



**BOYS & GIRLS CLUBS
OF GREATER LA CROSSE**

2020 ANNUAL REPORT





**GREAT FUTURES
START HERE.**

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BOYS & GIRLS CLUBS
OF GREATER LA CROSSE





BOARD PRESIDENT

DIRK SWANSON

As I reflect on the year 2020, I am filled with a large sense of pride on how well our organization was able to navigate the uncertainty that encompassed the past year. Challenges abound, but not only were we able to continue to serve our existing membership, but we also completed a capital campaign and opened the Dave and Barb Skogen Club in Holmen, extending our services and mission to that community.

With outstanding leadership from our executive team, our staff was able to adapt to the difficulties created by the Covid-19 pandemic. We were able to stay true to the Boys & Girls Club mission to serve those kids who need us most. When kids were struggling to find dinner, they created a meals program, delivering over 3000 meals per week to hungry kids. When our community was locked down, they provided virtual programming and mental health outreach, so kids had someone to connect with. When avenues of activity were cut off to kids, they got our athletic programs up and running. When schools were unable to open, they rose to the occasion once again, safely turning our facilities into virtual learning pods, providing key assistance, and tutoring. 2020 was a challenging year for all, especially for kids. Our staff rose up and embodied our mission, providing opportunities and essentials to the kids in our community that needed it most.

On September 1, we cut the ribbon on the Dave and Barb Skogen branch of the Boys & Girls Clubs of Greater La Crosse. What began as Dave and Barb's vision for a safe place that kids could enjoy, came to fruition on that overcast autumn day. We are extremely excited to be part of the Holmen community and we are extremely excited about our new partnerships with the School District of Holmen, and the Holmen Area Community Center. Mostly, we are extremely excited to bring our services and provide opportunities for the kids in the Holmen Area for years to come.

While all of these programs our staff creates and the services that we provide are making differences in kids lives, none of this happens without you. Even as businesses were being shuttered and lives disrupted, you were there for us. People from every walk of life, rising up and lending a hand. This is what makes the Coulee Region such a special place. I thank you, our Board thanks you, our staff thanks you, and most importantly our kids thank you. Thank you for helping us make a difference.

(Pictured above: Dirk with CEO, Jake Erickson, attending the Club as a kid.
Dirk with his son & daughter in our athletics program.)

YOUTH of the YEAR

DANESSA BROCKS

Youth of the Year are amazing young people who represent the voice and spirit of hope for our future.

Inspiring all kids to lead. To succeed. To inspire.

► Our Youth of the Year is the recipient a full tuition scholarship to Viterbo University in La Crosse, WI. ◀



“Growing up I’ve always had a good spirit, but sometimes situations in my life affected my perspectives. I did not have positive role models in my family to look up to; only people I did not want to become. With constant exposure to negativity, some may think a developing child would follow in the same footsteps, but I had a different plan for my life. I knew I could be a better person; I was not going to let the many difficulties in my life define me. With help from supportive mentors at the Mathy Boys & Girls Club and Central High School, I am proud to be the successful young women you see here today.

Viterbo University is my dream school, but I’ve always thought it was out of reach. This scholarship will change my life and many BGC members to come. I am so appreciative and humbled by the opportunities that are right in front of me. I have always wanted to be a good role model for my little brothers. I want them to know they can rise above their situations. Future youth should know, their childhood does not define them. What you make out of yourself will define you.

My goal is to become a social worker and help kids and many different groups of people, just like my mentors have helped me. Who knows, maybe I will be the next Youth & Family Services Director at the Boys & Girls Club?

Thank you to everyone who has been a part of getting me here today: Viterbo University, the Boys & Girls Club, Central High School Staff, my Host parents, everyone from the FSPA, I appreciate your time and support, THANK YOU!” -**Danessa Brocks, Youth of the Year**



Viterbo awarded a full tuition scholarship to an additional senior with BGC involvement to give them the opportunity to reach their great futures.

The 2020 Viterbo Scholarship recipient is Jules Vang.



2020 CEO JAKE ERICKSON

Today's kids have more paths to success than ever, but they also deal with more challenges, more risks, more danger. There are times where overwhelming obstacles can feel and be out of kids control. During a time of uncertainty, **our mission to be here for kids was clear**. When everything stopped, our commitment to kids did not. I am so proud of our team, and the partnerships that were created or strengthened, to provide kids the most useful opportunities in areas of Academic Success, Good Character & Citizenship, Healthy Lifestyles, and an intentional focus on social-emotional development. We will continue to adapt as needed to support youth.

I am so proud of our organization for opening our largest Club location yet, all while 2020 was happening around us. The Dave & Barb Skogen Club in Holmen is a gorgeous facility that houses not only a Boys & Girls Club, but a community center, and the School District of Holmen for their off-site alternative education program.

We continued to be a resource for kids during a global pandemic that created uncertain times of the day, week, month or year that they needed us most. We have committed ourselves to doing whatever it takes to empower kids to imagine and achieve great futures; guiding, supporting and advocating for them as they grow into their best selves.

With the support from our community, we were able to reinvent our services to help in new ways to provide kids and families with the food, supplies, resources and educational tools they needed. Our team is able to do **Whatever It Takes** to give kids hope. Together, we will continue to help kids reach the great futures they deserve.

Thank You,



Jake Erickson
CEO



BOYS & GIRLS CLUBS
OF GREATER LA CROSSE



BOYS & GIRLS CLUBS
OF GREATER LA CROSSE

BOARD OF DIRECTORS



President

Dirk Swanson

Bob Allen
Daryl Applebury
Paul Borsheim
Don Brenengen
Dyanne Brudos
Kim Dahl

Vice President

Megan Binsfeld

Steve Fleis
Jason Fratzke
Dan Gelatt
Kent Handel
Peter Hughes
Garrett Jerue

Treasurer

Sue Ernster

Shawn Kudron
Matt Ludlow
Chris Mathy
Ryan Olson
Joan Parke
Ryan Rieber

Secretary

Julie Nordeen

Cory Roupe
David Russell
Kristina Schoh
Larry Vangen
Frank Vierling
Matt Watson

ADMINISTRATIVE TEAM

Chief Executive Officer

Jake Erickson

Finance Director

Debbie Henry

Development Director

Nicole Brei

Assistant Development Director

Abby Stauder

Athletic Director

Nick Bernhardt

Assistant Athletic Director

Rachel Rank

Director of Operations

Andy Kiel

Director of Community Engagement

Teigen Haye

Skogen Executive Director

Brett Gullicksrud

West Salem Area Director

Jenna Anfang

Northside Area Director

Brent Bearwald

Southside Area Director

Delane Swanson

Erickson Teen Director

Sarah Gilles

Education Director

Britton Slowey

West Salem Activities Coordinator

Cassidy Murphy

Southside Youth & Family Services Director

Laquita Becker

Northside Youth & Family Services Director

Justice Lawson

Facilities Manager

Mark Mitchell

GREAT FUTURES START [HERE.](#)



WHO WE SERVE

The Boys & Girls Clubs of Greater La Crosse offers quality programs that are taught by caring professional staff and have proven successful in thousands of Clubs nationwide for youth grades k-12.

We strive to fit the needs of our community by keeping membership fees low. Our Clubs have a \$25 annual membership fee, but we turn no child away.

During the pandemic, there was no membership fee collected

HOUSEHOLD DEMOGRAPHICS:

Single Parent: 40%

Free/Reduced Lunch: 52%

PROGRAMMING AREAS:

Character & Leadership |

Keystone, SMART Girls, Torch Club, Youth of the Year, Wise Guys

Career Development |

Blue Crew, Career Launch, Junior Staff

The Arts |

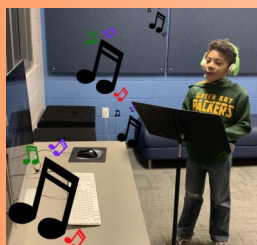
Violin, Guitar, Ukulele, Recording, Dance, Voice Lessons

Health & Wellness |

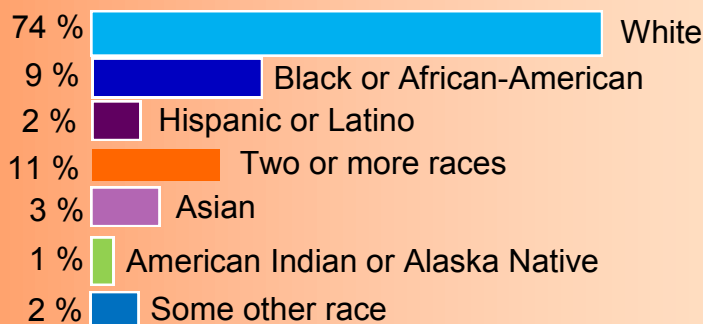
Journaling, Girls Group, Cooking Club, Dietetics, Mayo Residents, Yoga, Triple Play

Academics |

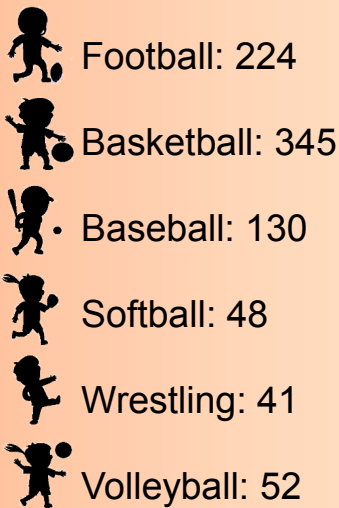
Stride, Power Hour, Home Base, Homework Help, STEM, Financial Literacy, Be Great Graduate, Project Learn



ETHNICITY BREAKDOWN:



ATHLETIC PARTICIPATION:



New Program Initiative during COVID

Fall Baseball & Softball: 309



TOTAL YOUTH SERVED:

3,472

GENDER & AGE BREAKDOWN:

Males 59%
Females 41%
Juniors 65%
Teens 35%



We are grateful to have been able to provide services for kids & families in 2020, but we cannot wait to be able to safely have our membership, youth served, and participation numbers return to "pre-covid" levels!

STAYING CONNECTED WITH YOUTH

during A GLOBAL PANDEMIC



ACEDMIC RESOURCE CENTERS

4 of our Facilities became safe places 7AM-5PM to support smaller cohorts of students as they navigated through Zoom calls with teachers & independent online studies.



CYBER CLUB PROGRAMMING

Cyber Club was created to stay connected with kids during "Safer at Home" through virtual programming of pre-recorded activities found on our website, real time Zoom sessions, virtual tutoring, and fine arts lessons.



MENTAL HEALTH CHECK-INS

With support from our Behavioral Health Directors, Staff were able to connect via virtual platforms with kids daily to see if they needed anything, or to just say "Hey, how's it going?" During the pandemic, there was a large increase on mental health needs for the youth we serve.



BIRTHDAY SMILES

A BGC Member contacted the Club during "Safer @ Home" as everything was shut down, in need of some birthday cheer. Birthday Smiles Provided by McDonalds was created! Members were surprised with a meal & goodies from a Club Staff cheering HAPPY BIRTHDAY to celebrate their special day, and not feel alone.



FOOD SECURITY

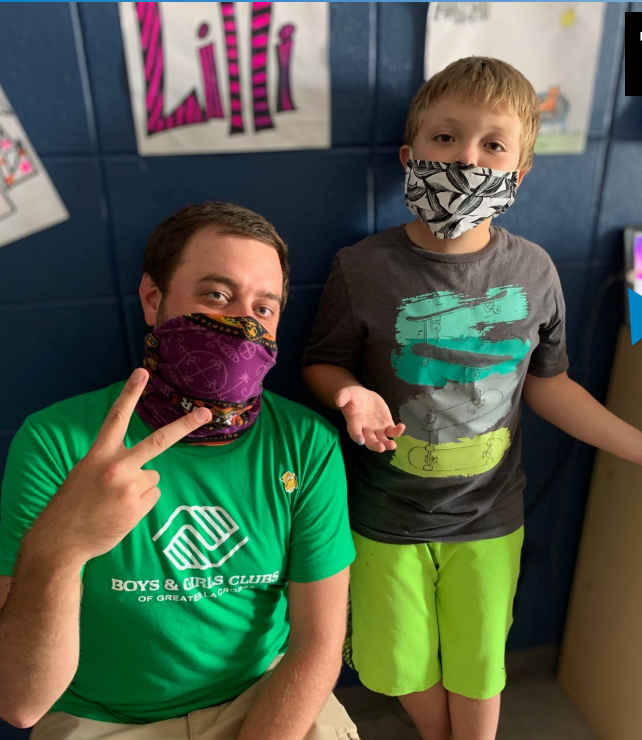
Supper Club, Family Nights @ Home & groceries all provided meals from local restaurants and businesses that were delivered directly to the homes of families.



FULFILLING BASIC NEEDS

The BGC was able to distribute care packages and hygiene products to families who indicated needing support during this tough time. Care packages were made possible by generous community donations and funding through the "Be Great: Graduate" program.

▶ LA CROSSE CLUBS



TERRY ERICKSON CLUB

1331 Clinton St
La Crosse WI, 54603

*This location serves members
on the north side of La Crosse age groups:*

▶ Juniors (3rd-5th grade) ▶ Teens (6th-12th grade)



Solar energy panels were installed at the Terry Erickson Club, thanks to the generosity of an anonymous donor and partnering with Solar Connection, Focus on Energy & The Midwest Renewable Energy Association.

NORTHSIDE ELEMENTARY CLUB

1611 Kane St
La Crosse WI, 54603

*This location serves members
on the north side of La Crosse age groups:*

▶ Kiddos (K-2nd grade)



SCHUH/MULLEN HOMES CLUB

1305 St James St
La Crosse WI, 54603

*This location serves members on the north side
of La Crosse age groups:*

▶ Kiddos (K-2nd grade)
▶ Juniors (3rd-5th grade)
▶ Teens (6th-12th grade)



AMIE L. MATHY CENTER

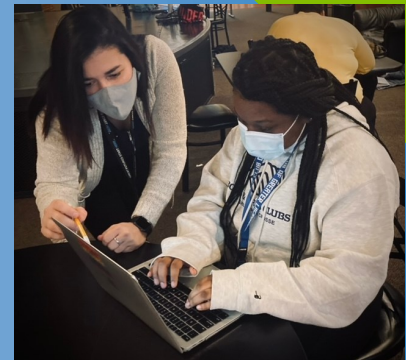
811 8th St S
La Crosse WI, 54601

This location serves members on the south side of La Crosse age groups:

▶ Juniors (3rd-5th grade)

▶ Teens (6th-12th grade)

We were able to open a “pop up” teen center location down town La Crosse, to cater to our south side teen population during COVID-19. Housed in this location was our Education Director, who works with the BGCA program Be Great: Graduate, working and tracking a case load of 10 teens to help them reach their great futures after high school!



HAMILTON ELEMENTARY CLUB

1111 7th St S
La Crosse WI, 54601

This location serves members on the south side of La Crosse age groups:

▶ Kiddos (K-2nd grade)

We are so excited to be part of the community collaboration that is the Hamilton Elementary School expansion project! An 18,700 sq. ft addition that will have dedicated BGC space, a new gym, library, and a community center for the surrounding neighborhood.



HUBER COURT HOMES CLUB

2828 Huber Ct
La Crosse WI, 54601

This location serves members on the south side of La Crosse age groups:

▶ Kiddos (K-2nd grade)

▶ Juniors (3rd-5th grade)

▶ Teens (6th-12th grade)

WEST SALEM CLUB

DON & CHERYL BRENENGEN CLUB

475 Mark St N
West Salem, WI 546

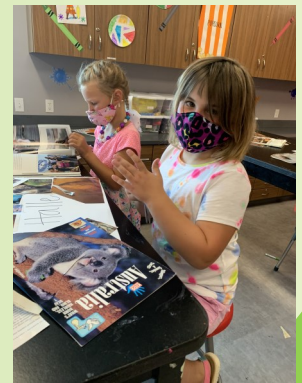
This location serves BGCGL members in the West Salem Area.

Age groups served:

- ▶ Kiddos (K-2nd)
- ▶ Juniors (3rd-5th)
- ▶ Teens (6th-12th)



In a service collaboration with AmeriCorps, a unique position was developed; the Brenengen Club Activities Coordinator! They develop high quality activities for Club members, facilitate programming and building community partnerships.



The BGCGL
Administrative
Team during
"Safer @ Home"
April, 2020

Pictured from top left:
Abby Stauder
Andy Kiel
Delane Swanson
Britton Slowey
Debbie Henry
Brent Bearwald
Jake Erickson
Justice Lawson
Laquita Becker
Mark Mitchell
Nick Bernhardt
Nicole Brei
Rachel Rank
Raven Stamps
Sarah Gilles
Teigen Haye
Jenna Anfang





(Historic Festival Foods Store)



HOLMEN CLUB

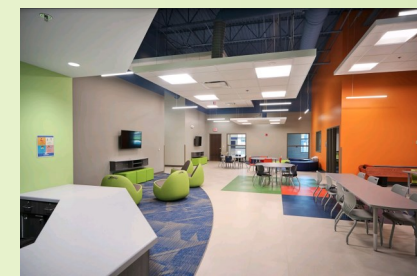
DAVE & BARB SKOGEN CLUB

600 N Holmen Dr
Holmen, WI, 54636

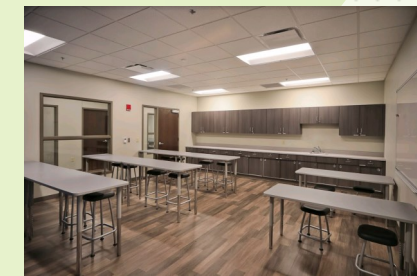
This location serves BGCGL members in the Holmen Area.

Age groups served:

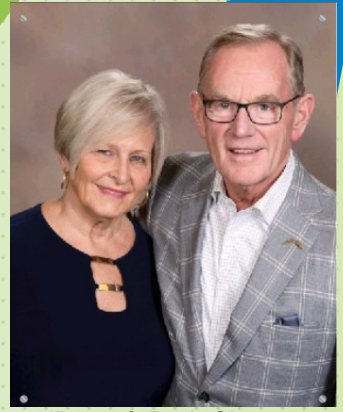
- ▶ Kiddos (K-2nd grade)
- ▶ Juniors (3rd-5th grade)
- ▶ Teens (6th-12th grade)



(Finished Project Pictures)



September 1st, 2020
The first day of our **BRAND NEW CLUB** being opened just over a year after Festival Foods founders, Dave & Barb Skogen, approached BGCGL about donating the building that was previously the Holmen Festival Foods Store, to be renovated & expanded into a Boys & Girls Club!



(Dave & Barb Skogen)

We are extremely grateful and proud to be able to help provide great futures for youth in the Holmen Area Community for years to come.

A Grand Opening Event is postponed till 2021



(During Construction Pictures)

BUILDING GREAT FUTURES TOGETHER

BOYS & GIRLS CLUBS OF GREATER LA CROSSE

HOLMEN AREA COMMUNITY CENTER

Dave & Barb Skogen

Elmwood Foundation

Festival Foods

Wisconsin Economic Development Corporation

La Crosse Community Foundation

La Crosse County Board of Supervisors

Dahl Family Foundation

Friend of the Club

Peak Top, Inc.

Lomness Family

John & Linda Lyche

BOYS & GIRLS CLUBS OF GREATER LA CROSSE

HOLMEN AREA COMMUNITY CENTER

Dave & Barb Skogen

Elmwood Foundation

Festival Foods

Wisconsin Economic Development Corporation

La Crosse Community Foundation

La Crosse County Board of Supervisors

Dahl Family Foundation

Friend of the Club

Peak Top, Inc.

Lomness Family

John & Linda Lyche

Mayo Clinic Health System

Dick & Sharon McHugh Family

PKS Foundation

Dick & Norma Vinger

Boys & Girls Clubs of Greater La Crosse
1000 North Lincoln Street
La Crosse, WI 54601
608-785-1234
www.bgcgl.org

Holmen Area Community Center
600 North Holmen Drive
Holmen, WI 54636
608-785-1234
www.holmencommunitycenter.org

(Donor Wall Displayed in the Dave & Barb Skogen Club)

This new facility also has dedicated space for the community that is being operated by the Holmen Area Community Center. In addition, the School District of Holmen has dedicated space for their ACE (Alternative Education) Program.

CLUB ATHLETICS

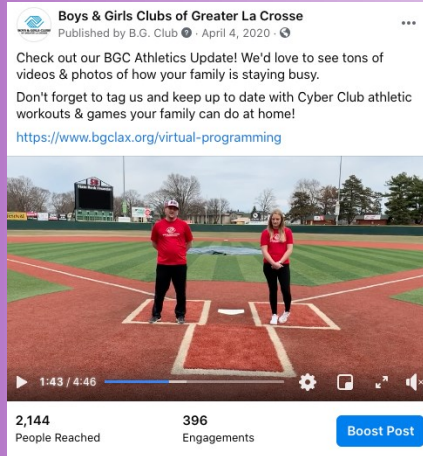
▶ GETTING CREATIVE IN A COVID WORLD ◀

Club Athletics also continued to reinvent programs in order to provide safe opportunities for kids to participate in team sports



VOLLEYBALL

Having an outdoor volleyball fall league was a new initiative to ensure player safety. We had 53 volleyball players (to form 7 teams) of 3rd-6th graders.



During the time that the Club wasn't able to have in-person athletics, our Athletic Department stayed connected with kids & families by posting tutorials or challenges on social media channels to keep active engagement.

WRESTLING

Our wrestling program kicked off in January, but had to be postponed due to the pandemic. Prior to cancelling the season, we had 42 wrestlers engaging in learning and developing their skill!



BASKETBALL

In March, right before the pandemic shut the world down, our 39th McDonalds Classic Basketball Tournament had a record breaking 143 4-8th grade teams participating between 7 sites.



FOOTBALL

Offering Flag Football for not only K-2nd grade kids, but up to 6th grade was new this year! We had 6 kindergarten-1st grade teams & 17 2nd-6th grade teams, for a total of 23 teams (224 players).



BASEBALL & SOFTBALL

In spring of 2020, Colorado Rockies Hitting Coach Darin Everson & Elite Baseball Academy put on 12 virtual clinics that 714 coaches & players from 36 states tuned in to get tips from presenters. The Club collaborated with Viterbo University to have a safe fall baseball & softball season. We had 23 teams of 3rd-12th graders.

LET'S CELEBRATE 2020 ACCOMPLISHMENTS



Our 54th Annual Celebration of Champions was virtual for the first time! We honored youth achievement & adult support through BGC by delivering awards, memorabilia T-Shirts, ice cream & toppings to recipients before the virtual event. During the online ceremony, the 35 honorees spoke after Club staff & coaches gave the background on the award and awardee for why they were receiving the recognition.

13 Higher Education Scholarships were able to be given to 2020 Seniors with past BGC involvement.

Supper Club started March 24th & ran for 72 days. Monday-Saturday over 300 meals were prepared and packaged daily by The Waterfront Restaurant and Tavern and then BGC staff delivered meals directly to the homes of each child. Over 20,000 meals were served!

"Feast @ Home", 600 warm Thanksgiving Meals were delivered directly to homes by BGC staff.



BGCGL Team Members delivered 200 McDonald's meals & a bit of NYE festive fun to families in La Crosse, Onalaska, West Salem & Holmen.



The 13th Annual Turkey Trot went virtual this year, but participants could still carry on the tradition by joining Thanksgiving Day with the Festival Foods Turkey Trot: Home Edition!



Dirk Swanson was awarded the 2020 Wisconsin BGC Outstanding Board Member for his commitment to our mission!

The BGCGL Behavioral Health Program was awarded the Wisconsin BGC State Program of the Year in 2020!

HERE FOR KIDS CHAMPIONS

As the daily challenges for kids started to increase, we asked our community to support our mission and be Here For Kids.



THE Insurance CENTER



Schneider
HEATING & AIR CONDITIONING
"Your Comfort Is Our Business"



Cory & Jen Roupe Family & Carol Roupe



Andy & Linda Temte



"The Club works with the children in the La Crosse Area, but their work benefits the Community as a whole."

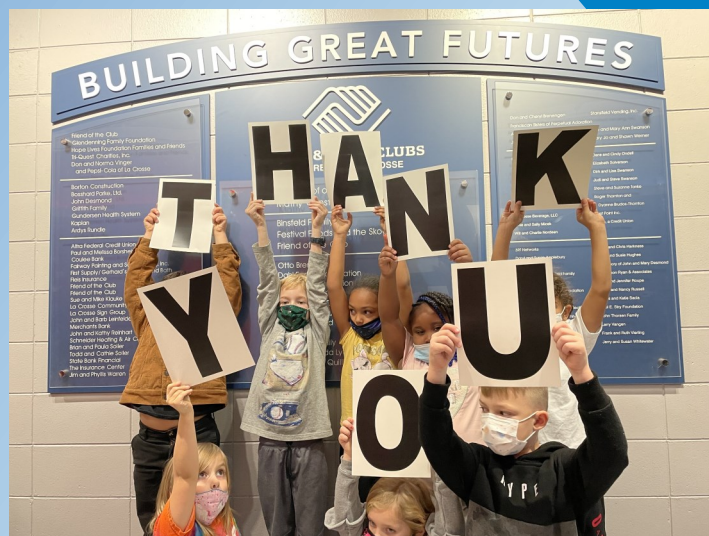
Marty & Jess Kirchner



Misty Lown

10 Champions stepped up and each business, individual and family gave a \$10,000 matching gift to challenge our community in reaching our goal of fulfilling basic needs, essential programming, and mental health check ins.

We cannot thank our Champions enough for coming together to support those who need us most, to be Here For Kids.



WAYS TO GET INVOLVED

There are many ways to get involved!

What are you passionate about?
How do you want to make a difference in a kids life?
Do you have time to give or financial resources to share?



- ▶ INSPIRE
- ▶ EMPOWER
- ▶ IMPACT
- ▶ SUPPORT
- ▶ VOLUNTEER

Volunteers are an important part of our non-profit organization. Volunteering is a fulfilling experience that gives you a direct opportunity to positively impact the future of youth in our community. Make a difference & volunteer for our afterschool program, summer program, teen hours, kid events or special events!

Gifts of Cash

- ▶ *Adopt a Child Fund*
- ▶ *Tribute Club*
- ▶ *Matching Gift Program*

Planned Giving

- ▶ *Gifts of Insurance*
- ▶ *Charitable Gift Annuities*
- ▶ *Charitable Remainder Trusts*
- ▶ *Living Trusts, Wills & Bequests*

INVEST

Contact Nicole at nicole.brei@bgclax.org to learn more on investing in the future of our youth & leaving a lasting legacy!

Additional Ways to Invest in Kids

- ▶ *Gifts of Stock*
- ▶ *Gifts of Property*
- ▶ *Endowment Funds*



▶ **TRIBUTE CLUB GIFTS** ◀

Throughout the year, the Boys & Girls Club receives gifts in memory of loved ones we have lost or in honor of special individuals. We are honored to be able to continue to pay a lasting tribute while also impacting those who need us most.

In Memory

Edward Adams
Betty Lou Allen
Dennis Aspenson
Lenore Bartling
Tim Bena
Ronni Boe
Jerome Boge
Robert Brown
Elizabeth Brudos
Robert Brudos
Jerry Chandler, Sr.
Michael Coady
Andrew "Drew" Coleman
Bev Cook
Richard "Dick" Devine
Sharon Earp
Jean Eggen
Joan Erickson
Linda Erickson
Scott Erickson
Bobby Fitzpatrick
Erick Groothius

Karen Handel
James Harris Berg
Greg Haug
Jerome Head Gundersen, Sr. M.D
Jan Hedler Engel
Sondra Hettman
Russell Holman
Jack Horner
Betty Ingham
John Keinanen
Elizabeth Keppel
Derrick Kroll
William Larkin
Paul Lassig
Bill Lathrop
Cherry Lommen
Lynn Longway
Lynnette Ludden
Sharon & Vince Marco
Christopher McMahon Jordan
Jerry Miller
Dan Mills
Everett Mueller
Nancy Muller

Clara Nesmith
Richard Noel
Ardene Olson
Dave Olson
Pat Ostrander
Harold Paulson
Jerry Pryor
Jim Rohrer
Dale Rudy
Jerry Ruoff
John Schaefer
Rodney Schellpfeffer
Bill Serchen
Patricia Shurson
Dr. Charles Skemp
Bruce Spears
Bruce Staples
David Stoddart
Mary Stupi
Ed Sullivan
Steve Terry
John Tracey
John Veldey
Marvin Wagner
David Wall

In Honor

Coldwell Banker River Valley Realtors
Schneider Heating & Air Conditioning
Brent Bearwald
Lloyd Dresen
Greg Froegel
Phil Froegel
Dan Gelatt
Sarah Gilles
Dee Hart

Teigen Hays
Andrew Hughes
Peter Hughes
Debbie Johnson
Blake & Adeline Karman
Makena & Kane Karman
Cherry Lommen
Jennifer Meyers
Evelyn & Gannon Millner
Orville & Patricia Molling
John Nielson

Heidi Odegaard
Jim Pierce
Dan & Judy Raether
Hallie Schoh
Danielle Severson
Bruce Staples
Delane Swanson
Ralph & Bernadette Tegeler
John Wakeen
Keith & Yvonne Wilson

**THE MISSION OF THE BOYS AND GIRLS CLUBS
OF GREATER LA CROSSE IS TO INSPIRE AND
EMPOWER ALL YOUNG PEOPLE, ESPECIALLY THOSE
WHO NEED US MOST, TO REACH THEIR FULL
POTENTIAL AS PRODUCTIVE, RESPONSIBLE, AND
CARING CITIZENS.**



**BOYS & GIRLS CLUBS
OF GREATER LA CROSSE**





BOYS & GIRLS CLUBS
OF GREATER LA CROSSE

1331 Clinton Street La Crosse, WI 54603 | (608) 782 3926 | www.bgclax.org