

COMING

Back



FiftyNorth

2022 ANNUAL REPORT

MISSION

Inspiring and empowering our members and community users to engage in activities that nourish the mind, body and spirit.

A LETTER FROM THE DIRECTOR



Kerry Hjelmgren,
Executive Director

Kerry

Dear Members and Friends of
FiftyNorth,

I am energized by the many ways in which our beloved FiftyNorth is coming back! 2022 was our first full year with no pandemic-related operational disruptions. (Wish we could say the same about the snow!) FiftyNorth is bustling with activity – our classrooms and parking lot are so often full these days. Our total membership grew leaps and bounds from 1,227 to 1,705 in 2022. And, ever-committed to removing barriers to accessing all that FiftyNorth offers, \$48,906 in membership scholarships helped older adults facing financial challenges to join. We have a dedicated team of staff that is always looking for new ways to enrich members' experience at FiftyNorth.

- Michelle Loken, Program Coordinator, joined our team to provide a robust connection to local artists and

art education opportunities for our members.

- Deb Olien, Assistant Manager, became part of our Used-a-Bit Shoppe team.
- Kerry Hjelmgren was warmly welcomed as our new Executive Director in mid-September.

Staff has worked diligently to restore and generate expanded programming, and to form community partnerships and create collaborations - especially initiatives that were paused or put on hold due to the COVID-19 pandemic. A new partnership with HealthFinders Collaborative has generated boxing and zumba classes; with St. Olaf College, a balance and falls prevention program; with Cannon Valley Makers, wood-working classes; and with Northfield Hospital and Clinics, wellness classes. FiftyNorth also resumed more fitness classes for residents at the Northfield Retirement Community. And, FiftyNorth's Zoom fitness classes are here to stay to ensure we reach our



FiftyNorth

2022 SCHOLARSHIPS

FiftyNorth awarded
free membership
scholarships to 105
individuals in 2022.

\$48,906



Membership (12/31/22)

1,705

Total Center Use in 2022

85,513

**Use by
Non-Members in 2022**

2,739

members who are at home or traveling. COVID greatly impacted volunteerism at FiftyNorth, as it did all nonprofit organizations like ours. But over the last year, our volunteers have been coming back! FiftyNorth's 160+ volunteers help us live our mission every day at the Center, at the Used-a-Bit Shoppe, and (of course) at FiftyNorth's "signature" Popcorn Wagon on Bridge Square.

With our program, partnership and membership growth, we continue to look for ways to make our current space better meet our needs. Important additions include: the Wellness Center received new treadmills and bike machines; members have enjoyed the new Functional Fitness Room; Personal Training sessions have become increasingly popular; and a rain garden was installed near the entrance to avoid ice build-up on the sidewalks.

In late 2022, the future of our planned expansion shifted from imminent to

unknown. With FiftyNorth membership still growing, and member interests expanding, the Facilities Committee will focus on assessing and improving current Center space to maximize its functionality and usage for our members. As always, we welcome your ideas for improvement! In the coming year, we will be refurbishing the Popcorn Wagon, introducing the first annual Membership Experience Survey for member input, redesigning the FiftyNorth website, increasing the variety and number of fitness classes offered in-person and online, engaging in more community outreach and events, and continuing to serve our members and community with programming and opportunities that enrich the mind, body, and spirit. In these ways, we will embrace and transform our new normal. As we get used to living with COVID, thank you for coming back to FiftyNorth – as a member, volunteer, donor, supporter, or partner. ■



Our Core Programs

Fitness

Aqua

Arts

Lifelong Learning

Social

Community Engagement

Wellness

Total Land Fitness Use
41,887

Total Aqua Fitness Use
28,451

Total Fitness Use by Zoom
8,882



Used-A-Bit Shoppe sales totaled \$267,928 with a profit of **\$42,391** in support of the center



Popcorn Wagon earned \$15,367 in total sales with a delicious **\$8,862** profit for the center

FINANCIAL RESULTS (\$ in thousands)

	2019	2020	2021	2022
Membership	1,917	1,425	1,628	1,705

INCOME	2019	2020	2021	2022
Membership Dues	363	234	230	277
Program Fees	133	64	56	72
Fund Drive	83	113	116	98
Sales	215	177	266	295
Grants & Other contributions	32	25	60	66
Estate Gifts	150	323	-	65
COVID Grants		10	329	
Total before Investment gain (loss)	976	946	1057	873
Investment gain (loss)	265	127	242	(314)
Total Income	1,241	1,073	1,299	559

EXPENSES	2019	2020	2021	2022
Personnel	401	438	418	495
Contractors & Professional Fees	126	77	103	112
Occupancy	206	224	213	243
Program Expenses	39	9	7	23
Depreciation	48	53	50	37
Other	78	54	52	79
Total Expenses	898	855	843	989

Change in Net Assets	343	218	456	(430)
Net Assets Beginning of Year	2385	2728	2946	3402
Net Assets End of Year	2,728	2,946	3,402	2,972

FiftyNorth depends on the support of many.

Thank you to members, volunteers, donors, and staff - who are dedicated to providing their time, talents and funds to ensure that quality programs and facilities are provided and maintained.

• The Annual Fund Drive total for 2022 was **\$97,000** donated by **270 unduplicated donors**.

• **56 sustaining donors** gave **\$13,385** by donating monthly through automatic payments.



160 volunteers

supported the operations for:

- the Popcorn Wagon
- Used a Bit Shoppe
- pool monitors
- group leaders
- board and committee members
- gardeners
- events and bakers
- work crew
- closing buddies

FiftyNorth couldn't function without your support.



BALANCE SHEET (\$ in thousands)

ASSETS	2019	2020	2021	2022
Current Assets plus Investments	2,607	2,893	3,321	2,886
Net Property & Equipment	197	194	159	182
Total Assets	2,804	3,087	3,480	3,068

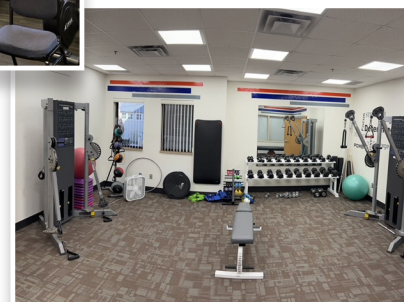
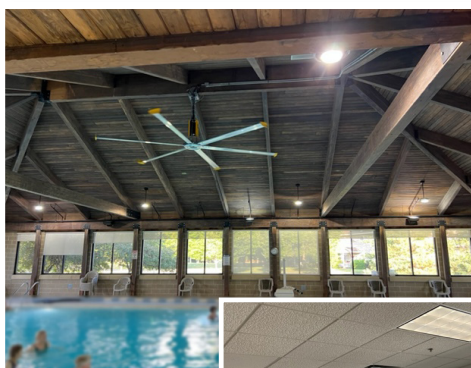
Liabilities & Net Assets	2019	2020	2021	2022
Liabilities	76	141	78	96
Net Assets	2,728	2,946	3,402	2,972
Total Liabilities & Net Assets	2,804	3,087	3,480	3,068

2022 results are unaudited

Annual Budget	2019	2020	2021	2022
Revenue	864	955	598	639
Expense		1005	797	908

Projects

- Offsite fitness classes, taught by our personal trainers, to residents living in congregate housing facilities in Northfield increased to three locations.
- Big Fan installed over the pool for improved air circulation and to reduce slippery surfaces.
- Resurfaced flooring and new paint in the Fitness Studio.
- Five new treadmills and three bikes were added to the Exercise Room.
- A rain garden was installed near the entrance to avoid ice build-up on the sidewalks.



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HEALTHY | \$50 - \$199

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

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2022 STAFF

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Assistant Director/Fitness Manager:

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Administration Manager: Elaine Meyers

Program Coordinator/ Community Outreach:

Patty Ciernia

Program Coordinator: Michelle Loken

Used –A-Bit Shoppe Manager:

Dolores Kornkven

Used –A-Bit Shoppe Assistant Manager:

Deb Olien

Bookkeeper: Kathy Bjerke

Popcorn Wagon Coordinator: Lesley Weirich

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JoAnn Edwardsen, Beth Endert, Nancy Glodfelty,
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