

2020



**BASE**

# Annual Report



734 Madison Ave  
Fort Atkinson, WI 53538

920-568-8858  
[www.basefortatkinson.org](http://www.basefortatkinson.org)

# OUR MISSION

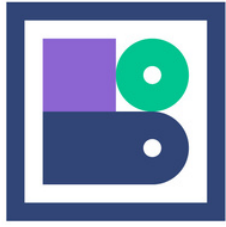
BASE is committed to providing quality, out of school care that will inspire our local youth to be contributing, productive and responsible community members through intentional programming that supports positive character development and unique opportunities to grow as individuals.

## BOARD OF DIRECTORS

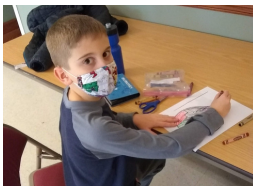
Hannah Bare, Board Chair  
Sam Anhalt, Board Vice Chair  
Deb Tipton, Treasurer  
Whitney Townsend, Secretary  
Steve Schafer  
Abby Bare  
Tim Weidenfeller  
Eric Haubenschild  
Jenni Bernard  
John Polzien  
Dave Geiger  
Leigh Ann Scheuerell  
Brent Torrenga  
Jennifer Walden  
Marissa Weidenfeller



Alicia Norris, Executive Director  
Melissa Willkomm, Director of Operations  
4 Part Time Site Coordinators  
18 Part Time Site Staff



# BASE



## FROM OUR EXECUTIVE DIRECTOR ALICIA NORRIS

2020 was a year filled with challenges and lots of them. The COVID-19 global pandemic forced us to get creative and put our true ability to be flexible to the test. Through it all, we were able to maintain programming even if it was in a non-traditional way. From virtual after school hangouts, programs in our city parks, small group summer programs, after school programs to virtual learning support programs- we did all we could to support kids and families in 2020. Our team was working from home, creating safe virtual options & opportunities then back to in person programs with strict policies & procedures to keep everyone safe.

Despite its challenge, there was also opportunity. We were able to focus on the increasing need for social emotional learning for our community's youth and reflect on issues that hinder our ability to serve our mission- space. We look forward to continuing our work with these key important issues that affect our community's kids in the upcoming year. We are dedicated more than ever to ensuring kids have a safe, fun and education to simply be kids.

Here are a few highlights from our efforts in 2020:

- Purchased new books and started a guest reader program for community members to participate in person and virtually during the pandemic.
- Transitioned our Kid of the Year event to a virtual event so we could keep celebrating great kids in our community.
- Maintained financially sustainable through the COVID-19 pandemic the generosity of individuals, businesses, foundations and grants.
- Hosted COVID-19 safe events including our Duck Race & Sunset Yoga.
- Partnered with Trinity Lutheran Church to provide virtually learning support programs. Our program was able to be open from 7:30am-5:00pm and we provided academic support for virtual learning, lunch and an afternoon of enrichment activities.
- Kept our part time and full time staff employed throughout the pandemic.
- Revisited our goal of creating a community youth center in Fort Atkinson.



# ABOUT OUR ORGANIZATION



Badgerland After School Enrichment Program (BASE) is a locally operated non-profit organization in Fort Atkinson, WI. BASE formerly the Boys & Girls Clubs of Fort Atkinson was established in 2005 to provide the children of Fort Atkinson a positive place to go after school. BASE programs help young people find positive alternatives to negative influences, especially during the critical after school hours from 3:00 p.m. to 6:00 p.m.

BASE currently serves kids who attend Purdy, Luther, Rockwell and Barrie Elementary School and are at least 7 years old. We have after school programs and a full summer wrap around program. With the help of our community, we are able to keep our programs accessible and affordable to all kids.

## WHAT OUR MEMBERS SAY...

"BASE staff are kind, caring, loving, and supportive"

"BASE gives me the opportunity to be a leader as a Junior staff so I can help with big responsibilities. The BASE staff care about me and I can tell base staff what and happened to me and how I feel that day!"

"At BASE, I get to be with friends that i don't really see every day, we do fun activities, we can use technology, there are great BASE staff and Junior staff, we are all friends and there are people I can talk to if I need to or need help."

---



# 2020 FACTS & FIGURES

## MEMBERSHIP

2020 Registered Members: 205

School Year Average Daily Attendance(ADA): 107

Summer Program Average Daily Attendance(ADA): 13

## AFTER SCHOOL PROGRAM

Sept 2019-June 2020

Luther Elementary School Program  
44 registered members/24 ADA

Purdy Elementary School Program  
30 registered members/20 ADA

Rockwell Elementary School Program  
40 registered members/26 ADA

Barrie Elementary School Program  
54 registered members/356 ADA

Junior Staff Program  
4 registered members/2 ADA

## SUMMER PROGRAM

Summer Afternoon Hangouts at the Park  
and Summer Program at Luther Elementary

Total youth served: 52

Average daily attendance: 13  
Total days open to serve youth: 41

Summer themes: national parks,  
back to the future, buggin' out,  
mad science, dinosaurs, BASE Chopped

Meals: snacks and lunch included

\$2,952 in scholarships were offered to  
families who needed and requested  
assistance with summer fees

41% of our members were at or below  
ALICE (Asset Limited, Income  
Constrained, Employed)  
For more information contact the  
United Way

## VIRTUAL LEARNING SUPPORT PROGRAM

September 2020-December 2020

52 days and 312 hours of  
virtual learning support provided  
at Trinity Lutheran Church



## MEMBERSHIP DEMOGRAPHICS

83% Caucasian  
7% Multi- Racial & other  
7% Hispanic  
2% African American  
1% Asian



BASE Summer Kids  
collected \$246.69 during 1  
car wash to add to our  
total of \$627 sent to  
Australia Zoo Wildlife  
Warriors for our BASE  
Lend a Hand Community  
Service Project 8th Annual  
Penny Drive.

**FOR MORE INFORMATION VISIT  
WWW.BASEFORTATKINSON.ORG**



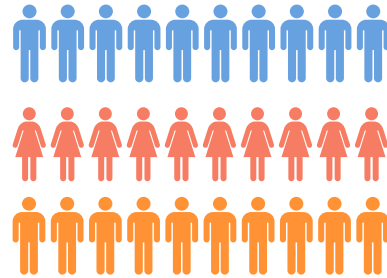
# BASE

An organization committed to providing quality programs for kids during the critical hours school is out.

**CELEBRATING 15 YEARS IN 2020**

Since 2005, thousands of kids received benefits from the organization's programs and activities

**KIDS**



**YEAR ROUND PROGRAMS**

After School Programs

Full Day Summer Programs

Virtual Outreach & Pen Pal Kits

**COVID-19 RESPONSE**

Park Programs

Full Day Virtual Learning Support Program

**\$15,920 IN SCHOLARSHIPS**



provided for families for our full day summer & virtual learning programs during COVID-19



2020 Income- \$196,465

Special Events

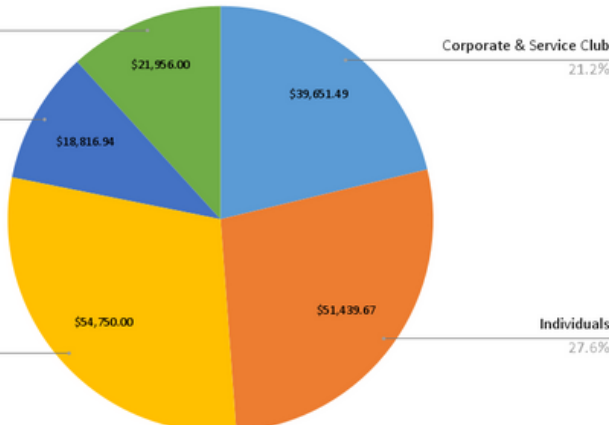
11.8%

School Year Membership

10.1%

Grants & Foundations

29.3%



2020 Expenses- \$222,645

Program Supplies

1.3%

Operations

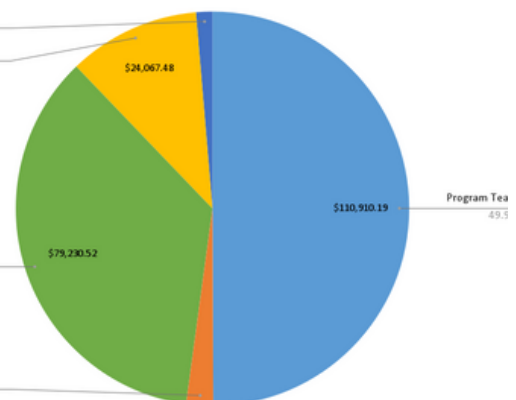
10.8%

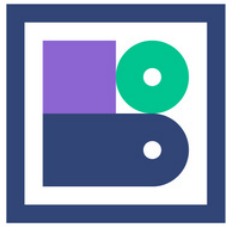
Administration

35.7%

Special Events

2.2%





# BASE



## FROM OUR DIRECTOR OF OPERATIONS MELISSA WILLKOMM

In 2020 our BASE Site Coordinators and Youth Support Specialists demonstrated their ongoing commitment to our mission of inspiring our local youth by providing safe and supportive environments and relationships as well as enriching programs and activities. Changes were made to ensure even safer and healthier operations and to champion the efforts of kids who were facing new opportunities and challenges. With support from our BASE families and our community, we continued to connect with kids by smiling through our masks and with our hearts. I am so happy and grateful for the opportunity to continue to guide the staff and kids in new directions together moving forward.

### Here are a few highlights from our programs in 2020:

- Our Lend A Hand Community Service Program focused efforts on our 8th Annual Penny Drive, beginning in February and finishing up in July, raising \$627.00 for the Wildlife Warriors Australia Zoo to help the animals hurt in the Australian Bushfires. We also made and donated ornaments for the Fort Atkinson Riverwalk Plaza Holiday tree for the second year in a row.
- We updated our BASE Fort Atkinson webpage with 6 BASE Staff Shares program blog posts, Mystery Reader video stream sessions, the BASE Stay Connected & Stay Healthy COVID-19 Resource Guides volumes #1-25, BASE Online Art Show, and our BASE Kids Lab pages.
- Together as a team we implemented newly developed programs including the BASE Virtual After School Hangouts, BASE Summer 2020 Afternoon Hangouts at the Park, BASE Summer 2020 Program at Luther, and the BASE Virtual Learning Support Program at Trinity.
- We expanded our BASE staff development and training webpage with a variety of resources and webinars for staff members to explore, learn, connect with other out of school time professionals, and have fun.



# OUR PROGRAMS

BASE offers after school and summer programs to children who are at least 7 years old. Program activities include topics like art, diversity and foreign language, physical fitness, technology, science and community service. Our 4 priority outcomes are:



## CHARACTER DEVELOPMENT

Programs support youth in developing and sustaining meaningful relationships with others, identifying personal strengths and building self-reliance, developing a positive self-image, practicing mindfulness and problem-solving techniques, respecting their own and others' cultural identities, working with others and developing teamwork skills, and understanding philanthropy and the rewards of giving to others and the community.

## ENRICHMENT & LEARNING

Programs develop youth creativity and cultural awareness, give youth the skills necessary to become proficient in basic educational disciplines and embrace technology to achieve success in a career. Through participation in homework help, computer tech classes, art, science and math achievement programs, members become more confident in their pursuit of academic achievement.



## WELLNESS

Programs develop young people's capacity to engage in positive behaviors that nurture their own well-being, set personal goals and live successfully as self-sufficient adults. Activities include nutrition, cooking/baking, mindfulness, outdoor and indoor fitness activities, and field trips.

## COMMUNITY INVOLVEMENT

Programs empower youth to support and influence BASE and the community in positive ways. The youth learn about community resources and opportunities as well as social issue areas. They are encouraged to identify their skills and talents that can be shared to make a difference or benefit organizations and the community. Activities include leadership programs, character building experiences and community service projects.

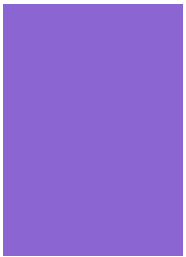
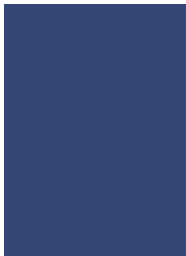
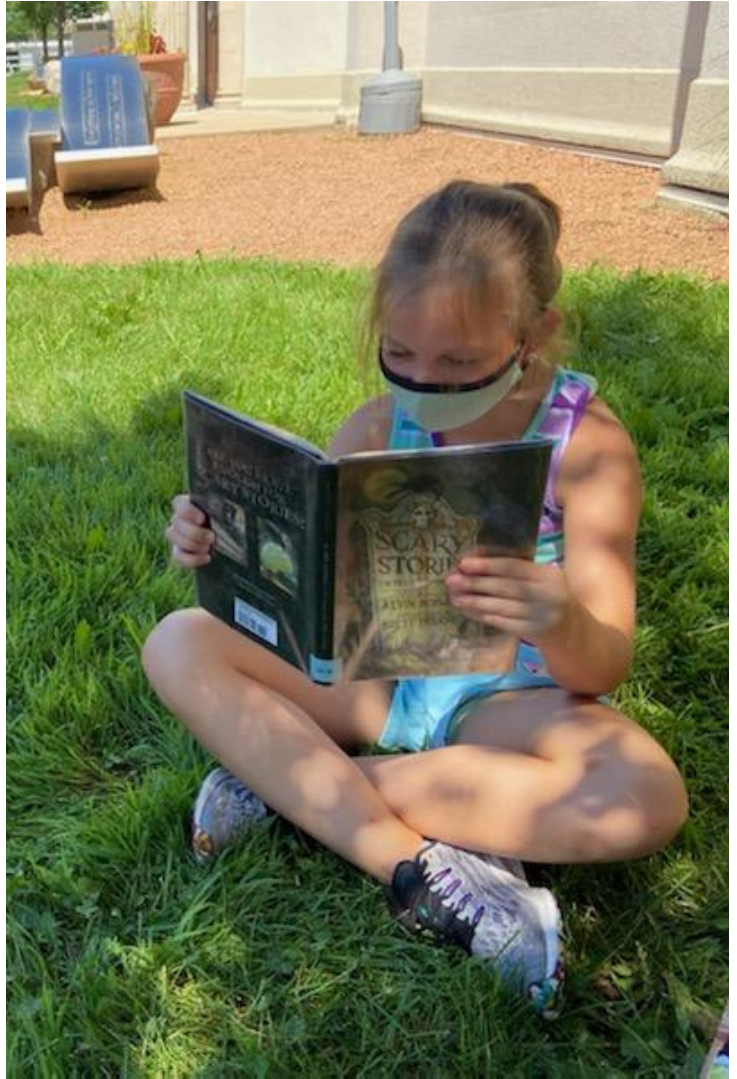
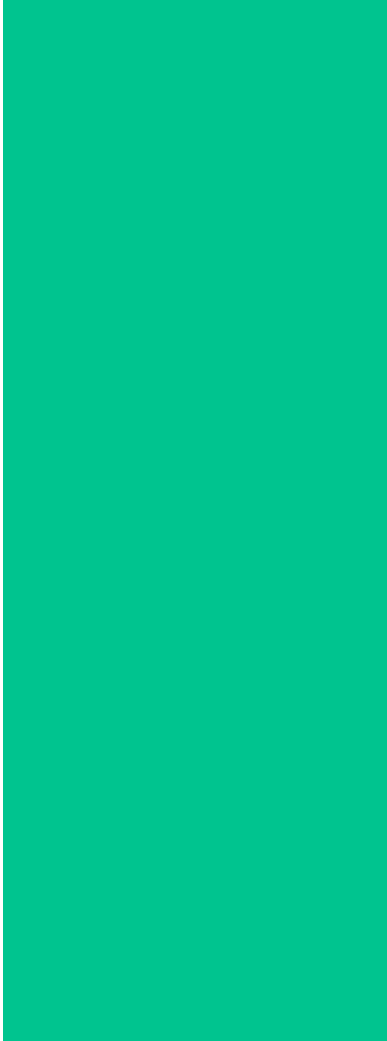


## 10 FACTS ABOUT BASE

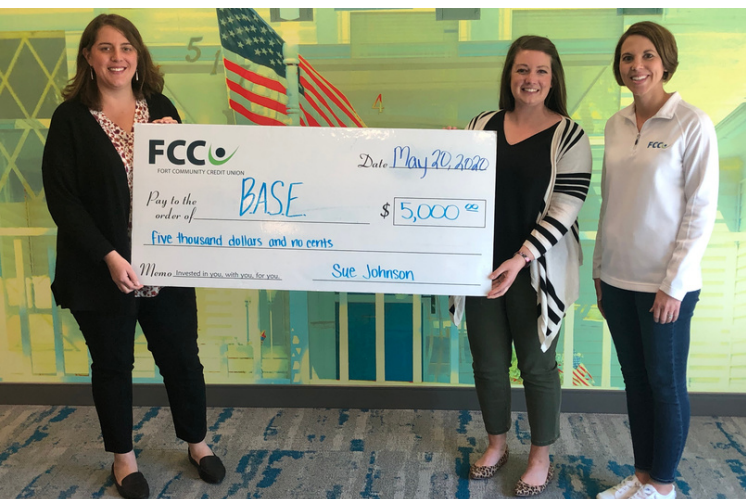
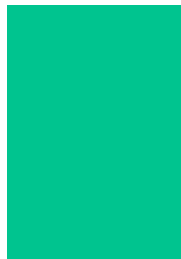
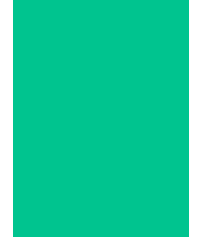
1. BASE is open from 3-6pm, Monday through Friday on all student contact days of the Fort Atkinson School District.
2. BASE is also open on Early Release Days and select No School Days.
3. BASE uses space donated from the School District of Fort Atkinson to run all of our youth programming.
4. BASE employs 15-20 part time Site Coordinators and Youth Support Specialists to work with kids, plan & implement quality programs and to be supportive role models.
5. BASE Kids participate 15 minutes of reading and 30 minutes of homework, Monday through Thursday.
6. BASE kids participate in 45-60 minutes of recreation time outside or in the gym EVERYDAY!
7. BASE has 5 weekly program areas which include: The Arts, Creative Writing, STEM, Academics/Trivia/Chit Chat, and Friday Fun Day.
8. BASE also hosts activities that focus on community service, science, cooking and more!
9. BASE implements virtual and in person programs throughout the school year and summer.
10. BASE works to Inspire Kids and Build Bright Futures in Fort Atkinson.

**FOR MORE INFORMATION VISIT  
WWW.BASEFORTATKINSON.ORG**

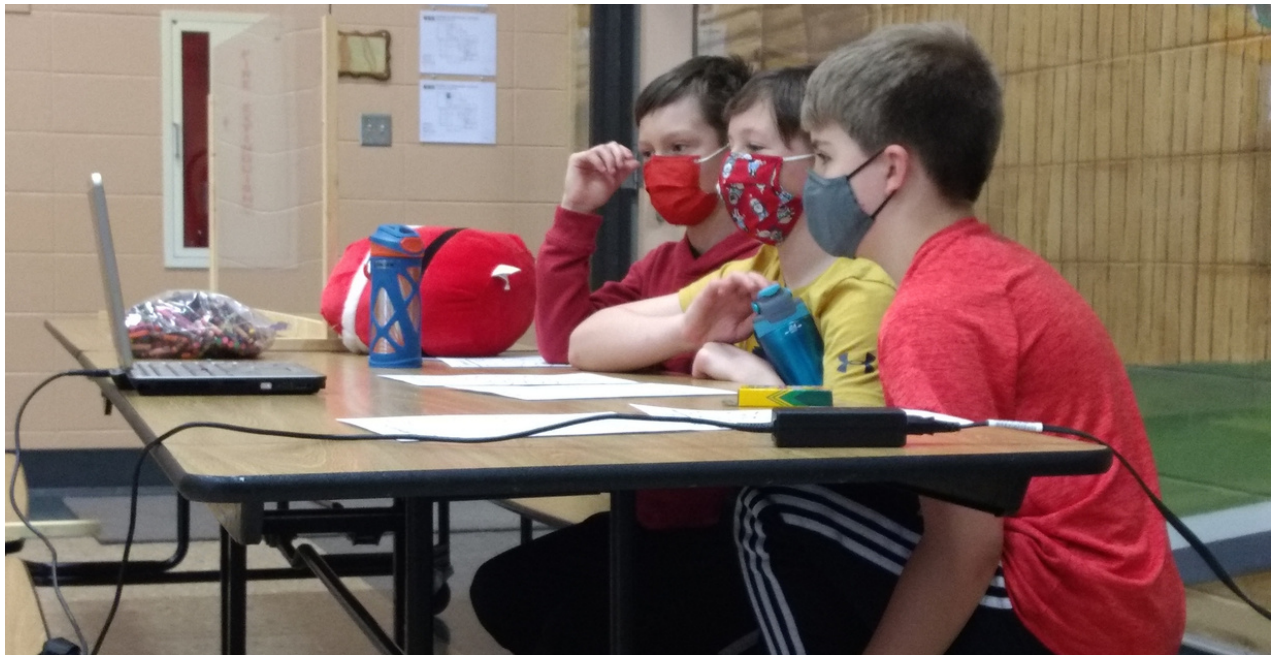












BASE staff members sat down beside the kids who needed assistance connecting to the internet and participating in their virtual classes October through December. Together the BASE staff found creative ways to inspire kids to stay focused and do their best work in a new learning environment, problem solving challenges and celebrating successes.

## **VIRTUAL LEARNING SUPPORT**



## **SUMMER AFTERNOON HANGOUTS AT THE PARK**

We crossed our fingers for a stretch of good weather, packed up cars full of supplies, brought lunch and snacks provided by the FASD Nutrition Department, planned some fun activities, and were welcomed by the Fort Atkinson Park and Recreation Department at Rock River Park to engage kids in a few weeks of our summer program in a new location.





## **KID OF THE YEAR AWARD**



Each year we recognize the extraordinary character of a select group of our BASE kids. 8-10 kids are selected by our BASE staff to participate in our BASE Kid of the Year competition. Nominees present a portfolio to a panel of judges to be scored. We hosted this event virtually in 2020 due to the COVID-19 pandemic. Congratulations to Addison- our 2020 BASE Kid of the Year!



# HEART OF BASE

## 2♥20



BASE was pleased to present our 2020 Heart of BASE Award to the Fort Atkinson Community Foundation. The Heart of BASE Award recognizes an outstanding individual, business or group for their achievement, leadership and vision in supporting BASE. They are dedicated to our mission, have demonstrated extraordinary civic & charitable responsibility and their generosity inspires others. This award honors their sense of heart and devotion to BASE and the many youth we serve.

The Fort Atkinson Community Foundation was central to the creation of our programs and has supported numerous projects for our organization.





Our BASE Kids of the Month enjoy having us order their favorite book for them to sign and place in our BASE book collection. The kids enjoyed our Mystery Reader program so much that we developed Virtual Mystery Reader sessions as well as Mystery Reader video stream sessions. BASE staff members offer creative ideas to keep reading fun and educational for our BASE kids!

**LITERACY**



**PENNY  
DRIVE**

We hosted our 8th Annual Penny Drive to support the Wildlife Warriors Australia Zoo to help the animals hurt in the Australian Bushfires. Our BASE Kids collected \$627! This was just one of the Lend A Hand Community Service Projects our kids were able to participate in.

# DONORS & SUPPORTERS

## 2020 CORPORATE SPONSORS



### BUSINESS SPONSORS

Abendroth Water Conditioning  
Badger Bank  
Badger Basement Systems  
Business & Tax Systems  
Day Insurance  
Drift Skippers Snowmobile Club  
Festival Foods  
Fort Tax Service  
IPEC  
W & A Distribution Services, Inc.

### SERVICE CLUBS



**Kiwanis**  
FORT ATKINSON, WI

### GRANT SUPPORT FROM



TO LEARN ABOUT HOW TO DONATE VISIT  
[WWW.BASEFORTATKINSON.ORG/DONATE](http://WWW.BASEFORTATKINSON.ORG/DONATE)



# SPECIAL EVENTS

We are proud to host four special events to showcase & support our mission including:  
BASE Kid of the Year Breakfast, Wings & Wheels Fly-In Breakfast,  
Duck Race & Day for Kids and Harvest Dinner.



## WINGS & WHEELS

Not held in 2020

2021 DATE: June 6th



## DUCK RACE & DAY FOR KIDS

NET: \$7,347 | 1213 ducks sold  
2021 DATE: August 14th



## HARVEST DINNER

Not held in 2020

Tentative 2021 DATE: October 2nd



FOR MORE INFORMATION VISIT  
[WWW.BASEFORTATKINSON.ORG/SPECIALEVENTS](http://WWW.BASEFORTATKINSON.ORG/SPECIALEVENTS)





**FOLLOW US ON**



**BASE FORT ATKINSON**



**BASEFORTATKINSON**

**WWW.BASEFORTATKINSON.ORG**