

ANNUAL REPORT

HOLMEN AREA COMMUNITY CENTER 2024 ANNUAL REPORT

OUR TEAM

Board

Betsy Midthun
Board President

Mary Lin Wershofen
Past President

Tonya Berget
Treasurer- Finance Chair

Patty Shepard
Secretary

Todd Trautmann
Development Chair

Haley Hesselberg
Nominating Chair

Tricia Johnson
Programming Chair

Laurie Kessler
Event Chair

Patty Bagniewski

Dave Justus

Peg Knobloch

Karen McCathie

Dean McHugh

Staff

Robin Moses
Executive Director

Amy Brezinka
Program Director

Jodi Tamminga
Membership Coordinator

Scott Marshall
Member Engagement

“Our vision is to enrich the Holmen area through programming and partnerships that promote wellness and hospitality, bring together generations and cultures to learn from each other and to serve as a leader in collaborative spirit to help our community grow together.”

Moving Forward as an Organization in 2025



2024 was a year of forward movement. The generosity of our donors allowed us to meet the needs of Holmen and the surrounding area. We collaborate with Village, County and State leaders, non profit organizations, partner businesses, and community members to create a space where all are welcome.

We want to express our gratitude for your support, trust, and commitment. With new staff and a revitalized Board of Directors, we have fresh energy, increased enthusiasm, and have achieved significant milestones. Together as a team we added over 40 new programs, collaborations and events to the calendar to reach more people in our community. In membership we increased new member sign-ups from 54 in 2023 to 136 in 2024. Many of our over 400 members comment that they enjoy the positive atmosphere, socialization, and participation in a variety of fun activities and informational programs. Our fundraising events increased exposure throughout the community! None of this could happen without our donors, members and valued volunteers. Thank you so much for this amazing year! -Robin



“It's exciting to be involved in an organization where everyone is so friendly and welcoming... from the staff, to Board members and the membership. There is always something fun going on here! We love being part of the volunteer team where we have met some wonderful people”.
- Al and Sandy

“Our mission is to sustain an inclusive, welcoming community center that connects all generations”



HOLMEN AREA COMMUNITY CENTER

DEVELOPMENT

Our Annual Campaign was a success. A goal was set to raise \$40,000. The overwhelming response from our members and partners led us to raising over \$60,000. This increase in donations will help us to meet the needs of our increased overhead as we move towards needed sustainability.

FINANCE

This past year we were able to stay within budget and set aside \$26,000. As we budget for the future we must continue to develop partnerships and increase opportunities for grant funding.

STAFFING

We are currently fully staffed with two full time and two part time employees. In addition, we are thankful for our valued volunteers who help to cover afternoons, evenings and weekend programming and rentals. This year we utilized over 100 volunteers for programming, events and front desk coverage.

RENTALS

Rentals continue to be strong. We host many families, organizations and businesses to meet, socialize and learn from each other. We had over 30 evening and weekend rentals in 2024.

*Thank you to
Our Volunteers*

We had over
100+
Volunteers in 2024!

We are proud to host the La Crosse County ADRC lunch program which feeds over 50 residents daily between the Holmen Area Community Center and home delivery.

PROGRAMMING

Programming has been on the increase with over 25 new programs being added in 2024. Our Program Director Amy Brezinka, is working with the board and members to add exciting new programming to meet the needs of a multigenerational community. We started a new monthly community event “Good Morning Holmen” to learn new things about our community. The new Family Fun Night has seen a positive response in this past Fall season and will continue in 2025.

*This Fall we partnered with Nursing Students from Winona State University on Thursdays .
The program was a success with over 20 residents coming in for services each week.
We have extended the partnership into 2025.*

EVENTS

We have an amazing group of dedicated volunteers that have increased our event success. The new Cheese Fest brought in over 1000 attendees and profited over \$15,000 in the first year. Pumpkin Fest had an amazing turnout with an expanded footprint this year. The new Brunch with Santa and Mrs. Claus is sure to become a holiday tradition with over 200 tickets sold this first year! Member socials will continue in 2025. Overall event revenue was \$24,450, with a profit of \$20,000.

GIVING

This year during the giving season we provided Thanksgiving meals for over 28 area families from ACE Academy one of our location partners. The Giving Tree, a collaboration with the Holmen Rotary Club for an area family was fully supported and we added another family.

HOLMEN AREA COMMUNITY CENTER

MEMBERSHIP

New membership increased by 250% in 2024.

2023 54 New Members

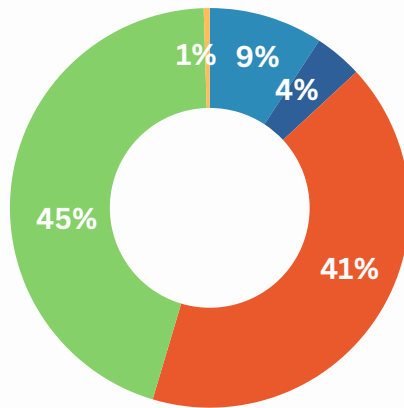
2024 136 New Members

Overall increase from 344 Members to the current 410

Membership

Demographics

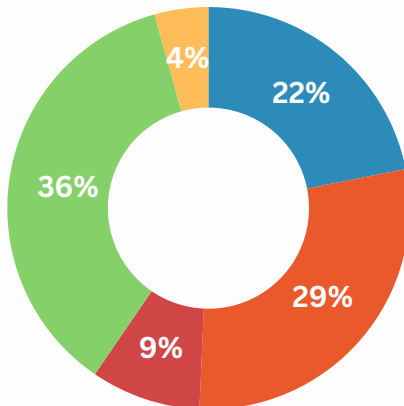
- Adult
- Adult Couple
- Senior
- Senior Couple
- Family



Revenue

Categories

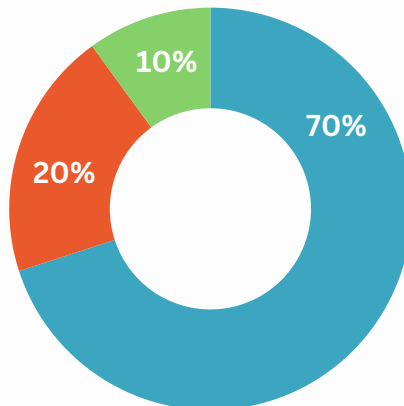
- Programming
- Municipal Support
- Grants
- Donations
- Rentals



Expense

Categories

- Programming
- Administration
- Fundraising



PROGRAMMING

Education and Health

- Aging Mastery
- Medicare 101
- Powerful Tools for Caregivers
- Brain Health Programming
- Hearing and Blood Pressure Checks
- Grief Support Group

Fitness and Dance

- Walking Track
- Pickleball
- Yoga and Tai Chi Classes
- Mindful Movement
- Line and Salsa Dancing
- Toddler Muscles in Motion

Creative Arts

- Art and Craft Classes
- Fiber and Jewelry Arts
- Cooking and Baking Classes
- Artist and Author Workshops
- Member Library and Book Club

Social and Cognitive

- Bingo, Eucher and Cards
- Mah Jongg, Games and Puzzles
- Neighborhood and Hobby Groups

Community Events

- Good Morning Holmen
- Historical Society Programs
- Intergenerational Crafts
- Get Together Community Socials
- Family Fun Night
- Health and Education Fairs
- Cheese Fest
- Pumpkin Fest
- Santa Brunch

Community Services

- ADRC Nutrition Program
- Veteran Services
- Support Groups
- AA Meetings

HOLMEN AREA COMMUNITY CENTER

COMMUNITY GROWTH

The greater Holmen area is one of Wisconsin's fastest growing regions evolving from small rural communities in 1980, to a thriving area of approximately 38,000 today. Our communities have a deep sense of community pride shared by all of our residents and businesses.

Together we can grow stronger as we move forward, while preserving our character and outstanding quality of life.

With the accelerated growth of our area comes challenges of changing demographics and the need for the community to meet the needs of a new younger, more diverse population. Young families bring a need to support parents and single mothers. Our partnership with The Parenting Place serves over 50 families with weekly toddler programming. Our new Family Fun Night programming will reach more families throughout our communities.



*The Center
is for
Everyone!*



COMMUNITY IMPACT

Over 400 active members and over 300 community members use the facility monthly for fitness and dance programs, Rotary Club meetings, Historical Society events, service organizations, neighborhood groups, and educational programming. Veteran Services, AA Meetings, and Bi-monthly blood drives serve the members of our communities right here where they live. Bringing social services to the people is important to sustain a healthy community.

The community center works in partnership with Gunderson Health System, Mayo Clinic Health System, and other community agencies, organizations, and businesses to provide access to an array of opportunities.

Older adults who participate in community programs experience better psychological well-being across several areas, including social and physical health benefits, improved mental health, supportive friendships, and lower stress levels. People who stay healthy can remain in their homes longer and benefit a community.

Many families and businesses utilize the facility for gatherings, business seminars and events. The center is a place where our community gathers for some of the most important times of their lives. We serve over 60 families annually with attendance at these events of over 3000 people. We hold larger community events annually that have attendance of over 3000 people. The extended reach and impact of the center grows each year.



HOLMEN AREA
COMMUNITY CENTER