



175<sup>YEAR</sup>  
ANNIVERSARY

2025

IMPACT REPORT  
YMCA OF THE BLACK HILLS

# STRENGTHENING COMMUNITIES

Rapid City, Box Elder, Custer, Edgemont

## Three Pillars. One Mission.



### YOUTH DEVELOPMENT

**EMPOWERING ALL YOUTH TO REACH THEIR FULL POTENTIAL**

At the YMCA, we believe that all kids have amazing potential. The values and skills learned early are vital building blocks for life, and young people deserve an opportunity to discover who they are. From the youngest in our child care programs to the teens in our leadership development initiatives, the YMCA gives kids and teens a safe place to belong, achieve new goals and build relationships.

**The YMCA was born out of a desire to improve the quality of life by meeting critical community needs, and that mindset of serving others still rings true today.**



SWIM LESSONS  
& WATER SAFETY



LEARN TO  
SWIM



YOUTH  
SPORTS



SUMMER  
CAMP



PROGRAM  
SCHOLARSHIP



TEEN  
LEADERSHIP &  
ENGAGEMENT



FOREVERWELL



COMMUNITY  
HEALTH &  
WELLBEING  
FOR ALL



CHILDCARE  
AGES 0-5



OUT OF  
SCHOOL TIME



### HEALTHY LIVING

**IMPROVING INDIVIDUAL AND COMMUNITY WELL-BEING**

Access to health and wellness is a mission-critical indicator of strong communities. The YMCA aims to improve individual and community health and well-being by providing transformational programs and activities for all ages that promote wellness, reduce the risk of disease and help others reclaim their health.



### SOCIAL RESPONSIBILITY

**INSPIRING ACTION AND CHANGE IN OUR COMMUNITIES**

Transformational programs and services extend beyond our community centers to help guide those who need it most. Community outreach and in-home social services are delivered to increase housing stability, family support and emergency services as part of the YMCA's commitment to social responsibility.

## TRANSFORMATIONAL PROGRAMS

THAT SERVE THE WHOLE COMMUNITY TO BUILD A HEALTHY SPIRIT, MIND AND BODY

- **Community Health & Well-being**
- **Access For All Programs**
- **ForeverWell**  
(exclusively for Seniors)
- **Unlimited Group Fitness Classes**
- **Virtual On-Demand Enrichment Activities for Individuals & Families**
- **Sports for All Ages**
- **Water Safety**
- **Adaptive Sports & Wellness**
- **Chronic Disease Prevention & Management**
- **Youth Sports**
- **Swim Lessons**
- **Teen Leaders**
- **After School Child Care**
- **Kindergarten Readiness**
- **Day Camps**
- **Child Care ages 0-5**
- **Food Pantry**
- **JumpStart Child Care**
- **GED Preparation**
- **Military Outreach**
- **Summer Feeding Program**
- **Y Scholarships & Assistance**

# COMMUNITY IMPACT

494

IN KIDSTOP AFTER  
SCHOOL PROGRAMS

295

KIDS AGED 0-5 SERVED  
THROUGH EARLY LEARNING

336

KIDS ATTENDED  
SUMMER CAMP

191,783

CHILDCARE MEALS & SNACKS  
SERVING NEARLY 834 PER DAY

480

IN CHILD WATCH  
WHILE PARENTS USE  
OUR FACILITIES

61

JUMPSTART FAMILIES  
SERVED

5,765

BREAKFASTS & LUNCHESES  
SERVED TO SENIORS 60+

# COMMUNITY IMPACT

63

TYPES OF GROUP  
EXERCISE OFFERED

Custer - 33

Liberty Center -9

Rapid City -21

2,008

SWIM LESSONS PROVIDED

1,354

KIDS PARTICIPATING IN  
YOUTH SPORTS

958

SERVED THRU  
COMMUNITY  
OUTREACH  
EFFORTS

259

STAFF

295

VOLUNTEERS

11,767 MEMBERS

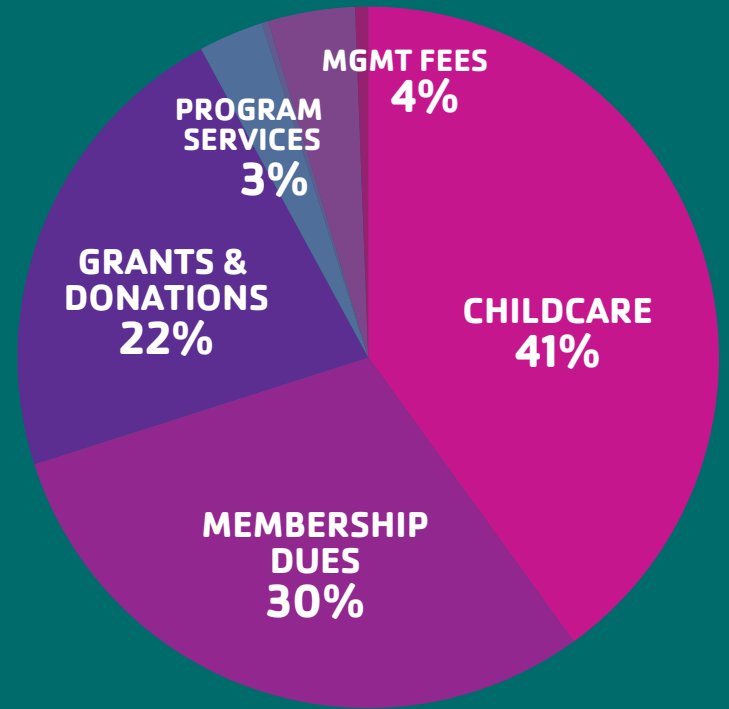
573 DONORS

# FINANCIALS REVENUE

**\$9,188,700**

## ASSOCIATION REVENUE:

Childcare.....	\$3,722,197
Membership Dues.....	\$2,754,493
Grants & Donations.....	\$1,997,145
Program Services.....	\$243,197
Use of Facilities.....	\$29,728
Management Fees & Misc.....	\$384,944
Net Assets Released from Restriction.....	\$56,997



## FINANCIAL SUPPORT THAT STRENGTHENS COMMUNITIES

**\$763,144**



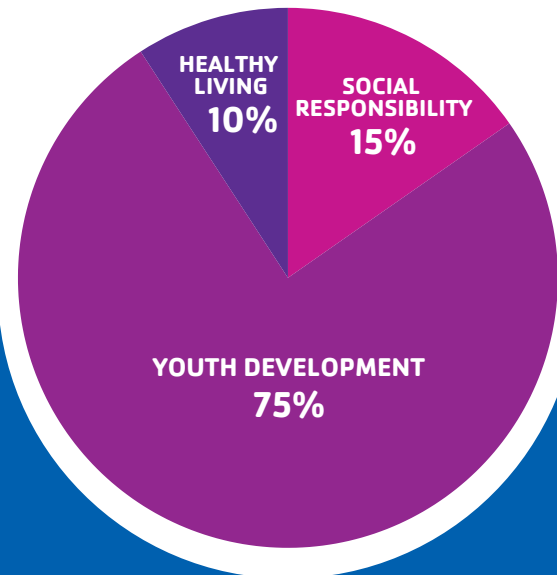
Membership Scholarships.....	\$120,941
Day Camp Scholarships.....	\$3,100
Childcare Program Scholarships.....	\$10,799
Childcare Grant Financial Aid.....	\$415,834
Kidstop/Camp (21st Century).....	\$190,392
SD State Assistance Programs.....	\$22,078

# 20,719 community members served in 2025

## GRANT DOLLARS

Social Responsibility.....	\$194,186
Youth Development.....	\$954,588
Healthy Living.....	\$122,758
*Supporting Services.....	\$20,716

Nearly  
**\$1.3 million awarded**

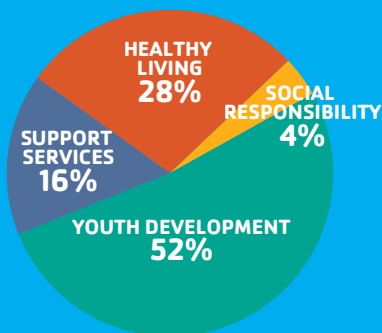


Affordability Matters.

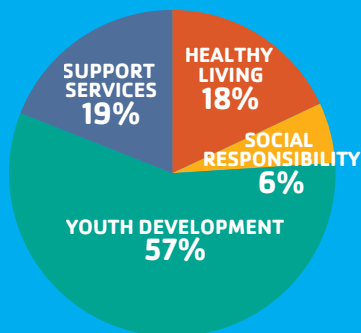
22% of our childcare families qualify for income-based support



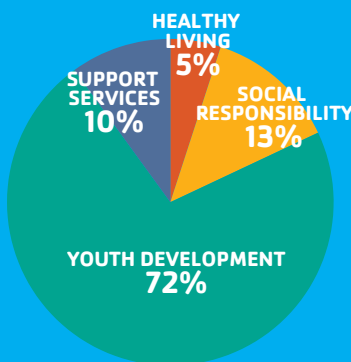
# Different Communities. Different Needs. One YMCA.



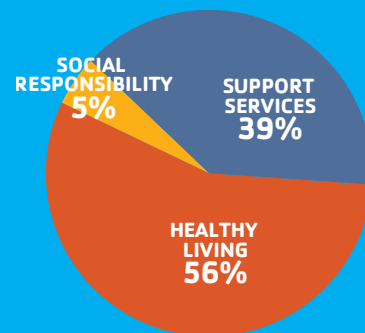
**Rapid City**



**Custer**



**Edgemont**



**Liberty Center**

**EXPENSES**

	<b>RAPID CITY</b>	<b>CUSTER</b>	<b>EDGEMONT</b>	<b>LIBERTY CENTER</b>
<b>Healthy Living</b>	\$1,919,833	\$116,308	\$5,957	\$261,996
<b>Social Responsibility</b>	\$311,428	\$41,289	\$15,996	\$21,204
<b>Youth Development</b>	\$3,791,658	\$369,626	\$85,919	-
<b>Support Services</b>	\$1,106,168	\$124,171	\$12,529	\$183,431
	\$7,129,087	\$651,394	\$120,401	\$466,631

**YMCA of the Black Hills Association Expenses**

<b>Association Expense</b>	\$1,274,381
<b>Fundraising/Grants Expense</b>	\$94,147
	\$1,368,528

# ANNUAL CAMPAIGN 2025

Our local communities work hard to meet their unique annual campaign goals. Funds raised by YMCA branch locations, support their individual community needs.

**2025 goal: \$348,000**

<b>Rapid City YMCA:</b>	<b>\$282,658</b>
<b>Custer YMCA:</b>	<b>\$51,810</b>
<b>Edgemont YMCA:</b>	<b><u>\$39,564</u></b>
	<b>\$374,032</b>

**Liberty Center Hero Fund 2025 (scholarships for active-duty military personnel) - \$31,393.70**

YOUR SUPPORT

**Helps people thrive. Strengthens communities.**



Generating resources to strengthen communities where all people reach their full potential.

**AN INVESTMENT IN THE Y IS AN INVESTMENT IN THE COMMUNITY.**



**INVEST TODAY!**



## Removing Barriers, Opening Doors.

View our 2025 Impact Video: <https://tinyurl.com/2zzx8757>

### RAPID CITY LIFE BUILDERS

Gifts of \$2,500 or more

Anonymous  
Black Hills Area Community Foundation  
Black Hills Energy, Inc.  
Jake and Jennifer Boerger  
Mary Boyer  
Virginia Clark and Greg Nepstad  
Cher Daniel  
David and Carla Hillard  
Independent Insurance Agents of Rapid City  
Chris and Susan Kilpatrick  
Clark and Jayne Kraemer  
Morgan Stanley  
Robert and Deborah Mudge  
RCS Construction  
RCS Storage, LLC  
Al and LeeAnn Rieman  
Melissa and Greg Schweiss  
South Dakota Community Foundation  
Synchrony Financial  
Taco Bell Foundation for Teens  
Cheryl and Clay Trulson  
Austin and Jessica Willuweit  
US Bank  
John T. Vucurevich Foundation

### RAPID CITY COMMUNITY BUILDERS

Gifts of \$1,500-\$2,499

Anonymous  
Beardsley, Jensen & Lee, Prof., LLC  
Marcia J. Beshara and Bob G. Rosenquist  
Steve and Gretchen Burgess  
Climate Control Systems and Service  
First Interstate Bank  
Forest Products Distributors, Inc.  
Stuart and Joanna Fromm  
Randy and Elizabeth Hamburg  
Jim and Judy Johnson  
Mike and Elaina Kempin  
Rich and Cindy Kinzley  
Roger and Janice Knutsen  
Gary Kuhl  
Kip and Donna Larson  
KT Connections  
Fran and Spencer Miller  
Mel and Brian Ogle  
Audrey Pummel  
Cathy and Kenneth Vogeles  
Rhonda Williams  
Roger and Diane Wilson

### RAPID CITY HOPE BUILDERS

Gifts of \$1,000-\$1,499 or more

Todd and Julie Brink  
Anthony and Brenda Cleberg  
Coca Cola Bottling Co.-High Country  
Susan and Thomas Collins  
CommTech  
Karen Fox  
Tim and Debora Frost  
Steve Giuseffi  
Roger Johnsen

Karma Pest Solutions  
Tom and Mollie O. Krafka  
Keiz Larson and Tony Diem  
Leslie Larson  
Brad and Ann Lee  
Gary and Elizabeth Mayer  
Chantel and Paul McDonnell  
Kara A. Mills  
Donald and Jane Patnoe

Rosenbaum's Signs & Outdoor Advertising  
Scheels All Sports  
Scull Construction Services  
Peg Seljeskog  
Haven Stuck  
Suds & Duds, Inc.  
Donna M. Svoboda  
Denise and James Webster Jr.  
Stuart and Michelle Wevik



### EDGEMONT KID BUILDERS

Gifts of \$500 or more

Anonymous  
Marie and Keith Andersen  
Gerald Eick  
Erica Koller and Dustin Ross  
Barbara and James Miller  
Mt. View Lodge, No. 161  
Robert and Deborah Mudge  
Paul and Kathi Nelsen  
REALTORS for Kids  
Tanner Enterprises

### CUSTER KID BUILDERS

Gifts of \$500 or more

Anonymous  
Black Hills Area Community Foundation  
Black Hills Federal Credit Union  
Martin Bonorden  
Janet Boyer  
David and Lisa Brown  
Allen and Kimberly Canete  
Gary and Rosemary Chappell  
John and Susan Culberson  
Custer Area Chamber of Commerce  
Custer Lutheran Fellowship  
Custer Y's Men's Club  
Stephen and Yolanda Davis  
Joan Eggers  
Margaret Farrell  
Hadd to Dream LLC  
Karen M. Kraus  
Pauline Kelley  
McGas Propane  
Raphael Murillo  
Julie Oswald  
Steve and Marcia Pischke  
REALTORS for Kids  
Lori Kraus Svoboda  
Tennyson Family Foundation  
Haylee and Paul Vershure  
Henry and Joyce Whitney  
Arbutus Winter  
Jean Witt  
Tim and Kris Zerbe  
WEM Inc.  
Zonta Club of the Southern Black Hills



Making an impact. Every day.



THANK YOU!  
ALL 2025  
DONORS

573 DONORS  
Made a Difference.

# 2025 YMCA LEADERSHIP TEAM

## Board of Directors

Austin Willuweit, President  
Lynn Kendall, Vice-President  
Stacey Nelson, Secretary  
Heather Bindel, Treasurer

Steve Burgess  
Thomas Collins  
Jessica Gromer  
Joel Hermann  
Mike Kirkeby  
Gary Kuhl  
Brad Lee  
Kathi Nelsen  
Lori Kraus Svoboda

### Edgemont Advisory Board:

Kathi Nelsen, President  
Deanne Brown  
Scott Corbett  
Angela Jarding  
Jerusha Jones

### Custer Advisory Board:

Tanya Shattuck, President  
Brandon Emery, Secretary  
Janet Boyer  
Richard Hudson  
Lori Kraus Svoboda  
Raphael Murillo  
Kris Zerbe

## YMCA of the Black Hills Leadership

Keiz Larson, Executive Director & CEO  
Kristy Lintz, Chief Operations Officer  
Matt Miles, Chief Administrative Officer  
Elaina Kempin, Director – Marketing  
Brie Keller, Director – HR

### RAPID CITY

Hope Schaefer, Aquatics Director  
James Jackson, Food Services Director  
Alysha Whitaker, Member Experience Director  
Alisa Cunningham, Youth Development Director  
Eve Finnegan, Early Learning Director  
Wade Ludeman, Fitness Experience Director  
Nathan Palm, Facilities Director

### CUSTER

Connie Curry, Executive Director  
Erin Wilkins, Childcare Director

### EDGEMONT

Kelsey Trotter, Branch Manager

### LIBERTY CENTER

Augustin Caraza, Branch Manager  
Erica Richter, Program Director



# VISION

The YMCA of the Black Hills believes in shaping our youth, our health and our friendships towards building stronger community.

# MISSION

To put Christian principles into practice through programs that build healthy spirit, mind and body for all.



YMCA OF THE BLACK HILLS  
625 9<sup>th</sup> Street  
Rapid City, SD 57701  
[ymcabh.org](http://ymcabh.org)