

ANNUAL REPORT

HOLMEN AREA COMMUNITY CENTER 2025

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

This year we celebrated our 5th Anniversary! We want to express our gratitude for your support, trust, and commitment.

2025 has been a year of forward movement and growth for the Holmen Area Community Center (HACC). The generosity of our donors gave us support 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.

The work of HACC is to build intentional programming that crosses generations, and welcomes area residents of all ages, experiences, genders and ethnicities. The center builds strength in mind, body and spirit through programs offered in the areas of health, fitness, nutrition, creative arts, social interaction and life long learning. Communities are stronger when those who live here can find what they need in a setting close to home, increasing access to care and for all of our residents is a goal that we are meeting. Together we make a difference to help our community connect and grow stronger.



Robin Moses
Executive Director

“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.”



Betsy Midthun
Board President

HOLMEN AREA COMMUNITY CENTER

DEVELOPMENT

Our Annual Campaign has been a success. Our goal was set to raise \$50,000. The response from our members and business partners led us to raising nearly \$60,000 Thus far. 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 even with our growing needs and reaching the end of some of our initial start up grants. As we budget for the future we continue to develop partnerships and locate new 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 120 volunteers for programming, events and front desk coverage.

RENTALS

Rentals grew by 33% this year. We host many families, organizations and businesses to meet, socialize and learn from each other. We had over 30 evening and weekend rentals in 2025.

*Thank you to
Our Volunteers*

We had over
120+
Volunteers in 2025!

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 many new programs being added to meet the needs of a multigenerational community. Our monthly “Good Morning Holmen” teaches new things about our community, and looks to expand to become “Hello Holmen” at an early evening time frame. A Joyful Life, Fun with Watercolor, Community Crafts, Fun and Games, Crafternoon, Ukulele Group, Line dancing, and many other programs have grown and our afternoons are filled with activity. A full year of Family Fun Night’s have had positive growth and our families are enjoying time together to bond and share a meal.

This year we partnered with Nursing Students from Winona State University on Thursdays .

The program was a success with over 30 residents coming in for services each week.

We have extended the partnership into 2026.

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 \$20,000 in our second year. Pumpkin Fest had an amazing turnout with more families participating. Wonderland Tea Party was a hit, and Brunch with Santa and Mrs. Claus has become a new holiday tradition with over 200 tickets sold! Member socials will continue in 2025. Overall event revenue was over \$35,000.

GIVING

This year during the giving season we provide Thanksgiving meals for area families from ACE Academy and the Boys and Girls Club. The Giving Tree, is a collaboration with the Holmen Rotary Club to support area families.

HOLMEN AREA COMMUNITY CENTER

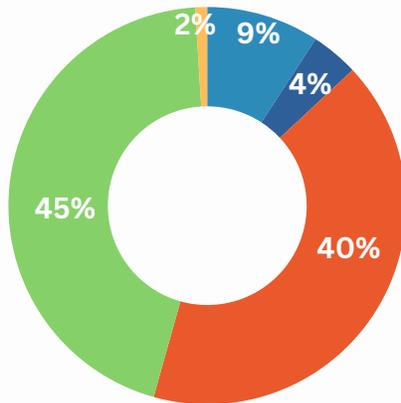
MEMBERSHIP

Overall membership increased from 340 to 500 members in the past two years. A 45% increase with strong new membership growth each year.

2023	54 New Members
2024	136 New Members
2025	175 New Members

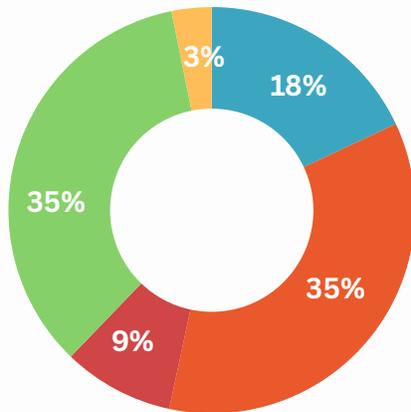
Membership Demographics

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



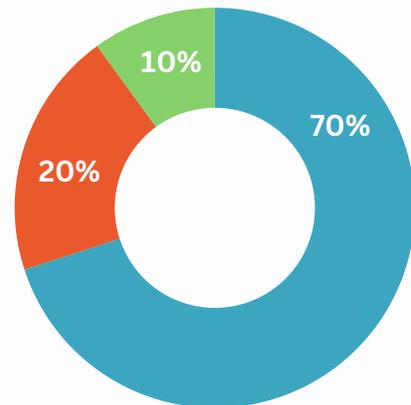
Revenue

- Programming
- Municipal Support
- Grants
- Donations
- Rentals



Expense Categories

- Programming
- Administration
- Fundraising



PROGRAMMING

Education and Health

- Aging with Confidence
- Medicare 101
- Caregiver Support
- Brain Health Programming
- Nursing Wellness Checks
- Hearing and Blood Pressure Checks
- Grief Support Group

Fitness and Dance

- Walking Track
- Pickleball
- Yoga, Tai Chi, Pilates Classes
- Cardio and Strength Fitness
- Line Dancing

Creative Arts

- Art and Craft Classes and Clubs
- Cooking and Nutrition Classes
- Artist and Author Workshops
- Choir, Ukulele and Music
- Member Library and Book Club

Social and Cognitive

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

Family Programming

- Muscles in Motion
- Toddler Time
- Family Fun Night
- Intergenerational Arts and Nature

Community Events

- Good Morning Holmen
- Historical Society Programs
- Health and Education Fairs
- Get Together Community Socials
- Cheese Fest
- Wonderland Tea Party
- 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 new programming reaches families throughout our communities.

Connecting Generations



COMMUNITY IMPACT

Over 460 active members and over 400 community members use the facility annually for fitness and health 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 Emplify Health by Gundersen, Mayo Health, Winona Health, La Crosse County ADRC and other community 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 4000 people. The extended reach and impact of the center grows each year.



HOLMEN AREA
COMMUNITY CENTER