



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

Dear YMCA Member:

We hope this message finds you well and want to thank you for being such an important part of our YMCA community. At the YMCA of the Chippewa Valley, we are committed to providing exceptional programs and services to everyone in our community. Our YMCA has also worked hard to invest in our physical buildings, having invested nearly \$1.2 million into new equipment and maintenance reserve projects across our YMCA locations since 2022. As we continue to seek ways to invest in both our buildings and our human capital, the YMCA of the Chippewa Valley, like many, have faced increased expenses due to inflation. Our goal is to find ways to keep our programs and membership as reasonable as possible and thus have not increased rates in nearly 5 years.

After careful consideration, we will be adjusting our member rates effective January 1, 2025. This decision was carefully made to ensure that we can sustain the quality of services you expect and deserve while accommodating rising costs in areas such as utilities, staffing, equipment, and maintenance.

**What This Means for You, NEW 2025 Membership Rates:**

Membership Type	2024 Monthly Rate	2025 Monthly Rate
Family	\$73	\$75
Senior Couple	\$63	\$65
Senior	\$48	\$50
Adult	\$52	\$54
Young Adult	\$37	\$39
Youth	\$25	\$27

**Financial Assistance rates will also increase according to the percentage awarded.**

**Rates do not include additional charges such as Sales Tax, Locker Fees, Annual Campaign Contributions or Competitive Team Fees.**

**Our Commitment to You:**

We want to reaffirm our dedication to delivering value and excellence in all we do. We strive to foster and maintain a welcoming and inclusive environment, equipped with the best possible resources. These adjustments allow us to continue to enhance and invest in our facilities, programs, and services, ensuring that you have access to the best experience possible.

Annually, our association continues to provide over \$500,000 in financial assistance to those in our community who cannot afford the full cost of membership and programs. We understand the importance of affordable, accessible services, and we will continue to offer financial assistance for those in need, thanks to the generosity of our members and donors, through the YMCA Annual Campaign. If you have questions or need more information regarding financial assistance, please contact your YMCA location.

Thank you for being part of the YMCA movement,

Derek White  
President & CEO  
YMCA of the Chippewa Valley

Josh Hanson  
Chief Volunteer Officer  
YMCA of the Chippewa Valley