

DOING MORE FOR OUR COMMUNITY

Goodman Community Center
2023 Annual Report

Data reflects Fiscal Year Sept. 1, 2022 – Aug. 31, 2023



If we had to sum up this year in one word, it would be **more**. Our older adult program participant count grew by 50% and our child-care programs served more kids than we had since before COVID. In July, we started paying staff more with our Living Wage Initiative, which introduced an internal minimum wage of \$20/hour. Unfortunately, we also saw more food insecurity with many, many more people in our community visiting our food pantry. We were able to support all these people and **more** with the help of our community – that's you!

Food Pantry & Services

Food insecurity is one area we wish we could report lower numbers compared to previous years. The fact is, families in our community are struggling to make ends meet, and we're doing our best to keep up with the need. Patrons to our food pantry doubled the number of visits compared to last year. Our meal service for older adults and kids measured in the tens of thousands. We have a long way to go in the fight against food insecurity, but at Goodman, the meals and groceries we provide alleviate a little stress for families in our community.

Food distributed: 1,033,672 pounds

Meals served: 80,445 individual meals // 1,609 meals per week average

Food pantry: 1,764 households served // 13,262 individual visits

Thanksgiving Baskets: 4,010 Dane County families received Thanksgiving groceries

Goodman Groceries: 600 bags of groceries sent home with program families in the summer

Older Adults

Our older adult team might just be superhuman. Their program participant population grew by more than 50%, and still they managed to connect with individuals and make everyone who visited feel like they belong. From the daily lunches to an impressive roster of fitness classes, bingo, trivia, discussion groups and so much more, local seniors find a community of their own at Goodman.

Number of participants: 877 older adults

Programming: 1,125 program hours // 29 unique programs offered

Food services: 9,346 meals served at senior lunch



Photos: SV Heart Photography

By the numbers

We employed **119*** adults, all of whom made **\$20/hr** or more



1,273 volunteers donated **17,084** hours of their time

12,000+ Facebook followers **2,300+** Instagram followers



*Avg. total staff, incl. full time, part time and temp.

46,243 attendances to events in our beautiful and friendly spaces



3,878 program participants, including youth, older adults and food pantry

3,986 people and organizations donated, including **843** new donors



Photos: SV Heart Photography, Anya Kubilus Photography

Youth Programs

From preschool and 4K to elementary school, middle and high school to Girls Inc., our youth programs engaged young people ages 3 through 19 in opportunities for learning, growth and fun – and they got fed healthy meals and a chance to move their bodies in our recreational spaces too.

Early Childhood Education: 88 students // 2,192 program hours // 54 participants received scholarships

Elementary After School: 124 students // 1,218 program hours // 56 participants received scholarships

LOFT Middle School*: 139 students // 1,353 program hours

LOFT High School*: 235 students // 2,191 program hours

Fit Youth Initiative Sports Camps: 92 students // 112 program hours // 70 participants received scholarships

Girls Inc. of Greater Madison*: 593 students // 695 program hours

**LOFT and Girls Inc. programs are free for families and students.*

Teen Employment

Our TEENworks program is the perfect mix of real-life skills and supportive adults, and the youth who participate in it are big fans. They report that they love getting paid for their work but also feel a sense of belonging.

Teens employed at the center: 106

Hours worked: 6,480

School credits earned: 45 youth // 29.5 school credits

Professional certifications: 65



Photos: SV Heart Photography

Executive Team

Letesha Nelson, CEO / Executive Director

Dani Lockett, Chief Development Officer

Dewayne Powell, VP of Finance & Business Services

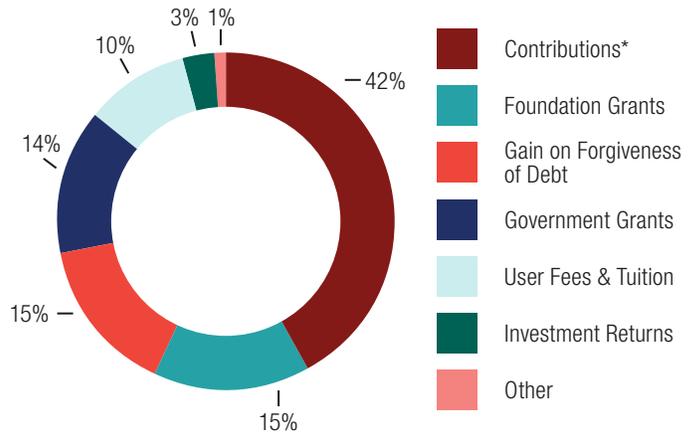
Sara Nowakowski, VP of Mission & Strategy

Catie Tollefson, VP of Mission & Program

Hope Ballentine, VP of People & Culture

Unrestricted public support, revenue & gains

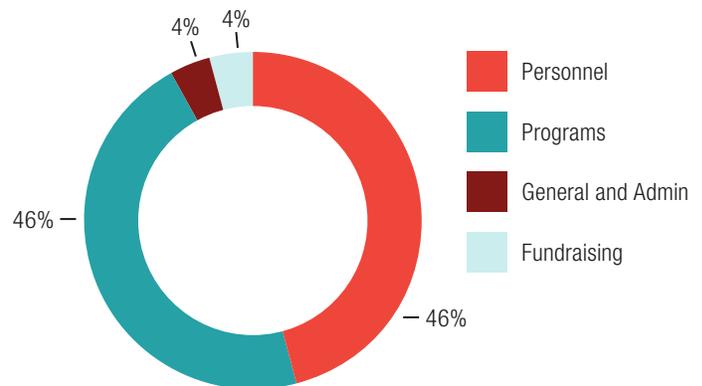
Sept. 2022 – Aug. 2023



**Solicitations included emailed and direct-mail appeals to past donors, corporate and community sponsorship proposals, and conversations with major donors. All gifts were voluntary.*

Expenses

Sept. 2022 – Aug 2023



We strengthen lives and secure futures. *With your help!*

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Madison, Wisconsin

goodmancenter.org