

2020

ANNUAL REPORT

Making A Difference in 2020



To the Greater Midland Community



"Greater Midland is poised to deliver on our mission, now more than ever. To us, it's not something we hang on the wall to admire from afar, it's a way of life."

- Mike Schafer

Oh my, what a difference a year makes! Last year at this time our President / Chief Executive Officer wrote that the organization had undergone a big year in 2019. She outlined that we celebrated our 100-year anniversary and worked with diligence internally to revise our strategies and operational processes. We had very optimistic and ambitious goals as we headed down the path to implement and leverage all of the good work that went into revitalizing our organization.

Within days, if not hours, from the moment that message had been delivered, our state was in lockdown due to the pandemic and our region was struck by horrific flooding caused by the failure of two dams upstream. Who could have imagined that most everyone in our area would endure the hardships brought about by those two events alone?

For our Greater Midland team this meant that we had to pivot quickly and efficiently away from our plans to deliver high quality programs and services as we were forced to close our doors for anything that was not deemed essential. It also meant that our mission would be front and center as we took necessary steps to ensure all residents of Midland County are Healthy, Stable and Thriving. Using that mission as our North Star we worked continually to help our neighbors.

One key essential service within our span of care is our early care and education program. Throughout the closure, our dedicated, talented and caring staff bravely donned their PPE and greeted parents and their children every day allowing essential workers to get to their emergency rooms, urgent care centers, fire and police stations and many other critical duties.

Other service examples we provided include:

- Orchestrating food, clothing, diapers and household goods drop off/distribution centers, distributing over 200,000 pounds of food across Midland County.
- Facilitating gift card distributions delivering \$750,000 to those who had fallen on hardship.
- Summer camp opportunities for children to be active and connected all the while adhering to required protocols in a structured and supervised environment.
- Developing and delivering virtual and outdoor wellness classes, including outdoor tennis, to address physical and mental health.

Within our walls the team worked hard to remain in compliance with CDC, MDHHS and local Health Department requirements and guidelines so that when the time came to once again open our doors we could do so with confidence and compliance. Our goal was to ensure that those who enjoy all of our Greater Midland facilities could re-engage when they were ready in the safest way possible.

Toward the latter part of 2020 we were able to reopen in a slow but steady manner. What a wonderful experience it is to be in our family centers in Coleman and North Midland, the Tennis Center, the Curling Center, the Community Center and North-End Fitness Center and see the smiles on participants' faces while hearing their enthusiastic voices echo in our hallways.

Greater Midland is poised to deliver on our mission, now more than ever. To us, it's not something we hang on the wall to admire from afar, it's a way of life. We are excited about 2021 and look forward to seeing you enjoying all that we have to offer.

Mike Schafer

Mike Schafer

Interim President/CEO

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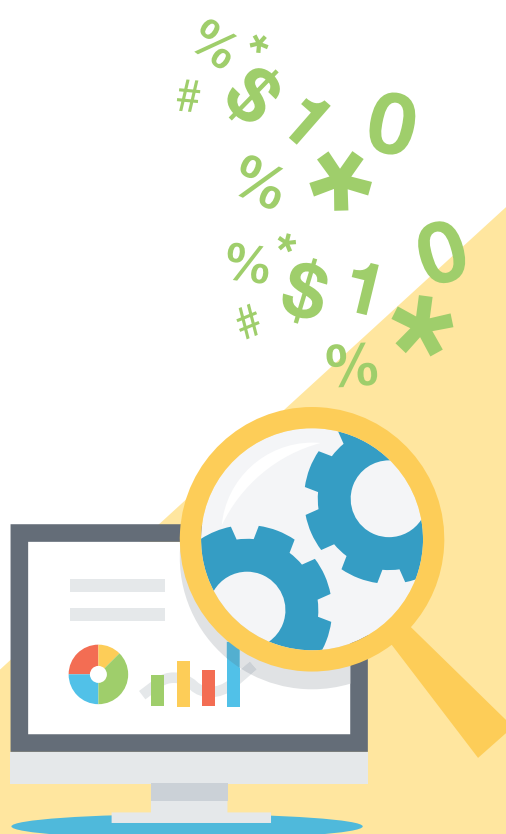
Tony Stamas



Jenee Velasquez

Financial Statement

| | Dec. 31, 2020 | Dec. 31, 2019 |
|---|---------------------|---------------------|
| Revenue and Other Support | | |
| Program Fees | \$4,197,399 | \$7,924,055 |
| United Way | \$528,502 | \$500,836 |
| Other Contributions | \$1,362,757 | \$2,137,852 |
| Investments returns net | \$1,164,586 | (\$1,063,425) |
| Pro Shop Sales | \$201,715 | \$139,366 |
| Rentals | \$339,758 | \$322,972 |
| Other | \$2,014,326 | \$1,056,003 |
| Total Revenues | \$9,809,043 | \$13,144,509 |
| Expenses | | |
| Program Services | \$6,464,917 | \$9,932,308 |
| Administration | \$2,344,062 | \$1,842,365 |
| Total Expenses | \$8,808,979 | \$11,774,673 |
| Operating Net | \$1,000,064 | \$1,369,836 |
| Depreciation | \$972,345 | \$987,906 |
| Change in Net Assets from Operations after Depreciation | \$27,719 | \$381,930 |
| <i>Net Investments</i> | \$708,290 | (\$1,254,952) |
| <i>Transfer of Net Assets</i> | \$852,477 | |
| Change in Net Assets | \$27,719 | \$381,930 |
| Net Assets, Beginning of Year | \$19,339,570 | \$18,957,640 |
| Net Assets, End of Year | \$19,367,289 | \$19,339,570 |



COMMUNITY CENTER

Kevin Heye - Executive Director

New Foster Mom is Finding Her Way



Imagine a few weeks into the lockdown of spring 2020, you suddenly gain custody of two children and are now a single parent. Calling it 'overwhelming' barely captures the stress of the situation for new foster parent Stephanie Loomis, a customer service representative with Dow.

"I was handed a four month old and a two year old overnight and I had no idea what to do for daycare," Loomis said.

That's when Loomis found Early Care and Education (ECE) at the Greater Midland Community Center. Loomis is one of just dozens of families who received care in 2020. Even at the height of the pandemic, Greater Midland's Early Care & Education remained open for essential workers and healthcare families called to the front lines.

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TOTAL MEMBERSHIPS

MEMBERS: 3,300

EARLY CHILD CARE & EDUCATION

TOTAL ENROLLMENT:

99

30%



Receive Financial Assistance

CAREGIVER to CHILD RATIO:

1:4
Infant



1:18
School age

1:10

3 to 4 years

1:8

30 months to 3 years

1:12

4 years to school-age

HOW ARE WE DOING?

97% of children are meeting their developmental milestones



94% of parents feel engaged in their child's Early Childhood Education

98% feel that staff are invested in my child's success

YOUTH & TEENS

BEFORE/AFTER-SCHOOL CARE:



302 Total

PROGRAMS:

2,549

Total Participants



11.4

Years Average Age

Youth Basketball League Total

518

Learn to Swim Program Enrollment

1,346 Total | 577 Individuals

Dolphins Swim Team

426 Total | 203 Individuals

THE ROCK: Summer Camps

48 Registered Kids | 3,224 School Year Visits

SUMMER CAMPS:

1,648 Total Enrollment

HOW ARE WE DOING?

93% of campers could identify a counselor who cares about them

96% of campers reported being taught at camp to be responsible for their words/actions

96% of campers reported being encouraged to always be honest at camp.

92% of campers reported making a new friend at camp

83% of campers indicated they were made to feel important while at camp

16,206 meals served at the Community Center in summer of 2020.

98% increased or maintained a healthy level of physical activity

“They’re just rock stars. It’s not just a daycare where you come and drop them off and pick them up, and that’s your day. It’s their home away from home.”

- Stephanie Loomis

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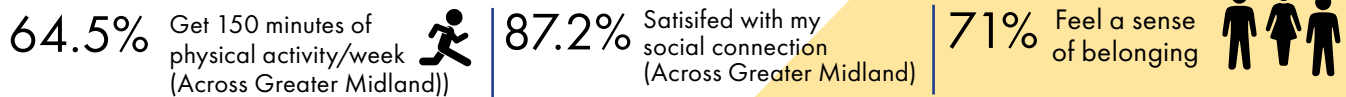
“They just made it super easy and they made me feel really comfortable. It’s like they knew I was walking in blind, so they really simplified it for me and really walked me through every step of what I needed to do. Here’s the paperwork. Here’s how the day goes. Here’s what you do when you come in, when you leave,” Loomis said.

Over time, Loomis has also personally bonded with the staff while she continues to work through this major life change.

“There were days when I would just come in and break down in front of them and that’s kind of embarrassing to admit, but I mean, who else do I talk to? I’m super thankful for the community aspect. They all know me. They all know them. They all know our situation. They’re sensitive to it and they let me open up as much as I want or not say anything at all. They never bring it up in front of the kids. They’re just rock stars.” Loomis said. “It’s not just a daycare where you come and drop them off and pick them up, and that’s your day. It’s their home away from home.”



HOW ARE WE DOING?



Over 100 meals served to FEMA volunteers during flood relief

TENNIS CENTER

Steve Cook - Executive Director



Happy to be on the Court Again

Even if she didn't know it right away, Brenda Kisting is a natural born tennis player.

Ten years ago, after bringing her son to a youth tennis class, she thought to herself, "That looks like so much fun!" So she gave it a try and hasn't looked back.

"I'm so glad I did because it just opened up all new windows and opportunities for me to have fun and enjoy life," Kisting said. "Basically I can have the worst day ever and when I get out on the court and start swinging and hitting, it lifts my mood. I love the camaraderie and friends saying to each other, "Hey, that's a great shot, way to go!" People will hang out, visit and talk about the match."

For a period of time last year, the fun came to halt. Stay-at-home orders and concerns about the coronavirus left the Greater Midland Tennis Center with empty courts and open nets. Staff and members rallied together to provide safe avenues for players to return, both on outdoor and indoor courts. Kisting and many others were ready to roll.

"It felt great to get back outside, see everybody again and have that sense of community. This place is just wonderful. Plus I always think, "Oh yeah, and I got my exercise in too." It's just a total bonus!" Kisting said.

Despite the challenges of 2020, the Tennis Center totaled over 20,000 hours of tennis played and hosted many successful and safe tournaments like the Pig & Pit.

"I have been truly amazed by the support of our wonderful members. Everyone has been through so much in the last year and watching so many escape the reality of what's going on in the world by playing tennis has been inspirational," Talaya Schilb, Director of Memberships & Events said. "Each day the courts fill up and more tennis players are born."

Some restrictions still remain, like playing with a mask but for those that love the game so much, it is a breeze to accept.

"I really don't mind wearing the mask. It felt a little funny the first time, but honestly, I was just so happy to be able to play," Kisting said. "The Tennis Center has been wonderful about giving us guidelines. They've set up hand sanitizer on each of the courts so that you can get your hands sanitized in between matches. I feel very safe here."

YOUTH & TEENS



TOTAL ENROLLMENT:

814 Program Participants | 94 Junior Memberships

396 in 10U | 418 in age 11-18

SUMMER CAMP ENROLLMENT: 380 Total

HOW ARE WE DOING?

98% my coach/instructor cares about their success

96% my coach/instructor models positive behavior

100% of youth/teens gained confidence in their skills

89% increased or maintained a healthy level of physical activity *2019 data survey

Try Some Tennis 60 Adults | 65 Juniors

6,500 Recycled Balls | Total hours of tennis played (indoor, outdoor, clay) 20,209

ADULTS



TOTAL MEMBERSHIPS:

380

PROGRAM ENROLLEES: 3,009 Total

85% Get 150 minutes of physical activity/week  89% Satisfied with social connection *2019 data survey

FAMILIES



TOTAL MEMBERS:

308

PROGRAM PARTICIPANTS:

543 Total Members | 127 0-5 Years | 687 6-17 Years | 3,009 18+ Years

90% feel a sense of belonging *2019 data survey

CORPORATE WELLNESS

Mike Butzu - Executive Director

Doing 'Virtually' Everything They Can to Promote Wellness

In 2020 the Greater Midland Wellness team did everything they could to help the community stay healthy and stable.

When the facilities were initially shut down, team members recorded workouts from home and posted them to social media. Eventually that evolved into live instructor lead fitness sessions via Zoom and by the end of year almost 4,700 people had participated.

These online sessions were a welcome relief and have continued to support many people, including Elaine Murphy located in rural Midland County.

"I was fearful when the gyms closed because I'm used to working out," Murphy said. "So the virtual classes were my lifesaver. You can either make them high impact or low impact. I started to work out with those classes during the pandemic and it was a game changer. It is now a part of my daily routine."

And even though outdoor classes were held with over 321 participants and our gyms reopened before the end of 2020, Murphy is continuing her new way of exercise.

"I love the virtual classes because I can get an excellent workout. I know that they're there 24/7 for me. I can do them at any time and it gives me the flexibility that I'm looking for," Murphy said.

For member Rudi Hahn, having the facilities closed for a stretch of 2020 really weighed on him.

"It killed me last year. It really did. It really raised my stress level, but I got it. I get why it was done," Hahn said.



"Working out is a big part of my routine. It's the biggest part of my day, actually. It keeps me limber. It keeps me focused."

Even though Hahn is considered to be in a higher risk group with his age over 60 and Multiple Sclerosis diagnosis, he feels safe at the Greater Midland North-End Fitness Center.

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CORPORATE WELLNESS

TOTAL MEMBERS:

2,306



4,697 Participants in virtual classes
(End of March to End of December 2020)

TOTAL VIRTUAL CLASSES 322 Total

OUTDOOR FITNESS PARTICIPANTS 321 Total



OUTDOOR CLASSES HOSTED: 187 June-October

1,000 Outdoor personal training sessions completed!
(includes Corporate Wellness, MCC and North-End trainers)

NORTH-END WELLNESS

Kevin Heye - Executive Director

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"The staff is always busy cleaning," Hahn said. "We have to make a reservation now, which is a good thing...and is wearing a mask ideal for working out? Honestly, no, it's not. But, to me, it outweighs the negatives of not working out."

For many members the center is a home away from home. They come to workout but they also come to socialize and cheer for each other when reaching new personal milestones.

"I enjoy coming in here because the staff at the front desk, no matter what the day is like, whatever issues they're having, or if they had somebody who gave them a hard time, they're always friendly. They're always like, "Hi, Rudi. How are you?" To me, it's a nice way to start my day. It's nice to be recognized. We all like to be known."




When the facilities were initially shut down, team members recorded workouts from home and posted them to social media. Eventually that evolved into live instructor lead fitness sessions via Zoom and by the end of year almost 4,700 people had participated.



TOTAL MEMBERS: 332

HOW ARE WE DOING?

64.5% Get 150 minutes of physical activity/week
(Across Greater Midland) 

87.2% Satisfied with social connection
(Across Greater Midland)

71% Feel a sense of belonging

COLEMAN FAMILY CENTER

Andrea Secrease - Executive Director

Coleman Couple Creates Camaraderie

Lee and Nancy Gerovac continue to prove that community and camaraderie are greater than Covid-19.

Two times a week, the Coleman residents led a group affectionately named the "Groovin' Geezers." The hour-long fitness classes, which began four years ago, are aimed at those who take life a little slower than they used to. As the CD player belts out Blue Suede Shoes by Elvis Presley, Lee counts ten overhead presses with single digit weights in the hands for some and open palms for others.

Like many groups around Greater Midland, this collection of about 20 senior citizens had a hard time during shutdowns when they were unable to meet.

"These are very critical, important friendships that we have made. Their joys are our joys, their burdens and sorrows are ours and vice versa. We are a very close knit group. We care about each other," Lee said.

Like many of us, they turned to social media to keep in touch.

"I formed a Facebook group - Groovin' Geezers.

We've been able to keep in contact even when we weren't able to be here," Nancy said.

These friendships helped make the uncertainty a little more bearable and staying in contact via social media is nice but nothing beats being the presence of friends. The couple were eager to safely return and are overjoyed to be hosting regular in-person exercises again.

Jen Shelby, Director of Operations and Early Care and Education at Coleman Family Center, is also happy to have them back in the building.

"They are the most spunky, fun, loving people we have here at the Family Center," Shelby said. "They come in with a smile, which makes you smile. They make the days brighter. They bring a lot of joy, encouragement and motivation."



EARLY CHILD CARE & EDUCATION

TOTAL ENROLLMENT:



60

23% Receive Financial Assistance GSRP (Great Start Readiness Program)
55% Without GSRP

CAREGIVER to CHILD RATIO:

1:4 Infant 1:8 30 months to 3 years
1:10 3 to 4 years 1:12 4 years to school-age
1:18 School age



HOW ARE WE DOING?



97% of children are meeting their developmental milestones
98% of children (parents report) feel cared about
96% feel that staff are invested in my child's success
97% of children (parents report) receive encouragement
90% of parents feel engaged in their child's Early Childhood Education
100% (parents report) feeling their child is enrolled in a high-quality program
100% would recommend to family or friends

* Data collected through January 2020, includes 2019 results

ADULTS



TOTAL MEMBERS:
116

YOUTH & TEENS



Before/after school care
25 Total Enrollment

17 Virtual Learning, School Age Care

38% Financial Assistance

SUMMER CAMPS:
25 Total Enrollment

Special initiatives for 2020 flood/covid relief

10,000+
personal care/household items (including diapers, wipes, cleaning products, hygiene products) as a United Way/Dow Resource Site following the flood

221,000+
lbs. of food distributed through large scale food distributions

2,700
food items provided through Emergency Food Pantry (in partnership with Emergency Food Pantry Network)

2,950
diapers provided (through partnership with Diaper Alliance)

NORTH FAMILY CENTER

Andrea Secrease - Executive Director



Friendship and Companionship Thrive in a Small Farm Community

For nearly a decade, Wendy Schultz has served as a passionate advocate, volunteering at the Greater Midland North Family Center and spearheading senior connection.

Schultz, first became involved with North Family Center over six years ago after volunteering with the Mills Friendly Folks. An extension of Senior Services of Midland, the Mills Friendly Folks is comprised of nearly thirty seniors and provides meals, activity and connection for local fifty plus residents.

"So many of them [seniors] are sitting home alone," Schultz said. "This gives them the opportunity to...challenge themselves, interact with people on a daily basis. Just staying busy. You come up with new ways to teach people to mobilize their hands better and function better."

Over the years, Schultz organized regular dinners, arts and crafts, seasonal activities like an ugly Christmas sweater event, and even integrated with the center's Early Care and

Education programs. Like many of us, the Mills Friendly Folks were heavily impacted by the outbreak of the coronavirus. Group meals were put on hold, gatherings were postponed, and many seniors stayed in their homes. Amidst an already difficult year, area flooding called on the center and its community to support one another again.

"This center opened up with the Red Cross coming in, and they were lodging people, and feeding people. This facility has showers for people, they have a laundry people can use, all for free basically. And that's a wonderful thing to have in a small farm community," Schultz said.

For her part, Schultz has worked hard to keep that sense of camaraderie and friendship alive.

"I still outreach to my seniors and contact them. Making a lot of phone calls...We went to their homes, door contact only, and dropped off homemade blankets and stuff like that for Christmas. No matter what, people are finding ways to stay connected," Schultz said.

EARLY CHILD CARE & EDUCATION

TOTAL ENROLLMENT:

45 | 20% Receive Financial Assistance



CAREGIVER to CHILD RATIO:

1:4 Infant

1:10 3 to 4 years

1:18 School Age

1:8 30 months to 3 years

1:12 4 years to school-age



SUMMER CAMPS:

25 Total Enrollment

* Data collected through January 2020, includes 2019 results

HOW ARE WE DOING?

96% of children are meeting their developmental milestones

100% of children (parents report) feel cared about

100% of children (parents report) receive encouragement

98% feel that staff are invested in my child's success

100% of parents feel engaged in their child's Early Childhood Education

100% (parents report) feeling their child is enrolled in a high-quality program

100% would recommend to family or friends

ADULTS



TOTAL MEMBERS:

43

Special initiatives for 2020 flood/covid relief

10,000+

personal care/household items (including diapers, wipes, cleaning products, hygiene products) as a United Way/Dow Resource Site following the flood

3,400

food items provided through Emergency Food Pantry (in partnership with Emergency Food Pantry Network)

2,780

diapers provided (through partnership with Diaper Alliance)

75

premade meals made and delivered following the flood

250,000+

lbs of food distributed through large scale food distributions

8,000+

clothing items provided



THANK YOU



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2020

ANNUAL REPORT

Making A Difference in 2020



Greater Midland's Executive Team

Michael Schafer, Interim President/CEO

Kevin Heye, Community Center Executive Director, North-End Fitness Center Executive Director, and Curling Center Executive Director

Andrea Secrease, Coleman Family Center and North Midland Family Center Executive Director

Mike Butzu, Corporate Wellness Executive Director

Steve Cook, Tennis Center Executive Director

Brian Pickelman, Human Resources Executive Director

GREATER MIDLAND
WELLNESS • RECREATION • SOCIAL SERVICES