

2019 ANNUAL REPORT

BE HERE.
BE YOU.
BELONG.



BADGERLAND AFTER SCHOOL ENRICHMENT PROGRAM



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

Steve Schafer, Board Chair
Hannah Bare, Board Vice Chair
Steve Molthen, Treasurer
Whitney Townsend, Secretary
Jayne Pfeifer
Abby Bare
Sam Anhalt
Deb Tipton
Trista Taylor
Eric Haubenschild
Jenni Bernard
Dave Geiger
Leigh Ann Scheuerell
Brent Torrenga
Jennifer Walden



BASE TEAM

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

2019 was a year filled with lots of inspiration, influential projects & initiatives and many great memories. We embraced our renewed energy for delivering quality out of school time programs to kids and made big strides in our efforts. Despite some major changes, our school year programs continue to be vibrant, growing places for kids from 3-6pm. Our summer program experience was fun and eventful for XX kids.

BASE continues to explore new areas of opportunities to reach more kids and strengthen our programs to make a difference in the lives of our community's kids. As we continue to strengthen our organization, we face new challenges to address but are confident in our ability to provide the best quality care for kids when school is out.

Here are a few highlights from our efforts in 2019:

- Providing ongoing staff development opportunities to all staff. Expanded our training to include social emotional learning and trauma informed care.
- Developed a new survey system to ensure we are receiving continuous feedback from our kids, families and staff. This data is being used to make data driven decisions and allows us to focus on specific areas for improvement.
- Awarded our first ever Heart of BASE Award. This award was created to recognize an individual, business, organization or group that supports our mission and makes a difference.
- Welcomed new board and committee members to support our mission.
- Hosted four special events that had record attendance and went above our fundraising goals.
- Started exploring new program opportunities for under-served age populations in our community including young school age children and middle school children.
- Continued our efforts in out of school time program advocacy through our 3pm Back to School Campaign.

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."

2019 FACTS & FIGURES

MEMBERSHIP

2019 Registered Members: 311

School Year Average Daily Attendance(ADA): 152

Summer Program Average Daily Attendance(ADA): 63

AFTER SCHOOL PROGRAM

Sept 2018-June 2019

Luther Elementary School Club
56 registered members/29 ADA

Purdy Elementary School Club
54 registered members/36 ADA

Rockwell Elementary School Club
57 registered members/38 ADA

Barrie Elementary School Club
77 registered members/48 ADA

SUMMER PROGRAM

Total youth served: 129, including 24
Summer Junior Staff

Average daily attendance: 63

Total days open to serve youth: 53

Summer themes: nature, imagination, outer
space, sports, and carnival

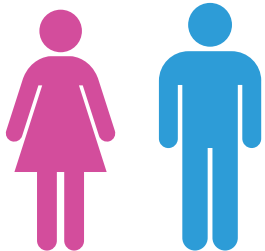
Meals: breakfast, snacks and lunch included

Trips: pool day at the Fort Atkinson Family
Aquatic Center once per week, field trips,
local park and library visits

\$2,573 in scholarships were offered to
families who needed and requested
assistance with summer fees

38% of our members were at or below
ALICE (Asset Limited, Income
Constrained, Employed)
For more information contact the
United Way

MEMBERSHIP DEMOGRAPHICS

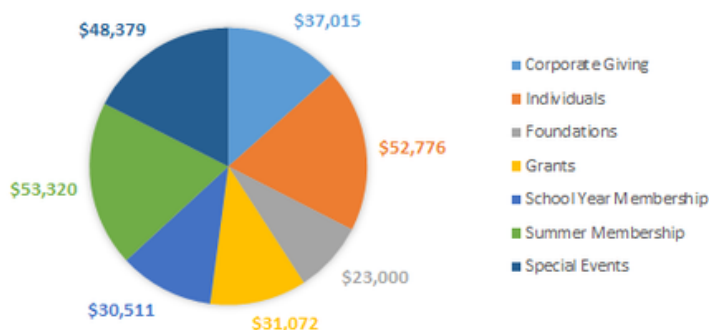


48%

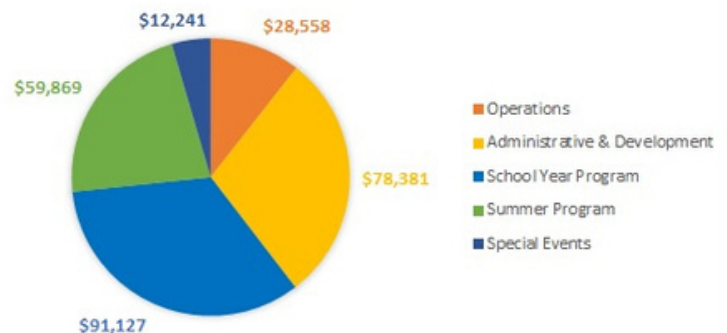
52%

83% Caucasian
7% Multi- Racial & other
8% Hispanic
1% African American
1% Asian

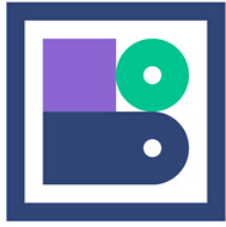
2019 INCOME \$276,073



2019 EXPENSES- \$270,176



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



BASE



BASE
FAMILY
NIGHTS

**FROM OUR DIRECTOR OF OPERATIONS
MELISSA WILLKOMM**

In 2019 BASE was a great place for kids to Be Here, Be You and Belong. Our BASE Site Coordinators and Youth Support Specialists demonstrated their ongoing commitment to our mission of inspiring our local youth through their development and delivery of quality, enriching programs during our after school and summer programs. BASE kids explored activities in the areas of the arts, sports & recreation, science & technology, creative writing, healthy lifestyles & mindfulness, diversity & foreign language, and Star Reading & BASE Hour for homework help and completion. BASE staff and kids also participated in our BASE Lend A Hand Community Service Program, developing an understanding of philanthropy through service learning, and making a difference in our community and beyond with monthly service projects.

Here are a few highlights from our programs in 2019:

- Our Lend A Hand Community Service Program focused efforts on our 7th Annual Penny Drive, an initiative to assist a community group enhance the Fort Atkinson Aquatic Center which BASE staff and kids visit and enjoy weekly during our summer program.
- We recognized 64 youth for our BASE Kid of the Month Award in 2019.
- We served 29 middle school kids in our Junior Staff program.
- We continued to align with national keep the "Lights on Afterschool" initiatives through a planned event in October, this year being our 1st Family STEM Night at 2 of our locations for BASE kids and family members as well as community members and kids.
- Our plan to emphasize Literacy in November and the fundamentals of reading promoted new ways to grow our BASE site libraries with new books, welcome community members to BASE to share their love of reading, and engage kids in unique opportunities to read.
- Our ongoing staff development and training topics expanded our knowledge and skills in the areas of program development, social emotional learning, and trauma informed care.

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, 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

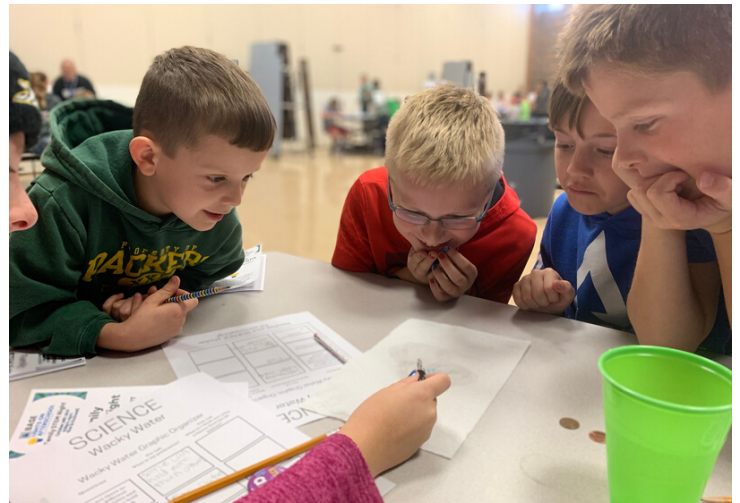
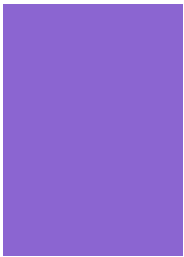
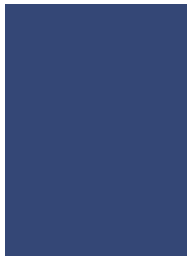
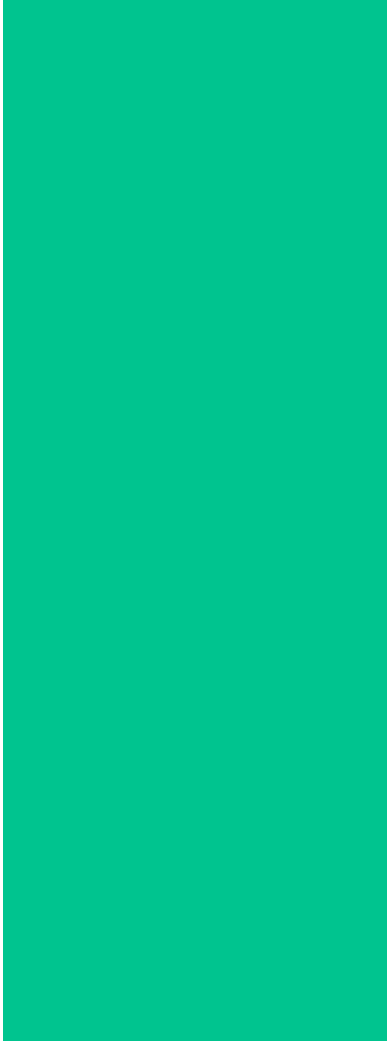
Programs empower youth to support and influence BASE and the community in positive ways. The youth learn about community resources and opportunities as well as social issue areas. They are encouraged to identify their skills and talents that can be shared to make a difference or benefit organizations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

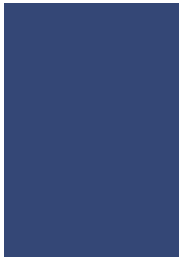
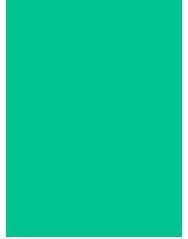


10 FACTS ABOUT BASE

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 from 11:50am-6:00pm.
3. BASE uses space donated from the School District of Fort Atkinson to run all our youth programming.
4. BASE employs 15-20 part time Youth Development Program Coordinators to work with kids, plan & implement 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, Club Tech, Youth for Unity, Triple Play and Friday Fun Day.
8. BASE also hosts activities that focus on community service, science, cooking and more!
9. BASE goes on special field trips to local area attractions throughout the school year.
10. BASE ensures GREAT FUTURES START HERE in Fort Atkinson.

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







We partnered with the Fort Atkinson Area Chamber of Commerce and Fort Community Credit Union on Fort Atkinson's 1st Lemonade Day! This project encourages youth entrepreneurship by having kids plan, market and develop their own Lemonade Stand. The program also teaches kids how to spend, save and give their earnings.

LEMONADE DAY



LIGHTS ON AFTERSCHOOL STEM NIGHT

We celebrated the importance of our afterschool programs during Lights ON After School Night in October by hosting a free community STEM Night. The event included a free dinner, a variety of hands on activities for kids and a few guest scientists!



KID OF THE YEAR BREAKFAST

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 gather BASE families, staff & volunteers, donors and community partners to celebrate these kids. Congratulations to Conner- our 2019 BASE Kid of the Year!

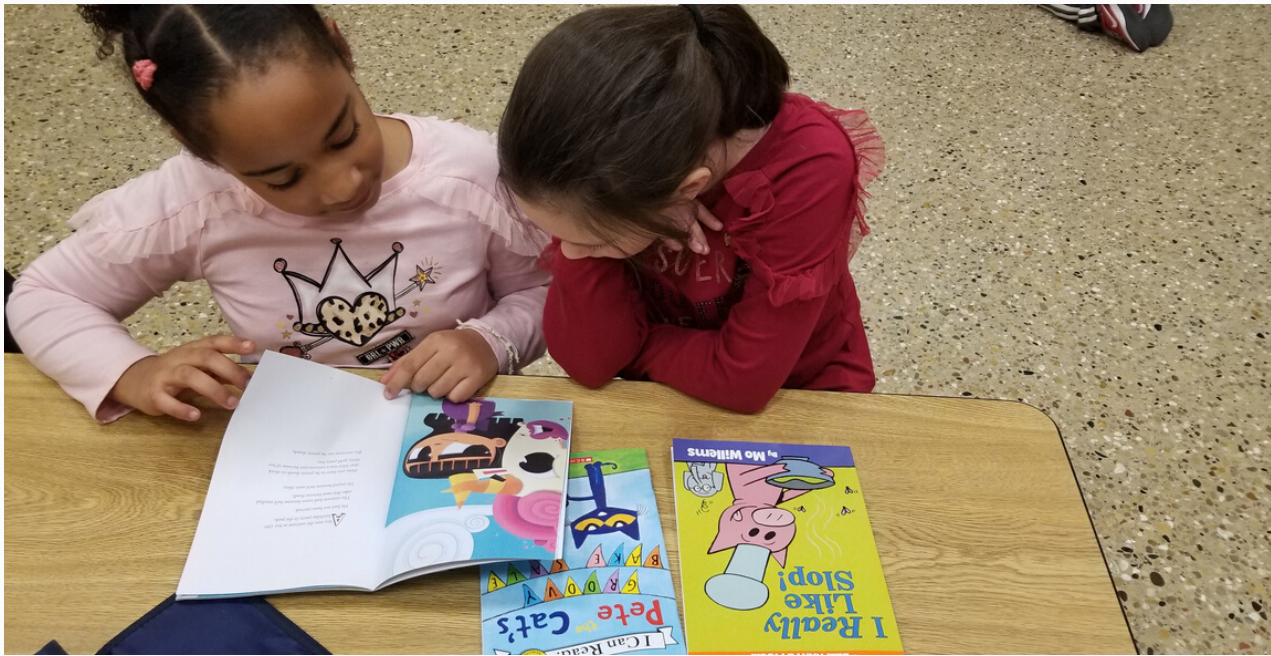
HEART OF BASE

2♥19



BASE introduced our new Heart of BASE Award at our Harvest Dinner event. 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.

BASE was proud to present the 2019 award to Steve Schafer, long time board chair.



With help from grants and our annual Stone Creek Coffee Fundraiser, we were able to purchase hundreds of new books, reading tents and inflatable bean bag chairs to support literacy after school. Books were picked by our BASE kids and we are now able to purchase our BASE Kid of the Month's favorite book! We also kicked off our Guest Reader Volunteer Program that allows interested individuals to come share their favorite book and the gift of reading with our kids!

LITERACY



PENNY DRIVE

We hosted our 7th annual Penny Drive to support Project Lead's efforts to build sun shades at the Fort Atkinson Aquatic Center. Our BASE Kids collected \$300 to the project. This was one of many Lend A Hand Community Service Projects our kids were able to participate in.

DONORS & SUPPORTERS

2019 CORPORATE SPONSORS



BUSINESS SPONSORS

Abendroth Water Conditioning
Badger Basement Systems
Culver's
Day Insurance
Drift Skippers Snowmobile Club
Festival Foods
Fort Atkinson Generals
Fort Tax Service
Griffin Ford
IPEC
JM Carpets
Johnson Financial Group
Kwik Trip
MK Cellular
Rock River Dental
Rock River Flooring
Southgate Gutter Service
W & A Distribution Services, Inc.

SERVICE CLUBS



American Legion Unit 166
Fort Atkinson Optimist Club
VFW Edwin Frohmader Post #1879

GRANT SUPPORT FROM



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

NET: \$12,456 | 798 tickets sold
2020 DATE: June 7th



DUCK RACE & DAY FOR KIDS

NET: \$7,347 | 1213 ducks sold
2020 DATE: August 15th

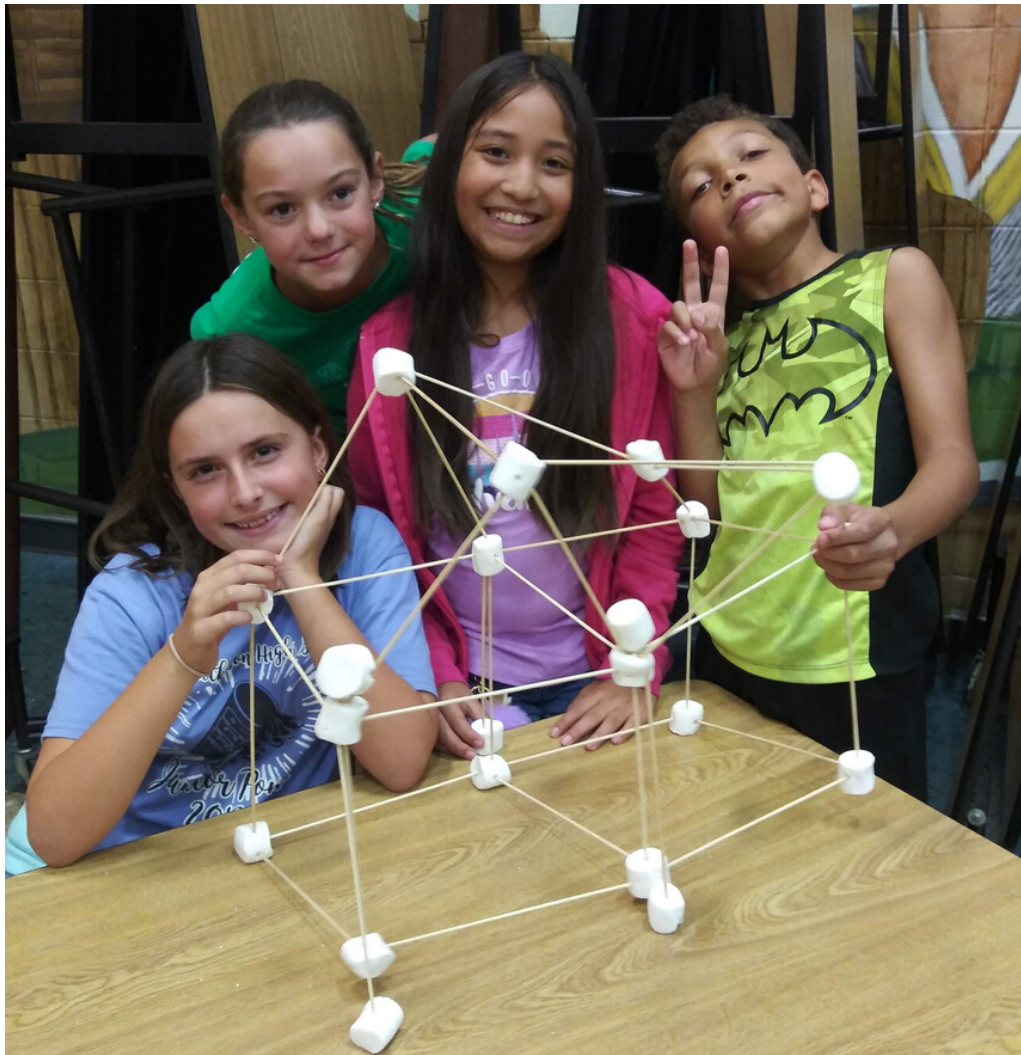


HARVEST DINNER

NET: \$16,577 | 145 tickets sold
2020 DATE: October 3rd



FOR MORE INFORMATION VISIT
WWW.BASEFORTATKINSON.ORG/SPECIALEVENTS



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