

Reaching New Heights!



FIFTYNORTH ANNUAL REPORT 2023



A LETTER FROM THE DIRECTOR



Kerry Hjelmgren,
Executive Director

Dear Members and Friends of FiftyNorth,
In 2023, FiftyNorth reached new heights again and again!

Memberships

406 new members were welcomed by Elaine Meyers, giving FiftyNorth its highest membership in its 48 year history – 2,111!

Programs

In addition to membership growth, we have increased our levels and variety of programs in fitness, wellness, life-long learning, art, and community services and information. Our expert programming staff are Craig Swenson (Fitness), Patty Ciernia (Life-long Learning), and Michelle Brant (Arts, Dining, and Volunteers). Thanks to them, FiftyNorth members have over 100 different ways each week to stay active, improve health and wellness, learn, create, connect with others, and volunteer. To maximize opportunities for our members to participate in FiftyNorth's expanded programming, we have extended our open hours and increased our welcome staff. In sum, program growth has generated increased membership, member participation in programming, and facility usage to over 10,000 check-ins per month as our new norm.

Partnerships

Community outreach at its finest! Craig has worked vigorously over the past year to deliver FiftyNorth's fitness programming to older adults residing in senior living facilities. He teaches once or twice per week at multiple facilities in our region, and the residents love it. We are proud to bring our high-quality fitness programming to our partners: 1000 Cannon Valley Drive Apartments, Benedictine Senior Living, Kildahl Park Pointe, and several Northfield Retirement Community locations: Parkview East, Fountain Fitness Center, The Manor, Evergreen Lodge, and Cannon Valley Suites.

Grants

FiftyNorth continuously competes for funding from external funding sources in order to pursue its mission. In 2023, FiftyNorth received four grants totaling \$45,283 to enhance our arts programming, transform our outdoor patio and gardens into age-friendly spaces, and host community dementia education programs.

- FiftyNorth received a \$2,675 grant from the Southeastern Minnesota Arts Council to offer 15 members the opportunity to attend a multicultural artistry workshop to learn Asian brush painting techniques.



2023 SCHOLARSHIPS

FiftyNorth awarded free membership scholarships to 123 individuals in 2023.

Total value: **\$57,431**



Membership (12/31/23)
2,111

Total Center Uses in 2023
106,111

Uses by Non-Members in 2023
3,356

Brand new members who
joined in 2023
353

- A \$32,608 grant from Age-Friendly Minnesota enabled FiftyNorth to reimagine the outdoor patio and gardens with member input along the way. Members have new outdoor furniture, garden boxes, sun protection, equipment, games, and flowers to enjoy. We look forward to bringing new classes outdoors this summer!
- Age-Friendly Northfield contributed \$5,000 to FiftyNorth to coordinate an upcoming community-wide dementia education series with The Remember Project.
- A collaboration with Family Service Rochester led to an additional \$5,000 grant from the Minnesota Department of Human Services to fund the dementia education series.

Volunteers

Our Used a Bit Shoppe staff, Dolores Kornkven and Deb Olien, and Popcorn Wagon staff, Lesley Weirich, couldn't do all that they do without our team of committed volunteers! We are so grateful to the 170+ volunteers who help us live our mission every day at the Used-a-Bit Shoppe, the Popcorn Wagon, and FiftyNorth. Volunteers make our organization thrive! The Used-a-Bit Shoppe and the Popcorn Wagon have the

most volunteers contributing to their causes, and together provided a total of \$80,531 to support FiftyNorth's operations and enrich our community.

Donations

Support from our members also reached new heights! Our annual fund goal was to raise \$110,000 to support operations and scholarships. We achieved this goal, and then some! Thank you to our 420 donor households who went above and beyond with contributions totaling \$115,376.

We also launched an additional fund drive to restore our signature popcorn wagon. We received donations totaling \$36,000 for the refurbishment of the woodwork, glass, suspension system, wheels, carriage, and Tosty Rosty man. Much of the refurbishment was completed this winter, and we look forward to unveiling the wagon on Bridge Square this spring.

Scholarships

FiftyNorth is committed to ensuring that all older adults in our community have access to membership regardless of ability to pay. In 2023, over \$57,000 in membership scholarships were provided to 123 people.

continued →



Total Land Fitness Uses
54,860

Total Aqua Fitness Uses
30,955

Total Fitness Uses by Zoom
7,650



Used-A-Bit Shoppe sales totaled \$269,470 with a profit of **\$71,803** in support of the center



Popcorn Wagon earned \$14,150 in total sales with a delicious **\$8,728** profit for the center

2023 STRATEGIC PLAN

In 2023, with survey input from members, FiftyNorth's board of directors and staff revised our mission, vision, and values. The board then developed a new strategic plan based on those values. This plan will enable the board, its committees, and our staff to focus on specific strategic goals over the next three years.

Some efforts are already underway to fulfill several of our goals:

- Prioritize and recommend facility improvements annually to the City of Northfield (Facilities Committee)
- Design and improve FiftyNorth's website (Marketing Committee)
- Enhance FiftyNorth's financial strength to achieve sustainability (Finance Committee)
- Develop a diverse range of donation/ sponsorship opportunities for members & businesses (Development Committee)
- Promote community building with luncheons for new members (Membership Committee)
- Create a volunteer hub with our community partner organizations (Membership Committee)

OUR NEW MISSION

Through programs and services that promote healthy aging and whole-person well-being, we inspire, empower, and enrich a community of active, engaged, and connected adults north of age 50.

OUR NEW VISION

FiftyNorth is a vibrant, essential, and collaborative organization that enhances the quality of life and sense of purpose of older adults.

OUR NEW VALUES

As an organization, FiftyNorth Leadership values:

SERVICE EXCELLENCE: Being of significant benefit to members, the community, and our partners.

INCLUSION: Welcoming and treating all with respect and embracing diversity.

STEWARDSHIP: Being socially, financially, and environmentally responsible.

VOLUNTEERISM: Engaging volunteers in meaningful roles and opportunities that are vital to FiftyNorth and the greater community.

COLLABORATION: Pursuing and exploring new information, ideas, and partnerships.

LOOKING AHEAD



Back in 1996, when Northfield seniors began fundraising to help build the Northfield Community Resource Center, I wonder if they ever imagined that FiftyNorth's membership would grow to be over 2,000 members. The messages from our 2023 and 2024 member surveys are clear. Members feel strongly that with current member volume, we must reorganize and update our existing space to better serve our growing membership. With approximately 80% of our members coming to FiftyNorth for fitness activities on land and in the pool, the first priority will be updating the

locker rooms with privacy, safety, and maintenance in mind. This project will include: replacing the flooring, wall tiles, benches, lockers, restroom partitions, toilets, and sinks; and installing private shower stalls and changing areas. The City of Northfield is currently working with FiftyNorth to determine the cost and timeline for this project. After the locker rooms have been updated, the next priority will be reimagining and reorganizing the lobby to improve the use of space, flow of traffic during busy times, and the member check-in process.

Also on our priority list is the availability of a variety of healthy and affordable meals for our members. In June, FiftyNorth plans to offer Tuesday breakfasts from Ruth's on Stafford, Thursday lunches from The Hideaway, and snacks, beverages, and meals from Twin City Deli available every day, anytime from C&S Vending.

While we anticipate reaching more new heights with these enhancements to our programming and the facility in 2024, we are honored to continue to empower our members to stay active, stay connected, and stay engaged at every age north of fifty. ■

Kerry

FINANCIAL RESULTS (\$ in thousands)

	2019	2020	2021	2022	2023
Membership (December 31)	1,917	1,425	1,628	1,705	2,111

INCOME	2019	2020	2021	2022	2023
Fund Drive	83	113	116	98	116
Grants & Other Contributions	32	25	60	33	146
Estate Gifts	150	323	-	65	
Membership Dues	363	234	230	277	334
Program Fees	133	64	56	112	129
Sales	215	177	266	294	307
COVID Grants		10	329		
Total Operating Revenue	976	946	1057	879	1032

EXPENSES	2019	2020	2021	2022	2023
Personnel	401	438	418	495	562
Contractors & Professional Fees	126	77	103	154	130
Occupancy	206	224	213	235	253
Program Expenses	39	9	7	27	38
Depreciation	48	53	50	37	37
Other	78	54	52	87	87
Total Expense	898	855	843	1,035	1,107
Net Operating Gain (loss)	78	91	214	(156)	(75)
Investment Gain (loss)	265	127	242	(314)	333
Net Income, including investment gain (loss)	343	218	456	(470)	258

BALANCE SHEET (\$ in thousands)

ASSETS	2019	2020	2021	2022	2023
Current Assets including Investments	2,607	2,893	3,321	2,887	3,176
Net Property & Equipment	197	194	159	142	133
Total Assets	2,804	3,087	3,480	3,029	3,309

Liabilities & Net Assets	2019	2020	2021	2022	2023
Liabilities	76	141	78	96	118
Net Assets	2,728	2,946	3,402	2,933	3,191
Total Liabilities & Net Assets	2,804	3,087	3,480	3,029	3,309

2023 results are unaudited

2023 DONORS

FIT | \$1 - \$49

Berit Anfinson
Dianne Bach
Katherine Baker
Peter Beck
Elizabeth Berry
Jean Brandt
Madonna Budin
James & Heather Cannaday
Mary Casey
Evonne Clay
Anne Marie Conwell
Daniel Corcoran
Daniel & Carrie Dauner
John & Nancy Dennis
Jeanne Estrem
Jodine Friedow
David & Betty Habermas
Maxine Halverson
Douglas Hamilton
Dorothy Hammer
Kay Hinzman
Evelyn Hoover
Robert & Beverly Jacobsen
Janice Kasa
Dennis & Arlene Kjar
Pam Koester
Neidra Krebs
Naurine Lennox
Louise Lucas & Michael Elbein
Judy Matson
Barbara Miller
Diane Miller
Jeanette Nelson
Mary Ellen North
Laura A Olson
Susan Pedersen
Rachel Peterson
Ramona Revne
Scott & Patricia Richardson
Peggy Sell
Karen Sellers
Beth Sherwin
Brenda Sielaff
Erin Smith
Beverly Steberg
Linda Storlie
Joshua Taylor
Julie Thorsheim
Christopher Weber
A. DeWayne Wee
Harland & Evelyn Wegner
Mary Weidner
Beverly Welch
Darlene Witt
Jeff Wood

HEALTHY | \$50-\$199

Karen Achberger
Ann Albert
Mike & Laura Kay Allen
Azna Amira
Bradley Anderson
Bernard & Mary Auge
Lyle & Corby Bakken
Lois Bakko
Roxanne Baumann
Mary Baumbach
Sherry Behrens
Rose Berthelsen
Robert Beske
James Haas & Kathy Bjerke
Sharon Boisselle
Donald & Roberta Bonrud
Mickey Brodin
George & Catherine Brophy
Gene & Darlene Broughton
Quinten & Emily Burt
Bruce Burton
Heather Candels
Chucks Madhav & Jane E
Carlson
Clark & Lois Cary
Ronald & Ginny Chatlos
Bill & Nancy Child
Bernice Christensen
Jan Christophersen
Richard & Sandra Clayton
Linda Collette
Roger Couture
Jennifer Cox-Johnson
Robert & Gail Craig
Don & Mary Crook
Dirk & Marilyn Danks Peterson
Samuel & Margy Deel
Gary & Connie DeGrote
David & Sharon Detert
Patsy Dew
Carl & Kathy Eckstam-Ames
James & Anne Eidsvold
Sharon Ellsworth
Carol Emery
James Estrem
Jim & Shirley Evans
Michael & Terry Ferrise
Jon & Phyllis Finger
Marilyn Finneseth
David & Vicky Follansbee
Bruce & Mary Kay Forland
Robert Forsgren
Richard Fott
Geno Fragnito
Leah Garlie

Janet Gilbertson
Jeanette Gilbertson
Leota Goodney
Catherine Graff
Becky Boling & Doug Green
Dennis Grinde
Kevin Groebner & Sue Harvey
William & Marjorie Gruszewski
James & Marilyn Gryc
Helene Haapala
Erling & Connie Halverson
Bruce & Carol Hamilton
Robert & Barbara Hanisch
Liz Hankins
Barbara Hanson
Jan Harrison
Charles & Anita Hellie
Reid & Gail Hendershot
Shirley Herreid
Barbara Herzog
Kerry Hjelmgren
Mary Ho
Bob & Pat Hohertz
John & Nancy Holte
Gail Hoxie-Setterstrom
Susan Hvistendahl
John Jarvis
Gerald Johnson
Karen L Johnson
Richard Johnson
Ruth Johnson-Wirth
Steve & Ann Jorstad
John & Jan Kaufman
Alice Kevern
Vinay Khanna
Kenneth & Marlana Kirton
Marsha Kitchel
Gayle Klausner
Ken Klimisch
Ben & Colleen Klotz
James Knezz
James & Kay Koch
Vernon & Joan Koester
Marv & Rose Kormann
Arlys Kreis
Douglas & Patricia Kriesel
Karen Kronberg
LaSina Kude
Sylvia Langworthy
Larry & Ann Larson
Carol Lawrence
Hanard Lien
William & Karen Lillibridge
Beverly Lubbers
Charlene Lucken

Kevin & Monica Lynch
John Dedzej & Wendy Manuel
Russ & Lynn Margulies
Carol Marshall
Ted Suss & Janet Marti
Ted Suss & Janet Marti
Janet Mathews
Donna & Jim May
Anne Mayer
James & Angie Mayr
Brynda McCoy
Janet McGrath
Kevin Merkle
Paul & Elaine Meyers
Rich & Jeannie Michel
John & Sharon Micklo
Abraham & Lori Middeldorp
Bruce & Audrey Moe
Donna Moen
Leone Larson & Tom Moen
Joyce Mokoff
Leonard Moore
Robert Moore
Mary Neikirk
Eric & Riki Nelson
Bill & Pat Nelson
Richard & Raymonde Noer
Naomi Nohava
Karen Nord
Robert & Sandra Nyvall
Tom Oleson
Deb Olien
Mark Ostgarden
Laurel Pankow
Dorothy Palmquist Parker
Joan Paulson
Rieber & Ginny Paulson
Robert Peasley
Charlie & Lynne Pederson
Ken & Roberta Persons
John & Margot Peterka
Gary & Bonnie Peterson
Robert Peterson
Claire Pfau
Judith Pinc
Bernice Pulju
Qixian Qian
Robert & Edie Quam
Patricia Rezac
Bruce Rippentrop
Regina Robbins
Pamela Roberts
Jan Roetzel
Richard Roth
Carol Rutz

2023 DONORS

HEALTHY | \$50-\$199 (continued)

Jerry Sackmaster
Greg & Barb Schmidt
Dean Schoeb
Nancy Schumacher & Jim Sipe
John Sevilla
Lorraine Sewich
Tamara Seymour
Mark & Patty Shaw
Shelley Silkey
John Simek
Joyce Skaar
Carol Slater
Donald & Corrine Slaughter
Kay Smith
Gary & Dee Spillman
Phyllis Stade
Linda Stanton
Kathryn Steichen
Effie Stein
Kenneth & Sharon Steinhouse
Sharon Stoeck
Sandra Strachan
Noel & Lois Stratmoen
Gerald Taylor
Randy & Pam Toepper
John Tripp
Elizabeth Truman
Anne Ulmer
Dan Underwood
Marlene Vanasek
Dale & Dian VanGuilder
Linda Wagenbach
Charles Wagner
Martha Wallace
Cinda Weber
Bob & Lucy Wells
Nanette Winsell
David & Linda Wolf
Michael & Letti Zenner
Northfield Area Chamber of
Commerce

Cleve Crowningshield
George & Linda Davis
Richard DeBeau & Doris Welke
Richard DeBeau & Doris Welke
Neil & Marilyn Deden
Winnie Drentlaw
Chris Ellison
John Forsythe
Joyce Francis
Stephanie Frey
Gerry & Carol Gengenbach
Katy Gillispie
Mac & Jacquelyn Gimse
Annette Gust
Delores Gustafson
Joseph & Rita Hadacek
Karl & Dao Hella
Carl Henry
Phyllis Hullett
Muriel Inouye
Richard & Donna Jackson
Carol Jacobson
Georgene Johnson
Pat Johnson
Sam & Patricia Johnson
Brent Betterley & Nancy Just
Joni Kilde
Gary & Arlene Kruse
Myron Lanoue
Helen Larson
Tom & Nancy Loesch
Ione Lorch
Janell Martin
Ruth McCarty
Mike & Ann McGovern
Rebecca McMullen
Todd & Sue Middleton
Janet Mitchell
Neil Lutsky & Irene Montenegro
Clinton & Michelle Muench
Dale Ness
Sue Norsted
Kenneth Lee & Donald Onsgard
Raymond & Mary Ozmun
Roberta Peterson
Sandy Pieri
John & Chris Pogue
Mary Polsfuss
Wendell Refior & Marla Welsford
John & Karen Robison
Gary & Donna Rock
Dee Rogers
John Besse & Ellen Saul
Mary Savina
Mel & Cheryl Schrader

Arland & Mary Schwake
Shirley Shaft
Susan Sheridan
Jan Shoger
Corinne Simonson
Dan & Linda Stadler
Joanne Stohl
Craig Swenson
Curt Swenson
Allan & Nancy Swenson
Robert & Patricia Tabery
Rich & Kathie Taranto
Tom Turgeant &
Carla Johnson
Dale & Rose Turnacliff
Patricia Warner
Lowell Miller & Kathy
Wiertsema-Miller
Marilyn Will
Reese Winter & Associates
Jay & Rachel Zoller

STRONG \$500-\$999

Bradley Anderson
Nancy Ashmore & Kenneth
Wedding
Gene & Susan Bauer
Warren & Karen Broughton
Jim & Norma Driver
JoAnn Edwardsen
Beth Endert
Christopher & Joan Ennis
Alene Fink
Marie Gery
Bonnie Gretz
Ross & Sandra Griffin
Dennis & Janet Hahn
Marie Kainer
Kenneth & Patricia Kangas
Gordon & Marilyn Kelley
Dick & JoAnn Kleber
Paul & Anne Klinefelter
Daryl Knudsen
Jeanine & Dave Landswerk
Steve Albers & Cathy Larson
Jean Larson
Greg Loek & Kathleen Rice
Norma Monroe
Roberta Persons
Brett Reese
Lee & Kitty Runzheimer
Paul Ruppel
Marie Frederickson & John
Schnorr
Daryl Stokesbary

Vic & Dot Swanson
Sandra Titus
Erwin & Judy Ulrich
Robert & Donna Vanderhoof
Edward & Colleen Vitek

VIGOROUS \$1000+

Richard & Wendy Allen
David Appleyard
Robert & Teresa Ballentine
Dennis & Beth Berry
Charles Black & Barbara Bofenkamp
Judith Bond
Diane Boyum
Bob & Lin Bruce
Jim Bull
William & Charlotte Carlson
Jim & Judy Cederberg
Bill & Laurie Cowles
Tim & Carol Cowles

ANONYMOUS DONATIONS

Edward & Mary Emery
Gene & Margaret Enders
James Finholt
St Paul & MN Community Foundation
Jerry & Diane Gehler
Karen Gervais
Katherine Hanson
Miranda Johnson
Patricia Jorstad
Paul Kluge
Pat Lamb Estate
Richard & Donna Maus
William & Callista Meyer
Julie Morton
Elizabeth Olson
Al Schrader Family Foundation
Stephen & Nancy Silcox
Maynard & Jackie Simon
Jerry & Jane Skluzacek
Shelley Strobel
Judith Tarabek
Harley Tate
Larry & Ginny Walsh
Glenn & Marcia Wills
Phil & Thelma Winter
The Henkel Foundation Inc

ROBUST \$200 - \$499

Dave & Mitzi Ackerman
Joseph Auge
Dianne Barrett
Marie Benson
Judy Broske
Judeen Brown
Kay Brown
Mary Brown
Brenda Bultman
Evelyn Burry
Eileen Cooper
HomeTown Credit Union

2023 SUSTAINING DONORS

Karen Achberger
David Appleyard
Nancy Ashmore & Kenneth Wedding
Bernard & Mary Auge
Lois Bakko
George & Catherine Brophy
Judy Broske
Gene & Darlene Broughton
Warren & Karen Broughton
Mary Brown
Bernice Christensen
Eileen Cooper
Neil & Marilyn Deden
Winnie Drentlaw
JoAnn Edwardsen
Chris Ellison
Carol Emery
Beth Endert
Stephanie Frey
Marie Gery
Mac & Jacquelyn Gimse
Kevin Groebner & Sue Harvey
Liz Hankins
Kerry Hjelmgren
Richard & Donna Jackson

Georgene Johnson
Ruth Johnson-Wirth
Steve & Ann Jorstad
Patricia Jorstad
Gary & Arlene Kruse
Myron Lanoue
Tom & Nancy Loesch
Janet Mathews
James & Angie Mayr
Mike & Ann McGovern
Elaine Meyers
John & Sharon Micklo
Neil Lutsky & Irene Montenegro
Bill & Pat Nelson
Elizabeth Olson
Kenneth Lee & Donald Onsgard
Roberta Persons
Carol Rutz
Kenneth & Sharon Steinhouse
Craig Swenson
Allan & Nancy Swenson
Dale & Rose Turnacliff
Anne Ulmer
Linda Wagenbach
Patricia Warner



Our Core Programs

Fitness

Aqua

Arts

Lifelong Learning

Social

Community Engagement

Wellness



FiftyNorth and its programs are made possible in part through financial contributions by the City of Northfield.

2023 BOARD OF DIRECTORS

Senior Board

President: Pat Jorstad
Vice President: Kathie Taranto
Secretary: Nancy Ashmore
Treasurer: Colleen Vitek

Directors

George Brophy
Richard DeBeau
Karen Gervais
Jerry Johnson
Ken Lee
Lee Runzheimer

2023 STAFF

Executive Director: Kerry Hjelmgren
Assistant Director/Fitness Manager:
Craig Swenson
Administration Manager: Elaine Meyers
Program Coordinator/ Community Outreach:
Patty Ciernia
Program Coordinator: Michelle Brant
Used –A-Bit Shoppe Manager:
Dolores Kornkven
Used –A-Bit Shoppe Assistant Manager:
Deb Olien
Bookkeeper: Kathy Bjerke
Popcorn Wagon Coordinator: Lesley Weirich
Front Desk Receptionists:
Brenda Bultman, Bonnie DuPay,
JoAnn Edwardsen, Beth Endert, Cathy Graff,
Pat Nelson, Jane Persons, Pam Toepper