repaired/repainted lines/refinished the gym floor, a new HVAC Unit, a fence on the riverfront of the Y, and NEW LED parking lot lights.
- Started our NEW Early Learning Center | Infants & Toddlers
 - To help working parents have a safe & nurturing environment for their children to learn, grow, and thrive
- Offered several NEW programs. To name a few:
 - "Girls on the Run", LaCrosse, and Before & Afterschool Care | Sergeant Bluff-Lutton School District

2024 YMCA Goals:

#1 "Raise the BAR" on Employee Experience, Member Experience, and Program Participant Experience

- B – Belonging
- A – Achievement
- R – Relationships

#2 Start construction on a 12,000-square-foot expansion | NEW Early Learning & Youth Development Center

- 2023 the Y raised over \$3,200,000 of the \$5,000,000 needed for our ELYDC.
- Will provide programming for Infants through Teens.

2025 YMCA to OPEN a NEW Early Learning & Youth Development Center:

- Scheduled to open Summer 2025
- 100 additional openings in childcare and youth programs for children 6 weeks to 16 years of age.
- With additional space, the Y will implement additional quality early learning, childcare opportunities, more youth development programming, and NEW leadership programs for tweens and teens.

Thank you for helping us help our community!

Rhonda R. Robson, CEO