



2024 ANNUAL REPORT



A LETTER FROM THE DIRECTOR



Kerry Hjelmgren,
Executive Director

Dear Members, Friends, Volunteers, and Donors of FiftyNorth,

I am deeply grateful and proud as I reflect on all that we accomplished together in 2024. FiftyNorth continues to thrive as a vibrant hub for adults age 50 and older in our community. It has proven to be a place where opportunities for wellness, learning, creativity, and connection come to life every day.

In 2024, Elaine and our team of receptionists welcomed 402 new members, bringing our total membership to a record high of 2,161! Whether members joined us for fitness classes at FiftyNorth, on Zoom, or at a local senior living facility, came for a swim in the warm water pool, attended a lifelong learning group, took a walk through the art gallery, made music, played cards, or enjoyed a cup of coffee and good conversation, each new face added something special to our shared community.

We have fully embraced our updated 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 program coordinators are dedicated to making our mission a reality every single day: Craig Swenson coordinates fitness and wellness programming; Patty Ciernia coordinates life-long learning programming and community outreach; and Michelle Brant coordinates arts programming, volunteers, and dining. Between the three of them, they offer over 500 opportunities for members to participate in FiftyNorth activities every month!

Throughout the year, we saw meaningful growth in our programming – especially social events. Our members enjoyed a Vintage Fashion Show, a high tea, a 1960's themed dance, and a special car show! We also launched the 'Collection Connection', an opportunity for people to share their collections and display them at FiftyNorth. This has brought people together through their shared interests and memories.

One of our proudest programming accomplishments in 2024 has been our partnership with *The Remember Project*,



2024 SCHOLARSHIPS

FiftyNorth awarded free membership scholarships to 110 individuals in 2024.

Total value: **\$49,132**



Membership (12/31/24)
2,161

Total Center Uses in 2024
115,138

Uses by Non-Members in 2024
4,605

Brand new members who
joined in 2024
326

a program of Trellis. Their expert team shared poignant theatrical performances to highlight the experiences of individuals diagnosed with dementia and their families. After each performance, Trellis facilitated a community conversation about dementia, the caregiver experience, and resources for support. FiftyNorth received funding from Age Friendly Northfield and grant funding from the Minnesota Department of Human Services with Family Service Rochester to bring *The Remember Project* to Northfield. We hope to partner with Trellis again in the future to continue to engage our members in meaningful conversations about dementia.

FiftyNorth also received a grant from the Southeastern Minnesota Arts Council to support our five music programs: the FiftyNorth Band, Seasoned Singers, Troubadours, Eclectic Strummers, and the Chime Choir. Our music groups showcased their talents throughout the 2024 holiday season. Funding was made possible by the voters of Minnesota thanks to a legislative appropriation from the arts and cultural heritage fund. Of course, none of this would be possible

without the hard work and heart of our staff and volunteers. This year, more than 200 volunteers gave their time to FiftyNorth, and our dedicated staff made each day run smoothly and meaningfully. Our staff at the Used-A-Bit Shoppe, Manager Dolores Kornkven and Assistant Manager Deb Olien, worked hard with their dedicated volunteers to raise over \$85,000 to fund FiftyNorth programs and operations. Lesley Weirich, our Popcorn Wagon Coordinator, retired after nine amazing years of service. Popcorn Wagon volunteers raised just over \$9,000 to fund our operations. They sold popcorn and beverages at the wagon on Bridge Square all summer long, and, for the first time, the Popcorn Wagon attended special events at both St. Olaf and Carleton Colleges!

In addition, we are so grateful to our donors who really came through for FiftyNorth in 2024. Our annual fund drive goal was to raise \$115,000 to support operations and scholarships. We received a record total of \$132,763, thanks to our 431 donors who went above and beyond! Their generous donations have enhanced the experience of our members and removed financial barriers to membership.

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Total Land Fitness Uses
62,549

Total Aqua Fitness Uses
31,697

Total Fitness Uses by Zoom
6,175



Used-A-Bit Shoppe sales contributed **\$87,098** in support of the center



Popcorn Wagon earned **\$9,187** profit for the center

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FiftyNorth is committed to ensuring that all older adults in our community have access to membership regardless of ability to pay. In 2024, over \$49,000 was provided in membership scholarships to 110 people in need.

Looking ahead to 2025, we're excited to complete several capital improvement projects to better meet the needs of our growing membership:

- Updating both locker rooms to improve safety, increase privacy, and maximize the usefulness of the space (scheduled for August)
- Redesigning and reorganizing the lobby (meetings begin in May)
- Replacing the sauna with a larger and more efficient model (scheduled for August)
- Replacing the flexible walls between classrooms 104/106 and 103/105 to make them soundproof (currently collecting bids)
- Installing modern technology in our classrooms for classes and meetings (currently collecting bids).

We look forward to making these important improvements to the facility to make the FiftyNorth member experience better than ever. On our annual member survey, we always ask our members how FiftyNorth enhances their quality of life. This year, one of our members shared: "I've learned new skills, and strengthened ones I already had. I've made new friends. I feel comfortable and happy at FiftyNorth." Our goal is to create and foster experiences like these for all of our members in 2025!

Kerry Hjelmgren
Executive Director, FiftyNorth

Kerry

OUR 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 VISION

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

OUR 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.

FINANCIAL RESULTS (\$ in thousands)

	2021	2022	2023	2024
Membership (December 31)	1,628	1,705	2,111	2,161

INCOME	2021	2022	2023	2024
Fund Drive	116	98	116	129
Grants & Other Contributions	60	33	146	59
Estate Gifts	-	65		
Membership Dues	230	277	334	346
Program Fees	56	112	129	125
Sales	266	294	307	298
COVID Grants	329			
Total Operating Revenue	1057	879	1032	957

EXPENSES	2021	2022	2023	2024
Personnel	418	495	562	573
Contractors & Professional Fees	103	154	130	159
Occupancy	213	235	253	258
Program Expenses	7	27	38	49
Depreciation	50	37	37	34
Other	52	87	87	82
Total Expense	843	1,035	1,107	1,155
Net Operating Gain (loss)	214	(156)	(75)	(198)
Investment Gain (loss)	242	(314)	333	310
Net Income, including investment gain (loss)	456	(470)	258	112

BALANCE SHEET (\$ in thousands)

ASSETS	2021	2022	2023	2024
Current Assets including Investments	2,893	2,887	3,176	3,308
Net Property & Equipment	194	142	133	152
Total Assets	3,087	3,029	3,309	3,460

Liabilities & Net Assets	2021	2022	2023	2024
Liabilities	78	96	118	140
Net Assets	3,402	2,933	3,191	3,320
Total Liabilities & Net Assets	3,480	3,029	3,309	3,460

2024 results are unaudited

2024 DONORS

BRONZE | \$1 - \$199

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PLATINUM \$1000+

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Patricia Warner





2024 Valentine Dinner



The Remember Project (Dementia Theatre)



2024 Summer Picnic



2024 Volunteer
Appreciation



FRONT DESK RECEPTION STAFF:

Pam Toepper, JoAnn Edwardsen, Brenda Bultman, Jane Persons,
Pat Nelson, Beth Endert, Bonnie DuPay, Cathy Graff



'Alive-n-Kickin' Performance



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

FiftyNorth, 1651 Jefferson Parkway, Northfield MN 55057 | fiftynorth.org | (507) 664-3700

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Patty Ciernia

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Andrea Turini

Front Desk Reception Staff (see above)