

2025 Annual Report



Generations
an Intergenerational Center

Table of Contents



Generations
an Intergenerational Center

COO's Reflections.....	2
2025 Statistics.....	3
Volunteerism.....	4
Healthy Living Update.....	5
Pic A Deli Update.....	6
Facilities Update.....	6
Financial Review.....	7
Looking Forward.....	9
Leadership Team.....	10



COO's Reflections: A Year of Resilience and Growth

Meghann Weeden, Chief Operating Officer

The year 2025 marked a season of transition for Generations. Leadership changes and operational shifts tested our stability, but instead of faltering, our organization grew stronger.

Throughout the year, our team continued to deliver high-quality, mission-driven programming that served people across generations. As Interim Executive Director during this time, my focus has been on ensuring strong day-to-day operations, staff support, and program excellence, and I am proud of how our team rose to meet that charge. The Healthy Living Department expanded its Parkinson's Disease programming. GenT Tech Help reached more individuals, helping people build skills and confidence in a welcoming environment. We continued to provide warm, nutritious meals to seniors, Growing Generations, and the broader community. Behind the scenes, our facilities were maintained with care, ensuring that everyone who walked through our doors felt safe, supported, and at home.

Despite challenges, we rose to meet the moment, emerging more resilient, more focused, and more determined than ever to make Generations the best it can be.

This strength was made possible by extraordinary community support. In 2025, our Annual Campaign raised more than \$78,000 from over 220 unique donors, and our membership grew by 171 individuals. But numbers tell only part of the story. Members and supporters also showed their commitment by volunteering, participating, and serving as ambassadors, sharing the story of Generations throughout Plymouth and beyond.

As strong as our team is, it was the encouragement, kindness, and steadfast presence of our community that sustained us. In 2025, you lifted us up and cheered us on, often without realizing just how meaningful that support was.

Without community, there is no Generations. That has been true since our founding 15 years ago and will remain true as we continue to grow as a truly intergenerational organization in 2026 and beyond. Thank you for walking alongside us and helping make 2025 a year of resilience, connection, and shared success.

2025 Statistics

Total Members: 1,110

New Members: 171



Total Attendance: 62,527

Unduplicated Attendees: 913

Total Pickleball Attendance: 5,356

Unduplicated Pickleball Attendees: 151

Special Event Attendees: 1,908

Rental Event Attendees: 5,497

GenT Attendees: 82

Parkinson's Disease Program Attendees: 115

Volunteerism

Total Volunteer Hours

3,510

Total Impact

\$119,340*

Volunteering is the heart of all we do at Generations. In 2025, we were fortunate to have over 120 individuals volunteer with us. Volunteer tasks included P.L.A.Y. and GenT helpers, reception workers, newsletter runners, Pickleball Tournament coordinators, and so much more. Volunteers also helped enhance our landscaping this year, bringing new life to the exterior of our building and helping ensure Generations continues to be a welcoming place for all who visit, inside and out.

Volunteers came to us from our membership, our community, and multiple corporate entities, like Sargento and Van Horn. We were also lucky enough to gain a couple recurring volunteer groups from the Plymouth School District and St. Mary Springs school in Fond du Lac. Having the kids here and working alongside them on various projects reminds us why we are here. We bring generations together in everything we do. Volunteerism is the perfect complement to our mission and the soul of Generations.



*Based on 2024 estimated per hour value of volunteering in Wisconsin according to independentsector.org.
https://independentsector.org/wp-content/uploads/2024/04/is-vovt-report-all-years_v2-1.pdf

Healthy Living Update

Emily Nelson, Healthy Living Manager

This year has been marked by meaningful growth, focused on increasing member participation, expanding our Parkinson's programming, and strengthening our reach across generations.

A key highlight has been the addition of Elaine Jumes to our team. Elaine brings dedication and passion to her role and has enriched our wellness offerings through her work as a Food for Life advocate, leading impactful programs centered on plant-based nutrition and lifestyle education.

In response to community need, both Elaine and I completed our PWR!Moves certification to strengthen our Parkinson's-specific exercise programming. Participation in our Parkinson's exercise classes and support group has doubled, and we anticipate continued growth as awareness spreads.

To better serve working individuals and reinforce our intergenerational identity, we expanded our schedule to include additional evening classes, which have been well received. We also recently welcomed a new Healthy Living Lead to support class instruction, program development, and community networking, helping us continue to grow innovative offerings.

Daytime classes remain strong, particularly Movement for Brain, Body, and Balance. We see clear demand for additional balance-focused programming and plan to introduce new classes centered on balance training and fall prevention in the coming year.

Community engagement remains a priority. Our Healthy Living Fair focused on cancer awareness was a success, and we look forward to hosting another this September.

With generous donations and strategic purchases, we added two treadmills and two Peloton bikes to our fitness space, supporting independent workouts through an open gym concept.

It is deeply rewarding to witness the impact of these programs, supporting health, fostering connection, and strengthening our intergenerational community. I look forward to another year of growth and meaningful engagement at Generations.

Pic A Deli Update

Laura Coburn, Senior Manager of Food & Hospitality Services

Since joining the Generations team in November 2025, Pic A Deli has focused on strengthening daily operations and improving efficiency. Early efforts included learning each kitchen role, building relationships with staff and members, deep cleaning, streamlining processes, reviewing menus, analyzing cost of goods, and refining inventory systems to better track revenue and performance.

Cost-saving measures were implemented in collaboration with vendors, including switching dish machine dispensers, which will save approximately \$514 annually while also providing complimentary routine dishwasher maintenance. Pic A Deli is also researching an upgraded POS system that would allow for online ordering and improved sales tracking.

A refreshed menu is planned for 2026, including some plant-based and vegetarian options, grab-and-go items, traditional grill favorites, and the addition of a coffee program featuring hot, iced, and blended beverages.

Facilities Update

Kendall Schultz, Maintenance Supervisor

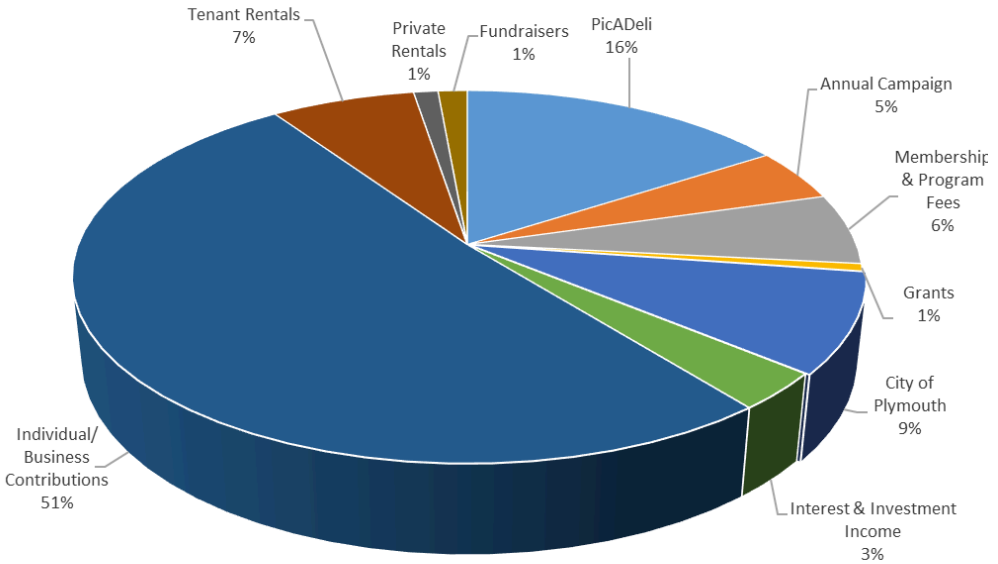
Our facilities are the foundation that make everything at Generations possible. In 2025, we completed a major flooring upgrade, refreshing key spaces in the building. The updated flooring enhances the overall look and feel of our center while improving safety, durability, and accessibility for all.

Behind the scenes, our mechanical systems continue to be regularly maintained to ensure they operate at the highest level of efficiency. Through consistent vendor reviews and pricing comparisons, our maintenance team remains both proactive and budget-conscious in its approach.

This year, we were pleased to welcome Keegan as our new Maintenance Coordinator. Keegan supports our growing weekend rentals while working alongside Kendall during the week to ensure our building remains safe, functional, and ready for every class, event, and gathering. Strong facilities are essential to our mission, and we are grateful for the team and volunteers who help keep Generations thriving.

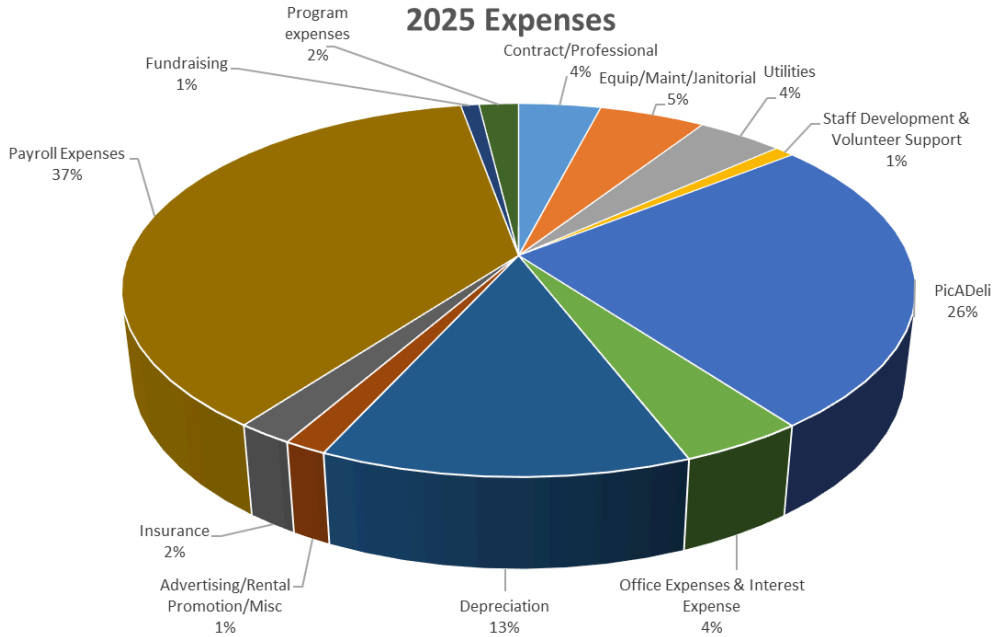
Financial Review

2025 Revenue



Individual/Business Contributions	51%	\$836,756
Pic A Deli	16%	\$260,252
City of Plymouth	9%	\$141,593
Tenant Rentals	7%	\$113,833
Membership & Program Fees	6%	\$100,484
Annual Campaign	5%	\$74,896
Interest & Investment Income	3%	\$53,552
Fundraisers	1%	\$23,089
Private Rentals	1%	\$19,294
Grants	1%	\$10,500

Financial Review



Payroll Expense	37%	\$432,110
Pic A Deli	26%	\$298,580
Depreciation	13%	\$148,271
Equip/Maint/Janitorial	5%	\$60,374
Office Expenses & Interest Expense	4%	\$50,049
Utilities	4%	\$48,781
Contract/Professional	4%	\$46,710
Insurance	2%	\$22,655
Program Expense	2%	\$22,473
Advertising/Rental Promotion/Misc	1%	\$17,178
Staff Development & Volunteer Support	1%	\$11,199
Fundraising	1%	\$10,354

Looking Forward - Building the Next Chapter of Generations

Marilyn Morrissey, Board President

As Generations continues to grow and evolve, so too must the way we lead and the way we serve. For many years, the organization was guided by a single Executive Director – a model that helped establish Generations as a trusted community resource. Today, however, the scope, reach, and complexity of our work – and our commitment to deep, intentional intergenerational connection – call for a new approach. In response, the Board and staff have aligned around a dual-leadership model designed to strengthen focus, clarity, and impact.

Under this model, Generations will be led by a Chief Executive Officer (CEO) and a Chief Operating Officer (COO) working in close partnership.

- The CEO will focus on long-term strategy, community partnerships, fundraising, and external engagement – with a particular emphasis on elevating Generations as a leader in intergenerational innovation.
- The COO will oversee internal operations, ensuring excellence in programs, services, staff support, and member experience – with a focus on integrating intergenerational thinking across all we do.

Together, these roles ensure that Generations' Mission, Vision, and Purpose remain at the center of everything we do – while allowing each leader to focus deeply on their area of strength.

What will not change is our unwavering commitment to being a premier intergenerational facility and a leader in community connection. What is changing is how intentionally we are designing opportunities for people of all ages to connect, learn, and grow together. To be truly intergenerational is to move beyond serving different age groups to intentionally fostering relationships, mutual learning, and belonging across generations.

As we approach our 15th anniversary, we are expanding what it means to live out that commitment. This includes creating shared experiences across age groups, strengthening programs that bring youth, adults, and older adults together in meaningful ways, and ensuring that intergenerational connection is a guiding lens in program design, partnerships, and space use.

We are incredibly proud of how far Generations has come over the past 15 years. With a renewed commitment to intentional intergenerational connection, a strong leadership structure, and a deeply engaged community, we look ahead with confidence, clarity, and purpose – excited about what the next chapter will bring.

Leadership Team

Board of Directors

Marilyn Morrissey, Board President
(Sargento Foods - Retired)

Matthew Mooney, Vice President
(Mooney & Siegert)

Jodi Schoerner, Treasurer (Masters
Gallery Foods)

Luann Travis, Secretary (Sharon S.
Richardson Community Hospice)

Marsha Vollbrecht, Emeritus
(Aurora - Retired)

Donna Counselman (Plymouth
School District - Retired)

Hannah Kaiser (Kohler Co.)

Jordan Mueller (Bank First)

Roberta Laine (Moraine Park
Technical College)

Steve Nowicki (Moraine Gardens)

John Binder, City Council Liaison

Generations Staff

Meghann Weeden,
Interim Executive Director

Laura Coburn, Senior Manager of
Food & Hospitality Services

Joa Cain, Community Engagement
& Program Manager

Emily Nelson, Healthy Living
Manager

Kendall Schultz, Maintenance
Supervisor

Erika Pichette, Healthy Living
Coordinator

Elaine Jumes, Healthy Living
Coordinator

Diane Reineking, Admin. &
Member Relations Specialist

Spencer Hurlburt, GenT Program
Lead



Mission

Bringing GENERATIONS together to cultivate individual and collective wellbeing.

Vision

Fostering a diverse community built on meaningful connections through programs, partnerships, and efficient business operations.

Purpose

Inspiring people of all ages and backgrounds to connect for life-long learning and growth.

Generations
an Intergenerational Center