

THE POWER OF FLEXIBILITY

**Goodman Community Center
2021 Annual Report**



Data reflects Fiscal Year Sept. 1, 2020 – Aug. 31, 2021

If last year we learned to expect the unexpected, **this year we learned to embrace the unknown.** Our staff made plans with a lineup of contingencies because we knew things were going to change. Kids couldn't return to MMSD classrooms, so they came to ours. It wasn't safe to gather older adults, so we figured out virtual options. All year, we provided essential support to our community, and we did it with your help.

Youth Programs

We offered full-day care for children and teens to get virtual learning assistance and for families to get peace of mind that their children were in a safe space. While kids were here, we provided healthy meals and engaging opportunities for learning, growth and fun.

Early Childhood Education: 57 students // 1,926 program hours // 63% received scholarships

Elementary After School: 98 students // 1,370 program hours // 62% received scholarships

LOFT Middle School*: 100 students // 1,680 program hours

LOFT High School*: 268 students // 1,820 program hours

Fit Youth Initiative (FYI): 194 students // 294 program hours

Girls Inc. of Greater Madison: 281 students // 855 program hours

**All LOFT programs are totally free for families.*

Teen Employment

Our TEENworks teen employment program took off this year. We saw unprecedented interest and commitment from our youth, who reported loving getting paid for their work but also being a part of a community that feels like family.

Teens employed at the center: 108

Hours worked: 12,368

School credits earned: 70 youth // 66.75 school credits



ilana natasha photography

By the numbers

We employed ***162** adults and **108** teens

563 volunteers donated **9,677** hours of their time

9,958 Facebook followers **1,417** Instagram followers **2,715** Twitter followers

4,690 people and organizations donated, including **1,785** new donors

581 groups hosted events and **26%** received a discount

People visited our fitness center and classes **+1979+** times

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

**Number reflects months of closure due to COVID-19.*

Food Pantry & Services

Our pantry and food services were rock stars of the year, providing a safe, drive-thru pantry experience and meal and pantry delivery to families and seniors who couldn't get out of the house. All this while also serving our students who were with us for full days breakfast, lunch and snacks.

Food distributed: Over 1.1 million pounds

Meals served: 217,300+

Meals delivered: 42,600+

Drive-thru food pantry*: 2,004 households served // 150 per week avg.

Pantry deliveries: 5,581 deliveries to families and seniors

**Numbers only reflect Jan.-Aug. 2021 because of change in data system.*

Older Adults

The only in-person event we hosted last year was an outdoor coffee hour, and our seniors loved it so much, it lasted well into the cold of winter. As vaccines became available, we started to welcome seniors back into the buildings for safe, distanced events, but most of the year was a lesson in learning new tech and taking things online.

Number of participants: 497 older adults

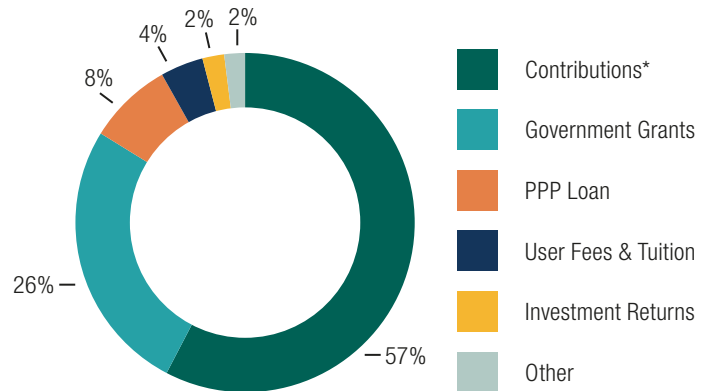
Programming: 1,208 program hours // 25 unique programs offered

Food services: 11,702 meals delivered // 1,912 pantry deliveries



Unrestricted public support, revenue & gains

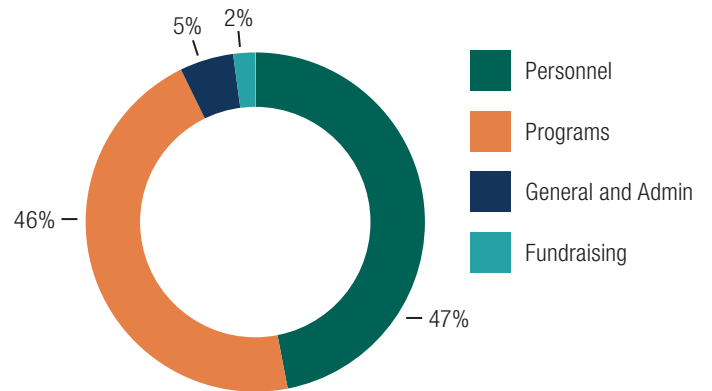
Sept 2020 – Aug 2021



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

Expenses

Sept 2020 – Aug 2021



Executive Team

Letesha Nelson, CEO / Executive Director

Dani Luckett, Chief Development Officer

Heidi Deininger, Chief Operations Officer

Dewayne Powell, Senior Director of Business Services



Goodman
Community Center

We strengthen lives
and secure futures.

*With
your help!*

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Madison, Wisconsin

goodmancenter.org