

**TOGETHER WE
CAN BUILD A
BETTER US.**



**YMCA of Rapid City
Annual Report
2024**

A MESSAGE FROM THE CEO



Dear Members and Y Supporters,

As we reflect on the past year, I am filled with immense pride and gratitude for the progress we have made together. Our YMCA has demonstrated resilience and commitment to our mission and I am excited to share some of the positive highlights and the challenges we have faced.

Our **strong leadership team** has been bolstered by new team members in Aquatics, Wellness and Marketing, who have brought fresh perspectives and energy to our organization. Additionally, our **workforce stability** is evident with an impressive 89% retention rate, showcasing the dedication and satisfaction of our staff. With **279 staff** annually, we are one of the largest non-profit organizations on the western side of the State. We have also focused on **streamlining membership** across all centers in the Black Hills, ensuring a seamless experience for all our members.

However, we have faced several challenges. **Grant funding** across the nation is down, impacting our financial stability. For the past two years, the YMCA has operated in a **deficit**, which poses significant challenges. Our **resource limitations** are evident in early learning and youth development, with 310 children currently on the waitlist. Across the nation, **171 YMCAs** have permanently closed their doors, and **12 YMCA pools** have shut down due to the inability to staff certified lifeguards. This workforce problem has impacted our capacity to serve the community as well as fill the demand for essential swim lessons. Moreover, **social connections** are needed now more than ever across all ages, and we are committed to fostering these connections within our community.

Despite these challenges, we remain steadfast in our dedication to serving our community. We are exploring new avenues for funding and partnerships to address our financial needs and expand our programs. Together, we can overcome these obstacles and continue to make a positive impact on the lives of those we serve.

Thank you for your unwavering support and commitment to the YMCA. We look forward to another year of growth and success.

Warm regards,

Keiz Larson, CEO



OUR MISSION AND VISION



Our Mission is to put Christian principles into practice through programs that build healthy spirit, mind and body for all.

WELLNESS

Our vision is to strengthen health and wellness toward improving the quality of life for all who live and work in the Black Hills area.



COMMUNITY

Our vision is to bring people together from all walks of life to share in fellowship and belonging.



YOUTH DEVELOPMENT

Our vision is to strengthen early learning and youth in the Black Hills area to prepare our children to be lifelong learners.



WHO WE ARE



For over 75 years the YMCA of Rapid City has served to meet physical, social, mental and spiritual needs of the community through quality programs and services. This rich history began with a small downtown building and has expanded to a presence throughout Rapid City and across the Black Hills area.

Today the YMCA of Rapid City has grown to include 4 branches in the Black Hills, 13 school-age programs in our communities, 5 licensed early learning (0-5) centers and the 56-acre day camp, Giraffic Park.

Each year, the Y serves over 25,000 people of all ages, backgrounds, incomes and abilities, helping them grow strong in spirit, mind and body.



“My health was going downhill, and the wellness staff at the Y helped me rethink my life and my priorities. I’ve been working out at the Y since November, 2023 and I’ve lost weight and participated in nutrition counseling. Now I’m able to hike the hills and run 5k races!” – Kalli Brekke, YMCA Member



OUR AREAS OF IMPACT

WHAT IS POSITIVE YOUTH DEVELOPMENT?

Youth development is a cornerstone of thriving communities. By providing opportunities for education, physical activity and social engagement, we help young people develop essential life skills to grow into healthy, confident and responsible adults.

FOR YOUTH DEVELOPMENT

Empowering young people to reach their full potential

CHILD CARE

- Afterschool Care (Kidstop)
- Child Watch
- Age 0-5 Early Learning
- Summer Camps
- Teen Youth Institute

EDUCATION & LEADERSHIP

- OneHeart Campus
- Homeschool Teaching
- Filmmaking
- Arts & Humanities
- Pre Kindergarten Programs
- Leaders Club

SWIM, SPORTS & PLAY

- Swimming Lessons
- Dances
- Adaptive/ Inclusive Youth Sports
- Youth Baseball
- Youth Basketball
- Youth Flag Football
- Youth Cheer & Dance
- Youth Soccer
- Youth Volleyball
- Youth Golf

DAY CAMP/ OUT OF SCHOOL CHILDCARE

- Summer Camps
- School Breaks
- Childcare Field Trips



Best of the Best Child Care Winner 2024

Y IMPACT



998

kids in Youth Sports

1,383

IN SUMMER
CAMP PROGRAMS

kids age
6-12

392

KIDSTOP AFTER SCHOOL

Black Hawk — Corral Drive — Grandview
Meadowbrook — Robbinsdale — Valley View
Wilson — South Canyon — Pinedale
Rapid Valley — Douglas Schools
Custer — Hermosa — Edgemont Schools
Bussing provided from Pinedale, Rapid Valley,
South Canyon and Corral Drive

361

age 0-5
served

through
Early
Learning
Child Care

1,194

kids

**SWIM LESSONS
PROVIDED**



"What does the YMCA mean to me?"

It means a place that I can go to and build healthy relationships with my peers who share the same interests and goals. It allows me to be better for the upcoming football season by maintaining my health and stamina."

- "Michael", YMCA Teen Member

OUR AREAS OF IMPACT

WHAT DOES HEALTHY LIVING LOOK LIKE?

Health and wellness are fundamental to leading happier, healthier lives. Our programs are designed to support families and adults in maintaining physical activity, education and social connection.

FOR HEALTHY LIVING

Empowering individual and community well-being

FAMILY TIME

Family Nights
Family Wellness Programs
Parent/Child Dance
Child Watch for parents while at the Y

HEALTH, WELL-BEING & FITNESS

Active Older Adults
Aerobics/Dance
HIIT to FIT
Circuit Training
Indoor Cycling
Martial Arts
Strength Training
Women-Only Programs
Yoga & Pilates
CPR/First Aid
Diabetes Prevention
Health Screenings/Lifestyle Appraisals
LIVESTRONG®
Parent/Child Yoga
Exclusive Les Mills

SPORTS & RECREATION

Adult Swim Lessons
Adult Aquatics Programs
Adult Pickleball Leagues
Hiking Groups
Cycling

GROUP INTERESTS

Adult Arts & Humanities
Healthy Cooking
Social Groups & Coffee Hour
Knitting Club
Book Clubs
Ladies Night Out

STORIES OF IMPACT



Rapid City YMCA Member, Cary Plotkin has been a valued Y member since August, 2024. Like many of us, Cary felt overwhelmed with a lack of strength and back pain. She turned to the Y for help. "I found the Y to be a welcoming and supportive environment to support my wellness journey", she states. "I scheduled personal training sessions with Group Exercise Coordinator Nicole Craig 2x per week, and in the time we've been working together I have increased both my core strength and mobility."

YMCA Personal Trainer Roberto Parker has also been helping Cary 1x per month with balanced nutritional goals and wellness tips. "Roberto has helped me achieve goals I haven't fully been able to realize in many years", Cary says. "I'm sleeping better, have more energy, and in following a low carb, high protein diet, I've lost weight, too." - Cary Plotkin, YMCA Member



1,093

COMMUNITY
OUTREACH
PROGRAMS

1,177

KIDS
IN

CHILD WATCH

so parents can work out

55

unique offered

GROUP EX CLASSES



OUR AREAS OF IMPACT

WHAT DOES IT MEAN TO BE SOCIALLY RESPONSIBLE?

How we strengthen community is captured in our areas of impact, and in how we evaluate our positive benefits to individuals and society.

FOR SOCIAL RESPONSIBILITY

Providing support and inspiring action in our communities

FAMILY & COMMUNITY RESOURCES

Food Pantry
JumpStart Child Care Program
GED Preparation
Military Outreach Initiative
Wellness Resource Coordinator
Summer Feeding Programs
Y Scholarships
State Assistance Applications

COMMUNITY ENGAGEMENT

Healthy Kids Day
5K Runs
Outreach Programs
Newcomer Outreach
Multicultural Observances

COMMUNITY ACTION

Volunteer Program
Public Policy
Legislative Action
State Alliances
Grassroots Organizing
Civic Engagement Activities
Fundraising
Meals on Wheels
OneHeart Child Care

GLOBAL ENGAGEMENT

Events, Forums & Festivals
Global Service Learning
Global Partners

STORIES OF IMPACT



EMPOWERING FAMILIES THROUGH THE JUMP START CHILD CARE PROGRAM

In Rapid City, the YMCA's Jump Start program is making a profound impact on families striving for self-sufficiency. Thanks to the generous support of the John T. Vucurevich Foundation, Jump Start provides high-quality, affordable childcare to parents who are working toward stability through education, counseling, training, and rehabilitation.

Beyond child care, Jump Start goes the extra mile to empower families. The program aims to reduce financial barriers and ensure that families have the tools they need to thrive. The Jump Start team also helps parents navigate complex systems, such as the childcare assistance application process, and provides ongoing support as families transition into the workforce.



JOHN T. VUCUREVICH
FOUNDATION

31%

of our child care families receive state assistance

162,039

MEALS & SNACKS SERVED

thru partnerships with Meals on Wheels and CACFP/SFSP

101 teen memberships

FUNDED THRU YOUTH SCHOLARSHIP PROGRAMS

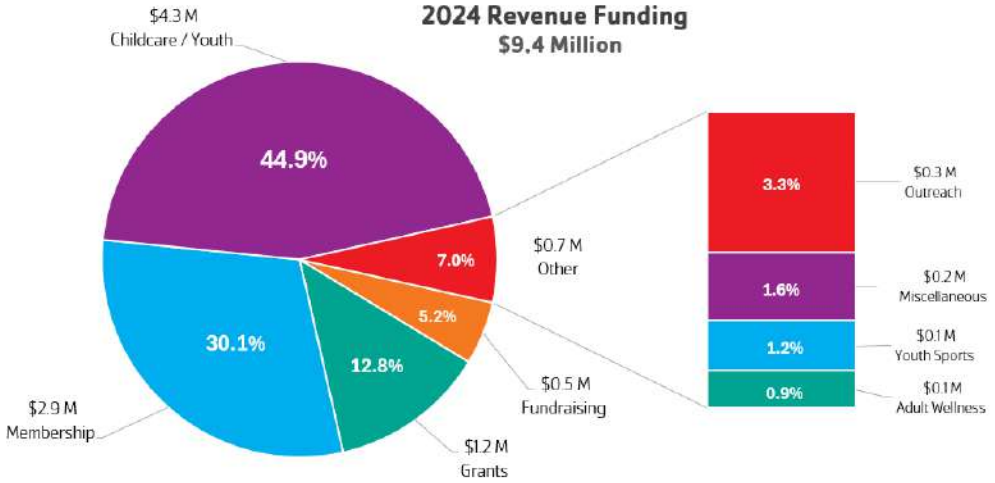
21

Military families served through HERO FUND

147

Students grades K-5
Have a free, safe place to go through financial assistance to our Kidstop afterschool program

2024 REVENUE FUNDING



WHERE WE ARE ACROSS THE BLACK HILLS

\$9.4M 2024
OPERATING BUDGET

279 STAFF

12,396
MEMBERS
across 4
locations

FACILITY ENHANCEMENTS



In the past several years, we have made significant investments in the infrastructure of our facilities in Rapid City and Custer, totaling \$436,500 and \$63,000, respectively. These improvements, though not immediately visible to our members, were essential to addressing the long-overdue maintenance of our aging facilities.

By focusing on critical infrastructure upgrades, we have ensured the safety, reliability, and longevity of our YMCA centers, allowing us to continue serving our community effectively for years to come.

RAPID CITY — \$436,500

Energy Management System for HVACs	\$130,000
Steam Boiler Burners (x2)	\$70,000
Water Heater Controls	\$6,500
Pool Chemical Controls	\$8,000
Higher flow/energy efficient pumps for heating	\$35,000
Updated spa pumps and chemical feeders	\$13,000
1/2 of all shower faucets replaced (water savings/ease of use)	\$25,000
Updated building WiFi for better coverage/speed	\$8,000
Updated signage throughout building	\$5,000
Child Watch remodel	\$55,000
Classroom Remodel (converted resource room to classroom)	\$25,000
Y House Remodel	\$45,000
Men's Steam Room Generator	\$16,000

CUSTER — \$63,000

New Bus	\$45,000
New wellness equipment	\$12,000
Childcare Building Face-lift	\$4,000
Locker Room Improvements	\$1,000
Workspace Improvements	\$1,000

Y FOR ALL CAMPAIGN

The following donors made gifts to the Y For All Campaign between January 1 — December 31, 2024. This fund enables the Ys work in communities across the Black Hills focusing on programs that serve to empower youth, build healthier families, and foster inclusive communities through sponsored memberships, subsidized programs, and community outreach.

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The following donors have made a gift of \$2,500 or more.

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The following donors have made a gift between \$1,500-\$2,499

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CUSTER ANNUAL CAMPAIGN

The following contributors have made gifts in support of the YMCA Annual Campaign which provides financial assistance for membership to those in need.

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The following donors have made a gift of \$500 or more.

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CUSTER DONORS

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KID BUILDER DONORS

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Listings include gifts received through December 31, 2024. If your name is misspelled or you believe your name is missing, please contact the YMCA Development Office by email at development@rcymca.org

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Youth Program Director	JJ Shultz
Youth Development Director	Alisa Cunningham
HR Director	Brie Keller
Mental Wellness Coordinator	Jen Kory
Liberty Center Branch Director	Augustin Caraza
Liberty Center Program Director	Erica Richter
Custer Branch Director	Connie Curry
Custer Childcare Director	Erin Wilkins
Custer Program Director	Todd Mohr
Edgemont Director	Kelsey Trotter



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**To put Christian
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