
135 YEARS
& BEYOND
YMCA OF NORTHERN ROCK COUNTY

Community Team Feedback Report

Q2: MAY- JULY 2026



ymcanrc.org





Themes carried distinct, structured asks and engagement opportunities designed to inform decision-makers.

May | My Generation

A focus on generational needs was reflected in two parts: a 60-minute, in-person, facilitated focus session at the Downtown YMCA (approximately 40 members) and completion of a formal feedback form.

Participants identified their generation (Growing Ys 0–12, Teen Ys 13–18, Rising Ys 19–39, Established Ys 40–54, FOREVERWELL 55+) and answered three questions.

1. What does the Y do well?
2. What can the Y do more of?
3. What does their generation need?

An asynchronous form followed, in which team members identified their generation, described its needs today and into 2027 and beyond, and indicated which generations the campuses currently serve well.

An additional Generational Report is available on the Team Hub for detailed feedback. ymcanrc.org/135hub

June | The Connection Map

A live roundtable discussion on community partnerships and engagement followed by team members identifying organizations, businesses, and groups already in their lives where a natural partnership fit with the Y exists, naming the contact, and follow-up readiness from team members alongside executive staff, including several board members.

July | Mission Y Recon

Members reviewed a YMCA outside Northern Rock County—via virtual video tour or in person—and reported back on what the facility offered and what they wanted reflected in the Y's own spaces. The team also toured the newly acquired Boys & Girls Club space with Finance-to-Fundraise partner, First Community Bank (more than 50 members). July's ask was designed to inform the 135-design team.

ABOUT THIS REPORT

This report consolidates three months of structured 135 & Beyond Community Team feedback — May, June, and July 2026 — into a quarterly synthesis. It follows a Q1 report available at ymca.org/135years.

Q2 activity produced more than 200 community member and staff engagements through formal surveys, monthly meetings, asks, focus sessions, and site tours, for a quarterly total of 500+ estimated volunteer hours.

This mixed-methods community report combines descriptive quantitative analysis with qualitative thematic coding, structured around five strategic priorities.

- 1 BELONGING**
- 2 PARTICIPATION & GROWTH**
- 3 FACILITY OPTIMIZATION**
- 4 HEALTH & WELL-BEING**
- 5 FINANCIAL STABILITY**



May

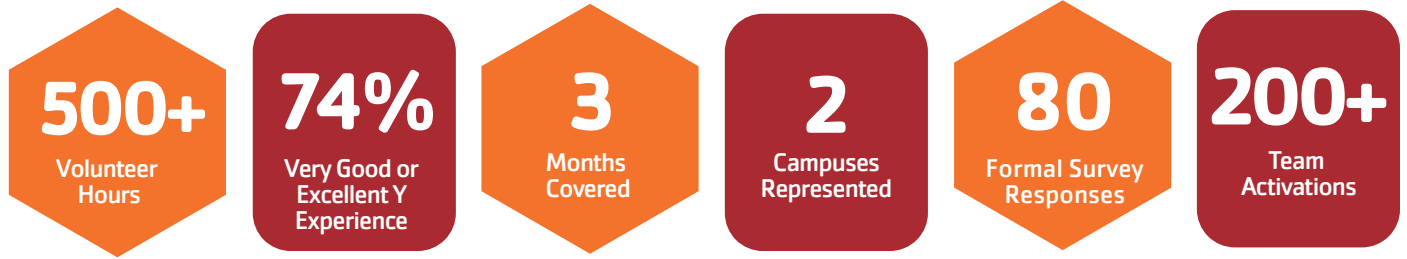


June



July

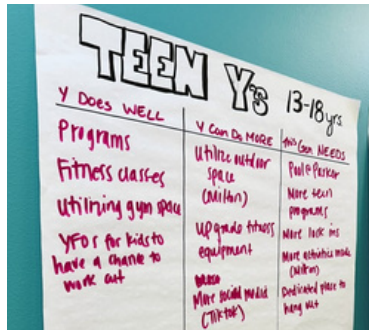
Quarterly Snapshot



WHAT WE HEARD

Teens and Growing Y's said they want more of us — and their families flagged it right behind them

Teen Ys came back as the least-served generation at both campuses, at about half the rate of the Y's strongest generational categories. Teens asked for a dedicated hangout space, more programs, independent communication, and expanded pool access. Parents separately noted an 8–12 age gap for programs and services: too old for child watch, too young to be on their own.



June turned listening into partnerships — and it showed up fast

Team members and executive staff, including board members, met in June to map where the Y already has—or could build—stronger community relationships. We broke from the traditional meeting format on purpose. Instead, we sat down together for a live roundtable, naming real contacts already in their orbit and ideas for partnership, collaboration, and outreach. It wasn't listening from a distance; it was close-contact relationship-building, with people in the room putting their own connections to work for the Y. It delivered results, built relationships, and refreshed our community engagement approach.

July took the team to other Ys — and pointed straight back to opportunity

July focused on design and planning. The Design Team's leaders welcomed the Community Team for a first look at the newly purchased Boys & Girls Club space and walked through it, brainstorming what it could become.

From there, members toured a YMCA outside Rock County, in person or virtually, and completed a deep-dive review of other Ys: color-coded wayfinding, windows and light, welcome lobbies, community learning kitchens, single-level layouts and accessibility features, and more were highly noted. Aquatics was the loudest signal again, indoors and out — more than half of respondents raised pools unprompted, including a missing pool in Milton.

ALREADY MAKING AN IMPACT

More than 50 Community Team members toured the newly acquired square footage at 200 W. Court St. to help shape what it becomes. Their ideas are feeding directly into how the space gets programmed. The Y marched in the Milton 4th of July parade, accepted an invitation to Music at the Marv on Aug. 11 — putting the 135 & Beyond message in front of a downtown Janesville crowd — and scheduled a requested team conversation with the City of Milton in August on Parker's green space.



JOIN THE TEAM

TEST, REFINE AND PLAN FOR THE FUTURE

The 135 Community Team is a fully volunteer, sustained, monthly effort to test, refine, and extend the priorities from the 2025 Formal Listening Summary. Members, non-members, families, teens, and seniors are all welcome.

The team's work continues to build, carrying our sustained voices into the Y's 135th anniversary year in 2027 and will shape decisions that will define the Y for years to come.

