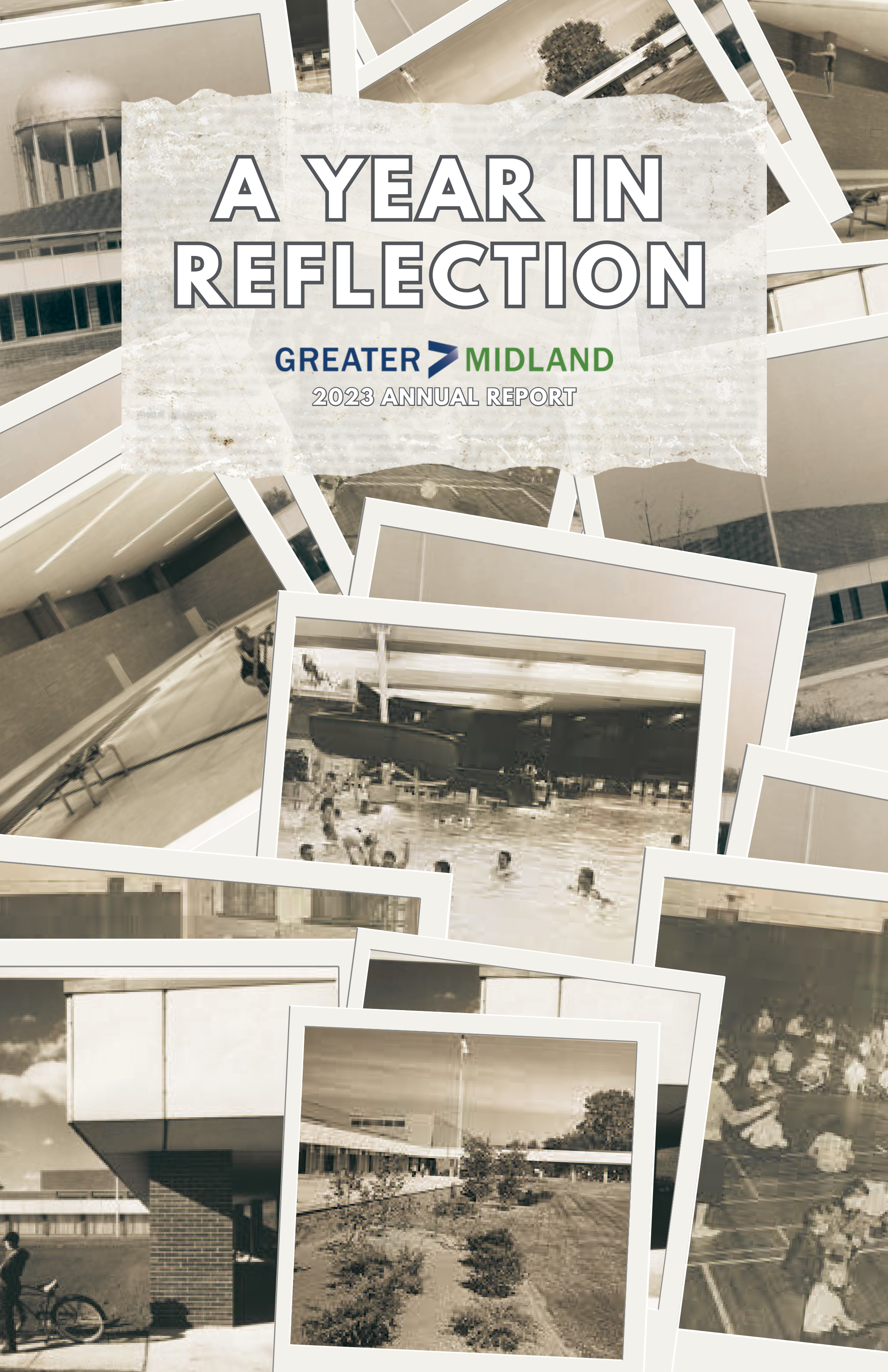


A YEAR IN REFLECTION

GREATER  MIDLAND

2023 ANNUAL REPORT



Reflection: A Powerful Tool for Success



“Reflection is one of the most underused yet powerful tools for success”. This quote from Richard Carlson, an American author and motivational speaker who wrote the book “Don’t Sweat the Small Stuff”, reminds me at this pivotal time for Greater Midland to truly look back – not just at the past twelve months but at our 105-year journey. It is a narrative of perseverance and innovation -

from humble beginnings to an organization that is woven deep into the fabric of our community, every challenge, opportunity, and success has shaped us.

This annual report isn’t just a document of financial figures and operational statistics; it’s a testament to our collective journey. It’s a recognition of the countless hours of hard work, bold ideas, and resilience that carried us through adversity to deliver on our purpose to promote vitality, build belonging, and serve with heart.

As we look back, let’s not dwell on the past but learn from it. Let’s celebrate our victories, acknowledge our setbacks, and use those experiences to chart our course for the future. Our history is not just a

record; it’s a guidepost pointing us toward even greater accomplishments in the years to come.

I want to take this opportunity to express my deepest gratitude to all of you.

To our dedicated employees, thank you for embodying our purpose daily. Your passion and commitment are the driving force behind our success.

To our valued members and all who walk through our doors, thank you for your engagement and active participation. Your trust inspires us to strive for excellence and deliver on our promises continually.

And to all those who donate your time and talents, your precious resource, and give your unwavering support. You strengthen us and propel us forward, even in the face of uncertainty.

As we move forward, let’s continue to embrace our past as a source of inspiration. Let’s build upon our legacy, innovate with purpose, and reaffirm our commitment to making a positive impact in our community. So, why was 2023 so pivotal? Because 2024 will be one of new and exciting beginnings. A new Community Center, another record-breaking year of Summer Camp, the 50th anniversary of the Greater Midland Tennis Center, family-friendly community dinners, food distributions and so much more.

Together, there’s no limit to what we can achieve.

Terri Johnson

President/CEO



“

AS WE LOOK BACK, LET’S NOT DWELL ON THE PAST BUT LEARN FROM IT. LET’S CELEBRATE OUR VICTORIES, ACKNOWLEDGE OUR SETBACKS, AND USE THOSE EXPERIENCES TO CHART OUR COURSE FOR THE FUTURE. OUR HISTORY IS NOT JUST A RECORD; IT’S A GUIDEPOST, POINTING US TOWARD EVEN GREATER ACCOMPLISHMENTS IN THE YEARS TO COME.

Terri Johnson

”

A NOTE FROM OUR BOARD CHAIR...

Stephen Carras



As we prepare for the exciting transition of opening the new Greater Midland Community Center, we must reflect on our journey, which spans not just this past year, but the last century since first opening the doors of the original Community Center in 1919. The mission then was to provide a positive, healthy opportunity for people to engage with each other. Our mission today is the same but the reach of the Greater Midland organization, as a whole, is much broader.

Looking back, we remember our modest beginnings in offering exercise classes, such as swim lessons in the Tittabawassee River, and look forward to our upcoming move to a state-of-the-art multi-use pool in the new Center. Similarly, our educational programs have evolved from basic lessons like ‘How to cook your microwave dinner’ to comprehensive life skill courses covering cooking, baking, and sewing in our many camp options for kids. Greater Midland continues to adapt and provides such a wide range of programming and services that I can’t

list them all. This ability to adapt and grow to meet our community’s changing needs has allowed us to continue to serve our mission even through pandemic and natural disasters.

This progress has been made possible by the contributions of numerous employees, volunteers, members, and supporters who have helped shape our organization.

Thanks to the collective effort of everyone involved, our Operating Units across the county are truly an integral part of the fabric of Midland. Our Family Centers are providing their respective communities with essential services such as childcare and food distributions. The Tennis Center caters to athletes of all ages and capabilities, offering facilities for tennis and now pickleball. Our Corporate Wellness program has even extended its reach nationwide, serving large companies and their employees’ health and wellness needs.

As we embark on this new era for Greater Midland, let’s uphold the spirit of innovation and dedication that has brought us here. Together, we’ll continue to live our purpose to promote vitality, build belonging and serve with heart.

GREATER MIDLAND BOARD OF TRUSTEES



Stephen Carras
Chair



Paul Barbeau
Vice-Chair



Jon Lynch
Secretary



Greg Rogers
Treasurer



Kimberlee Baczewski



John Blaha



Penny Miller-
Nelson



Jim Nigro



John Sampson



Tony Stamas



Jenee Velasquez



Mike Williams

GREATER MIDLAND FINANCIAL STATEMENT



FINANCIAL STATEMENT

	Dec. 31, 2023	Dec. 31, 2022
Revenues and other Support		
Program fees	\$ 8,198,916	\$ 7,563,160
Contributions:		
United Way	497,190	11,181
Other	7,862,660	16,010,105
Paycheck Protection Program Loan forgiveness	-	-
Investment returns, net	1,237,488	(1,754,393)
Dividends	360,594	230,676
Pro shop sales	206,361	208,667
Rentals	514,462	531,606
Employer Retention Tax Credit	-	-
Other	228,769	119,790
Gain/Loss on Disposal	-	(211,952)
Net assets released from restrictions	-	-
Total revenues and other support	19,106,440	22,708,840
Expenses		
Program services	9,891,812	9,191,113
Fundraising	389,514	452,887
Administration	2,552,746	2,099,363
Total expenses before depreciation	12,834,072	11,743,363
Change in net assets from operations before depreciation	6,272,368	10,965,477
Depreciation	667,096	716,089
Change in net assets	5,605,272	10,249,388
Net assets at beginning of year	56,991,917	46,742,529
Net assets at end of year	62,597,189	56,991,917



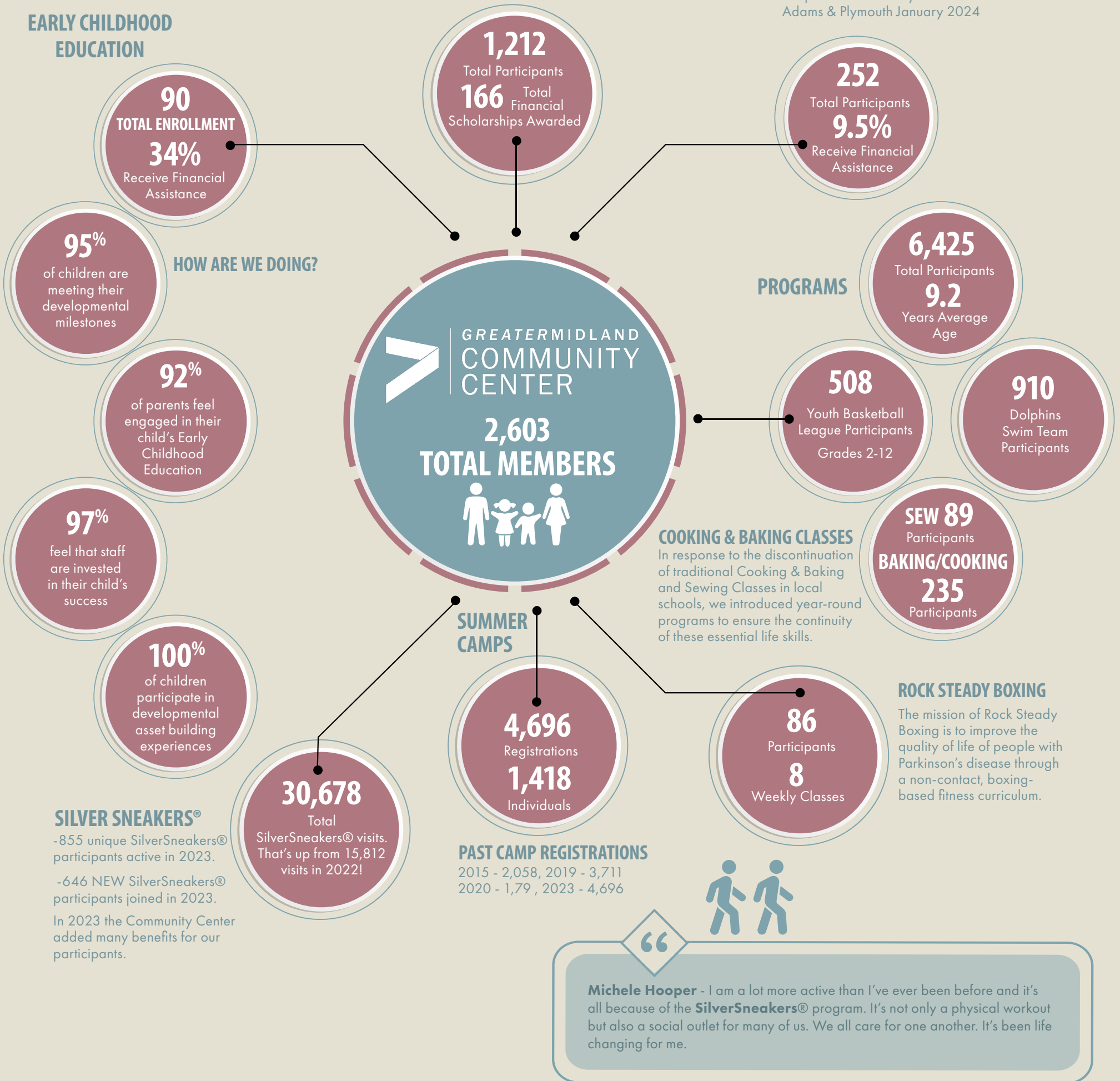
MIDDLE SCHOOL ATHLETICS

In the Fall of 2011, Greater Midland began running Middle School Athletics for Midland Public Schools. Through our tenure, we've expanded Cross-Country, added Boy's Swim and 7th Grade Football, running a total of 9 sports throughout the academic year.

YOUTH BEFORE/AFTER SCHOOL CARE PARTICIPATING SCHOOLS

Woodcrest, Siebert & Chestnut Hill (15+ years)
Central Park since its inception in 2017
Carpenter Pre-Primary 2022
Adams & Plymouth January 2024

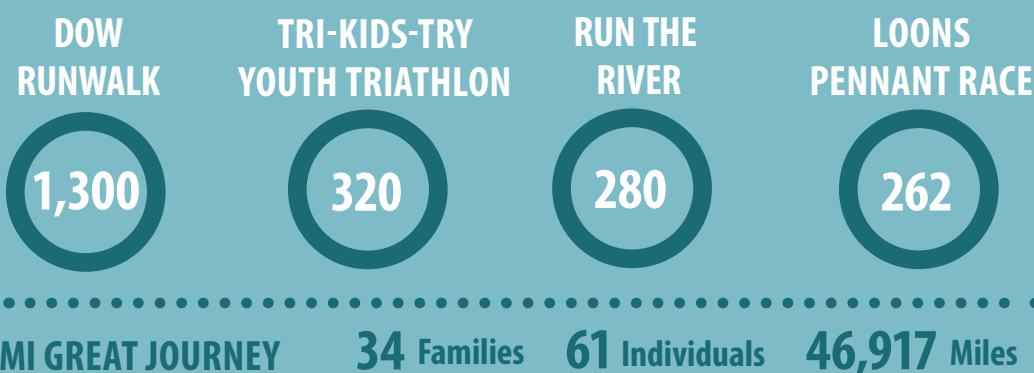
EARLY CHILDHOOD EDUCATION



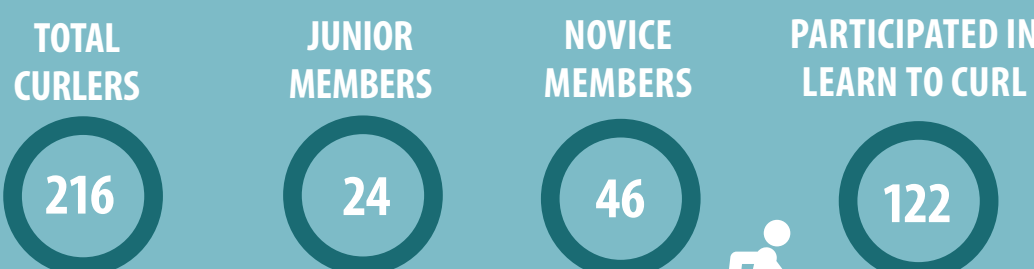
GREATER MIDLAND 2023 RACES & CURLING



2023 RACE SEASON PARTICIPANTS



2022-2023 CURLING CENTER SEASON HIGHLIGHTS



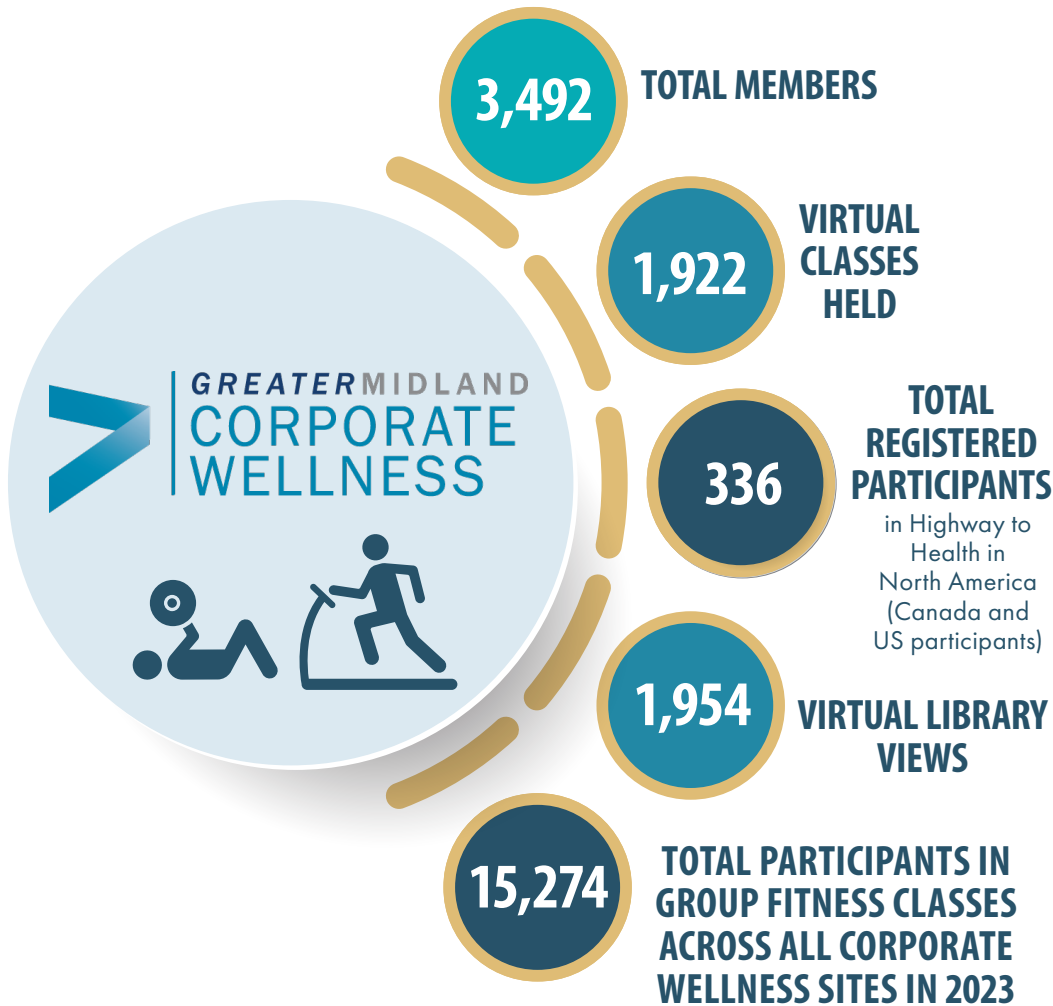
USA Curling shows the Midland Curler Club as having one of the highest retention rates (conversions from LTC/novice to actual membership)

A junior curler won silver at the U8 national championships!



“

Dylan Zachman - There are people, spaces and communities that can provide the encouragement and energy we may otherwise not internally have at given times in life. These entities can be life changing when we least expected it. **The Greater Midland Community Center** is certainly one of these examples in my life. A pivotal four-month period that, every morning, I made the commitment to come here. I genuinely found authenticity, purpose, and logical passion that will forever change who I am. The stronger I become physically, the stronger I love myself and those around me. To everyone on staff who has been a part of consistently keeping this space open, there are no words that can provide enough gratitude for you.



Our Corporate Wellness initiative commenced in 2012 with Dow’s Midland location. Since then, we have witnessed significant growth following the merger of Dow and Dow Corning and assumed responsibility for additional unstaffed fitness centers. In 2019, we further extended our reach by spearheading the development and management of Corteva’s new fitness facility. Continuing this trajectory, in 2021, Corporate Wellness expanded its footprint with Dow, assuming management and staffing of wellness centers in Texas.



“

Teri Bickmore - **The Tennis Center** is one-stop shopping for all the components of a healthy lifestyle. It’s my go-to place to exercise, play and have fun, socialize with great people, and fill up my tank with positive energy. This place has literally been a personal game changer.



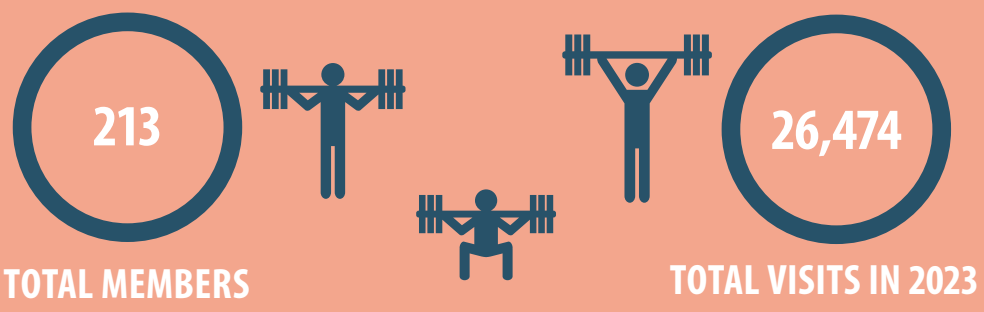
YOUTH & TEENS



ADULTS



GREATERMIDLAND NORTH-END FITNESS CENTER



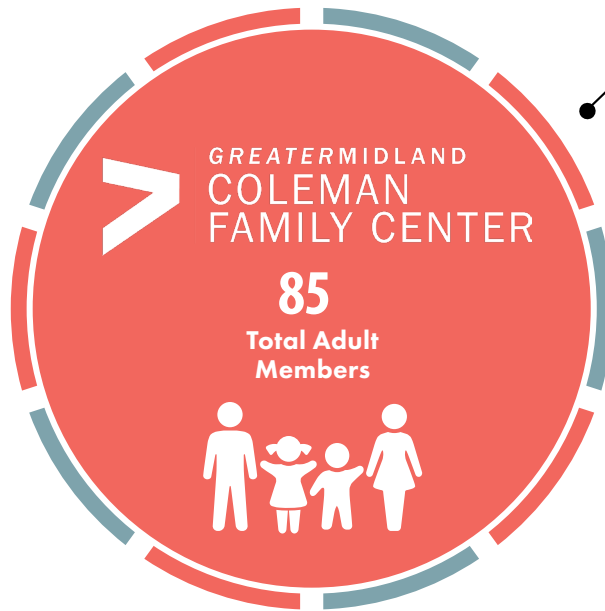
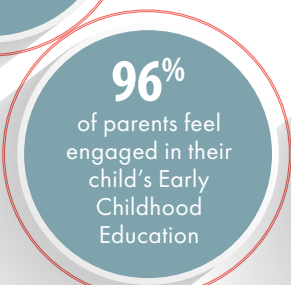
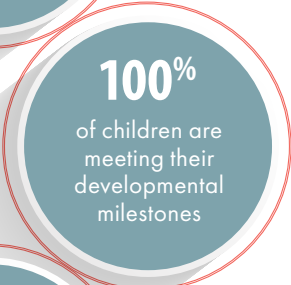
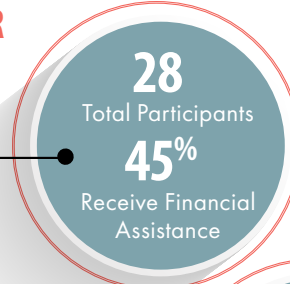
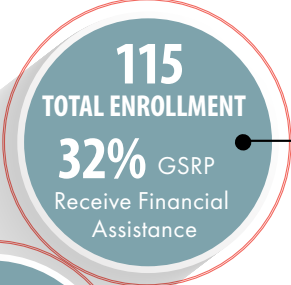
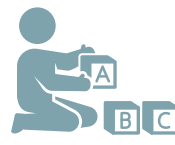
PICKLEBALL



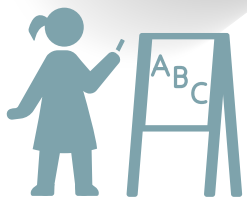


EARLY CHILDHOOD & EDUCATION

YOUTH BEFORE/AFTER SCHOOL CARE



SPECIAL INITIATIVES 2023



The market opened in 2020 with funding from the United Way. Opened due to Coleman being considered a "food desert" meaning limited access to affordable and nutritious food. The market receives an average of 160 visitors per month during the operating hours of T-W-Th 12p-6p.

The Coleman Pantry was started in 2014 through the Midland County Food Assistance Network. In 2023, our pantry filled 90+ orders.

Coleman currently has a volunteer base of 20 active volunteers that assist with community events and mobile food distributions.



GREATERMIDLAND NORTH FAMILY CENTER



59
TOTAL ADULT MEMBERS

EARLY CHILDHOOD EDUCATION



HOW ARE WE DOING?



of children are meeting their developmental milestones



feel that staff are invested in their child's success



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



of parents feel their child is enrolled in a high quality program



of children are engaged in developmental asset building experiences

SPECIAL INITIATIVES 2023



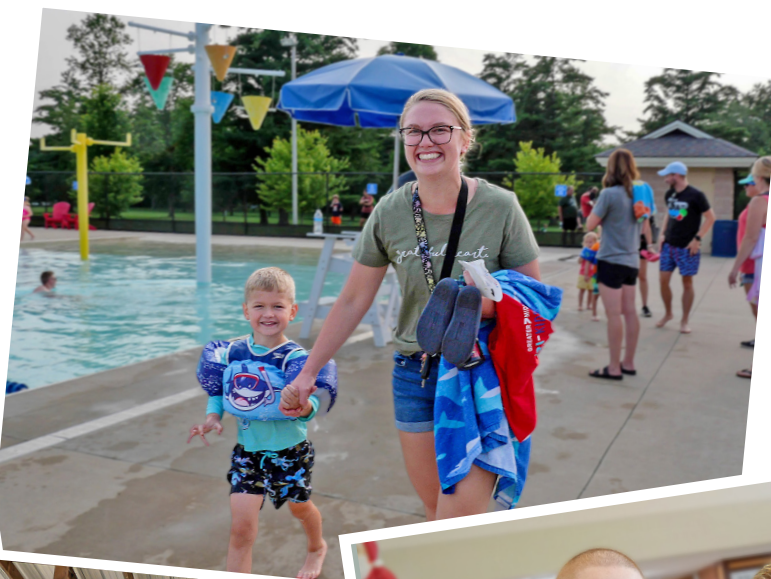
Thank You!

TO OUR 2023 MAJOR DONORS & SPONSORS FOR YOUR GENEROUS SUPPORT!

Mary & Todd Draves
Frankenmuth Credit Union
Lisa Gerstacker
Horizon Bank
Kathy & John Kinkema
McKay Press
Peel n' Pare
Andrea & Dirk Zinkweg
Zonta Club of Midland
James Bain
Clark Pashby
Femi & Chinye Showole
Jenny Roan
Jim Pollack
Mike & Vicki Briggs
Sara & Tony Stamas
Betten Baker - Midland
Meijer - Store 108 Midland
Michael & Andrea Secrease
White Pine Montessori
Buffalo Wild Wings
Donald & Sheron Deibert
Dow Great Lakes Bay Invitational
Feeny Chrysler Dodge Jeep Ram of Midland
Great Lakes Loons
David Jezowski
Rick & Jan Reynolds
R.B. Satkowiak City Sewer Cleaner
Yeo & Yeo
The Barbeau Family
Bob & Jo Clarke
Doan Family Foundation
First United Methodist Church
Michael Hausinger
Erin & Jon Lauderbach
Bethany & James Louns
Tri-Star Trust

Julie & Greg Baldwin
Exchange Club of Midland
Howard & Nancy Graves
Doug & Lorraine Jackson
Paddy Kutchey
Lowell & Judy Youngquist Family
Jeff & Rebecca Rekeweg Family
The Mary C. Currie Foundation
Midland Oral & Maxillofacial Surgery Center
Rob & Sharon Mortensen
Gwendola D. & Daniel R. Wamhoff
Preferred Chiropractic
Cumulus Media
Donna Babcock
Health Advantage Credit Union
1st State Bank
Arbury Insurance
Dave & Bobbie Arnold
Kimberlee & Mark Baczewski
Black Diamond Broadcasting
Mike & Debbie Hayes
Huhtamaki
Tim & Terri Johnson
Members First Credit Union
Midland Lions Club
Bo & Carol Miller
Craig & Pam Murchison
John & Margaret Muste
Daniel S. & Sarah R. Opperman
Poznak Dyer Kanar Schefsky Thompson PLC
Michael & Susie Staloch
Lorna & Fred Strautman
Ian & Kathy Tomlinson
Deanna & Damian Winslow
Lisa & David Asiala
Assumption of the Blessed Virgin Mary Parish
Kelly Wehner

Fabiano Brothers
Isabella Bank
John & Pat Zimmerman
Terrie & Arnold Allemang
Nancy & Dave Camp
Dow Company Foundation
Frederick & Julaine Eddy
Cheryl Johnson
Capital Power, Midland Cogeneration Venture
Steve & Debbie Passmore
Warner Norcross + Judd LLP
John, Amy, Allison, & Abigail Wilson
Linked Technologies, Inc.
Calvin Goeders
Frank & Jean Popoff
Michigan Baseball Foundation
Midland Kiwanis Foundation
Catherine & David Ramaker
MyMichigan Health
Bierlein Companies Inc
Stephen & Kristy Carras
Greg & Candace Rogers Family
Clark Construction Company
Memorial Presbyterian Church
Dow Credit Union
Jim Hopfensperger & Jane Maddox
The Patricia & David Kepler Foundation
Peter & Barbara Carras
Fisher Companies
Bill & Linda Stavropoulos Family Foundation
Lisa & Howard Ungerleider
Garber Automotive Group
DuPont
Charles J. Strosacker Foundation
Rollin M. Gerstacker Foundation
State Of Michigan
The Herbert H. & Grace A. Dow Foundation



A YEAR IN REFLECTION

GREATER > MIDLAND
2023 ANNUAL REPORT

GREATER MIDLAND'S EXECUTIVE TEAM

Terri Johnson, President/CEO

**Andrea Secrease, Executive Director
Greater Midland Community Center &
Curling Center**

**Mike Butzu, Executive Director
Greater Midland Corporate Wellness &
North-End Fitness Center**

**Jeff Rekeweg, Executive Director
Greater Midland Tennis Center**

**Andrea Conquest, Executive Director
Greater Midland Coleman Family Center &
North Family Center**

Jodi Hayes, Human Resources Director

Shane Forfar, Operations Director

Stephanie Swanson, Controller

Andrew Warren, Information Technology Director

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