



IMAGINE ACADEMY

Confidence - Strength - Friendships

ANNUAL REPORT

2025

› Confidence, Strength, Friendships



VISION, MISSION & VALUES

VISION

All individuals in our community are given Time, Space and Opportunities to develop Confidence, Strength, and Friendships.

MISSION

Imagine Academy provides compassionate coaching, play focused challenges, and shared experiences so that ALL children, teens and adults feel empowered to build confidence, strength and friendships in an environment that promotes teamwork and belonging.

VALUES

At Imagine Academy, our values guide every decision, interaction, and program we create:

- Confidence: We empower children to believe in themselves, embrace challenges, and celebrate progress
- Strength: We cultivate physical, emotional, and mental resilience, helping children overcome obstacles and grow.
- Friendships: We foster meaningful social connections, teamwork, and lasting bonds within our programs.
- Inclusion: We welcome every child, regardless of ability, background or financial status, ensuring all participants feel valued and supported.
- Respite & Support: We provide families with dependable programs that offer relief, guidance, and care.

MESSAGES FROM THE DIRECTORS



**JAMES
BROOKS**

It is with great pride and gratitude that I share this message with you on behalf of Imagine Academy. Each day, we are reminded that the work we do is not about programs or buildings alone—it is about Confidence, Strength and Friendships.

This past year, we have seen firsthand the power of community engagement. We have piloted new programs and reached more children. These successes are not to be celebrated by the CEOs alone—they belong to every donor, volunteer, employee and board member who believes in our mission. On behalf of our Board of Directors, I am proud to present our 2025 Annual Report.

Five years ago, Imagine Academy opened its doors, and while much has changed since then, our dedication to creating a space where all children are welcomed, challenged, and celebrated has remained constant. As our services have expanded to include preschoolers and older teens, our commitment has only grown stronger: all children belong. It is with great pride that I look to the future and see the children and families of Imagine Academy helping lead the way toward a more inclusive community for everyone. Thank you for sharing in our passion and in our success.



**SARAH
AMES**

COMPANY PROFILE – ABOUT US

Imagine Academy's programs are designed to support the social, emotional, and physical development of all children, ages seven to thirteen. Activities include developmentally appropriate strength challenges, agility courses, social skill-building games, arts and crafts, and outdoor physical movement at local and state parks. Support levels are tailored to individual needs, including children who are minimally verbal or use mobility devices. Staff are trained in the Responsive Classroom Model to provide consistent, stimulating, and appropriately challenging experiences for every participant.

From its inception, Imagine Academy has been committed to an environment where all children belong, cultivating confidence, strength, and friendships through inclusive, engaging, and supportive programming.



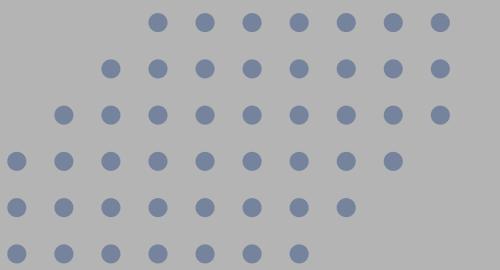
STRATEGIC BUSINESS GROWTH PLAN

“FY 2025 reflects strong financial health, disciplined expense management, and a sustainable operating model. Imagine Academy Corp is well-positioned to continue advancing its mission with financial confidence and strategic flexibility.”

- Joe Zimdars - CFO of Imagine Academy

Core Strategies:

- **Fiscal Responsibility - Including;
Fundraising / Donations**
- **Program Design and Engagement**
- **Community Involvement**
- **Sponsorships**



Imagine Academy Corp

Annual Financial Snapshot

Fiscal Year: January 1–December 31, 2025

Highlights:

- Total income was **\$471,326**. (This includes discounts of **\$14,707** that reduced reported income.)
- Total spending (program + operating) was **\$435,300**.
- The organization ended the year with a surplus (net income) of **\$42,985**.

FY 2025 Summary	Amount	% of Total Income
Total Income (after discounts)	\$471,326	100%
Program & Personnel Costs (Cost of Goods Sold)	\$351,805	75%
Operating & Admin Costs (Operating Expenses)	\$83,495	18%
Total Spending (Program + Operating)	\$435,300	92%
Other Income (interest, late fees)	\$6,959	1.5%
Net Income (Surplus)	\$42,985	9%

Where our money came from (revenue sources)

Revenue line	Amount
Program Revenue	\$265,379
Waiver Program Revenue	\$177,886
Donations and Grants - Businesses	\$20,340
Donations and Grants – Individuals	\$13,446
Special Events – Sales	\$7,732
Special Events – Sponsorships	\$1,250
Discounts given	\$-14,707

DONATIONS AND GRANTS

In 2025 we received numerous grants and donations.

Many of our programs depend on generous donors to provide supplemental funds for experiences and equipment. We would like to thank and recognize the following organizations and individuals for their support.

Thank you to the following individuals and businesses who donated \$1000 or more.

- Alicia Speth
- Cap Times Kids Fund
- Dane County Chrysler, Jeep, Dodge, Ram
- Dane County Community Purse
- Diana Keiken
- Eric Francksen
- Fraternal Order of Eagles #623
- Gary and Marianne Josephson
- Lithia 4 Kids
- Stoughton Area Community Foundation
- Stoughton Area Resource Team
- Stoughton Chamber of Commerce
- Stoughton Utilities
- Thrivent Financial

FRIENDS OF IMAGINE ACADEMY

In 2025, we received numerous donations from individuals and organizations in amounts up to \$999. Thank you for your support of Imagine Academy Programs and Children!

- Aaron Weber Group
- Adam Lee
- Aldi
- Amanda Earle
- Amy Schmid
- Angela Warwick
- Ansay and Associates
- Broderick McCloskey
- Bruce and Cheryl Halverson
- Carrie Malicki
- Christie Reetz
- Cathy LaHaye
- Dairyland Dessert Cafe
- Danielle McGuire
- Darcy Christian
- Donna Tarpinian
- Dottie Olson
- Elton Roberts
- Emilee Baker
- Equipment Share
- Famous Yeti's Pizza
- Green Bay Packers
- Harley Davidson of Madison
- Jacob Smith
- James Brooks
- Jennifer Collins
- Jessica Phelan
- Jonathan Southard
- Judy Barnes
- Julie Speth
- Kelly Cuene
- Kevin Prothero
- Kris Horabik
- Leonard Drs Charity
- Leslie Munson
- Liz Aschebrook
- Lynn Phillips
- Madison Area Sports Commission
- Marian Pirkl
- McGlynn Pharmacy
- Michael Pugh
- Michele McGuire
- Michelle Sprague
- Old Stone Pet Lodge
- Paul Davis
- PRIMAL Strength and Fitness
- Rece Electric
- Rory Sullivan
- Ryan Schmid
- Sandra Loftus
- Sarah Ames
- Sarah Gibson
- Seth Borgrud
- Shauna Williams
- Stephanie Koppes
- Stoughton Lumber
- Tara Wood
- Taste of Stoughton
- Theresa Rizzo
- Therese Josephson
- Tyler Denig

FUNDRAISING EVENTS

April

Famous Yeti's Pizza Party

A fun filled night of Famous Yeti's Pizza and Friends.

Funds Raised: \$ 528



May

Junior Viking Games

Children participated in a strongman themed strength showcase.

Funds Raised: \$5,813.17

June

Beach Party Bingo

A family friendly Beach Themed Bingo day.

Funds Raised: \$1,529



Competing in strength competitions has been a huge benefit. My kiddo has learned that even when she gets second place, third place, or does not even receive a trophy, it's good to cheer on her friends and encourage them to try their best. Of course she's disappointed, but she benefits from even having those disappointments and using them to work harder. In her most recent strength competition, she was lucky enough to win first place in her age bracket. After she received her trophy she gave me the biggest hug of her life and for the first time in her life, she cried tears of happiness. She looked at me and said, "Papa, I'm just so proud of myself."

FUNDRAISING EVENTS

July

Chamber of Commerce Golf Outing

We were invited as the Chamber Recipient of the Golf Outing Fundraiser.

Funds Raised: \$1,327



July

Raise the Flag - Thrivent Financial

Working with a group of families, we installed American Flags around our town.

Funds Raised: \$425



August

Lifting A Latte - Coffee Break

Women and Girls participated in 3 strongman style events with a teammate.

Funds Raised: \$ 320



FUNDRAISING EVENTS

October Concession Stand - WI Strongest

Imagine Academy Board Members served hot sandwiches, hotdogs, treats and drinks to strongman competitors and spectators.

Funds Raised: \$1403.



October Culver's Scoopicie Night

A family friendly dining experience for children and families at Culver's.

Funds Raised: \$ 700



October Haunted Bingo - Eagle's Club

Halloween Costume themed bingo at the Fraternal Order of Eagles in Madison.

Funds Raised: \$520 from raffle baskets.



December Pulling for Presents - Eagle's Club

A deadlift only “gift-raiser” for START’s Christmas Charitable Giving.

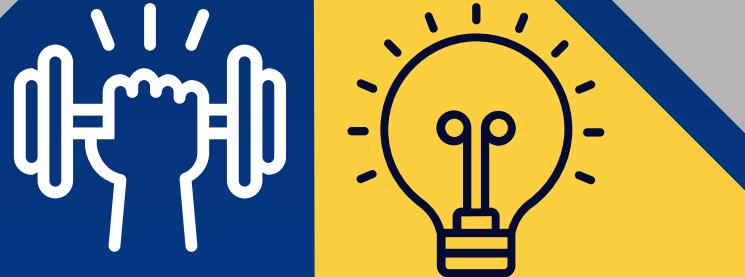
Funds Raised Through Meat Raffle: \$935



PROGRAMS SNAPSHOT 2025 AT A GLANCE

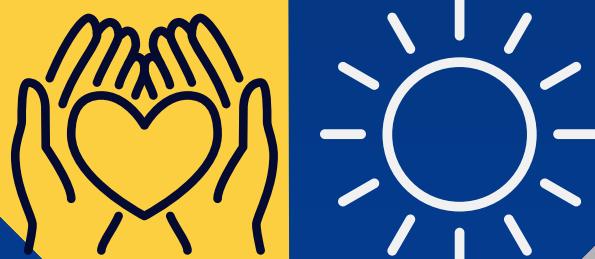
Summer of Strength

In the summer of 2025, we served 65 children in our Summer of Strength Program.



Sunday Respite Clubs

Our Sunday Respite Club reached 27 children (19 children's attendance funded by CLTS, 8 private pay). Seventeen Sunday Respite Clubs were offered in 2025 and the average attendance was 11 children per day.



School Year Programs

During the 2024-2025 school year, we served 62 children in programs such as before/after school, no school days and winter break club.

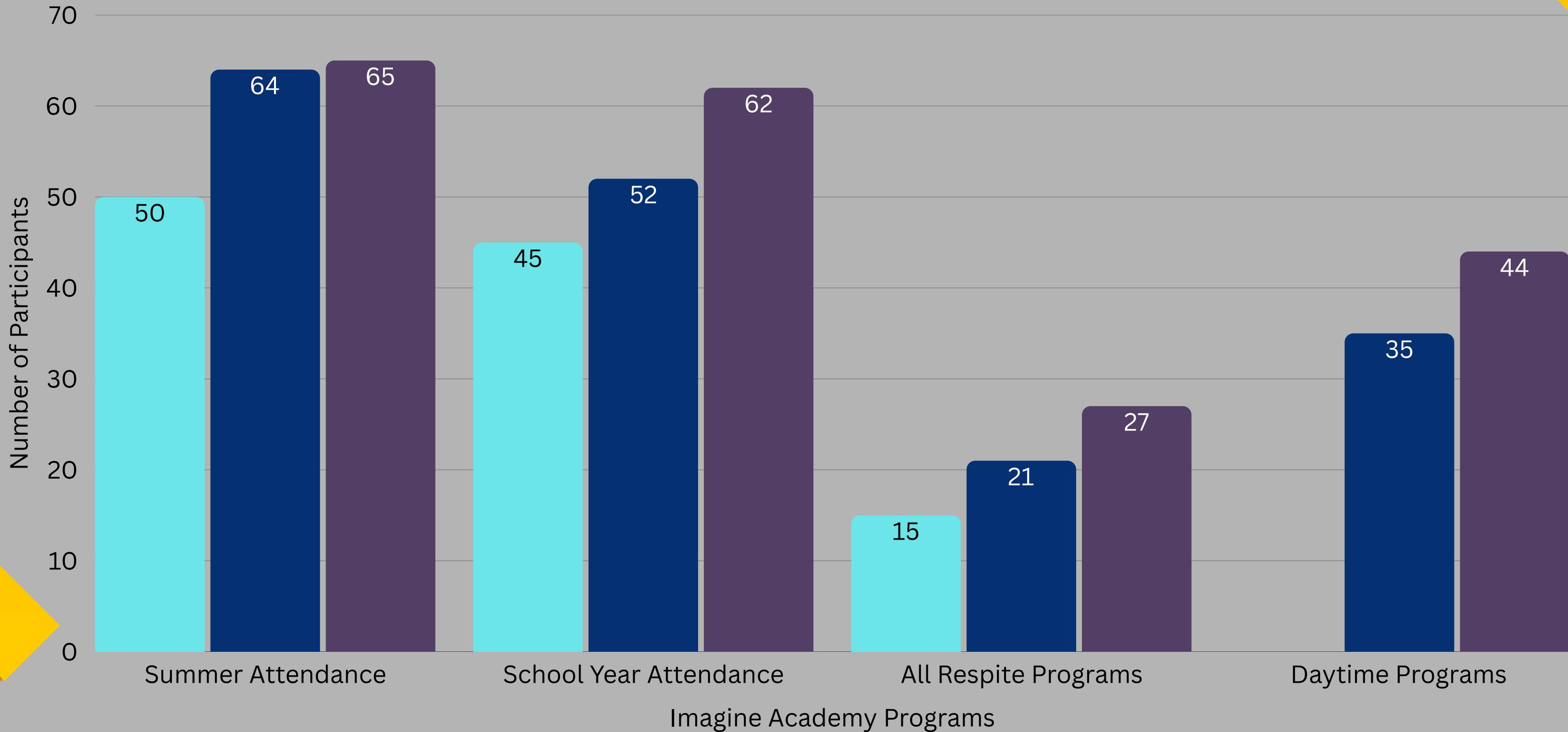


Daytime Programs

- Virtual School
- Hybrid Physical Education
- SASD Transition Program Collaboration
- Daytime Power-Kids Physical Education
- Preschool Playdates (SASD Collaboration)

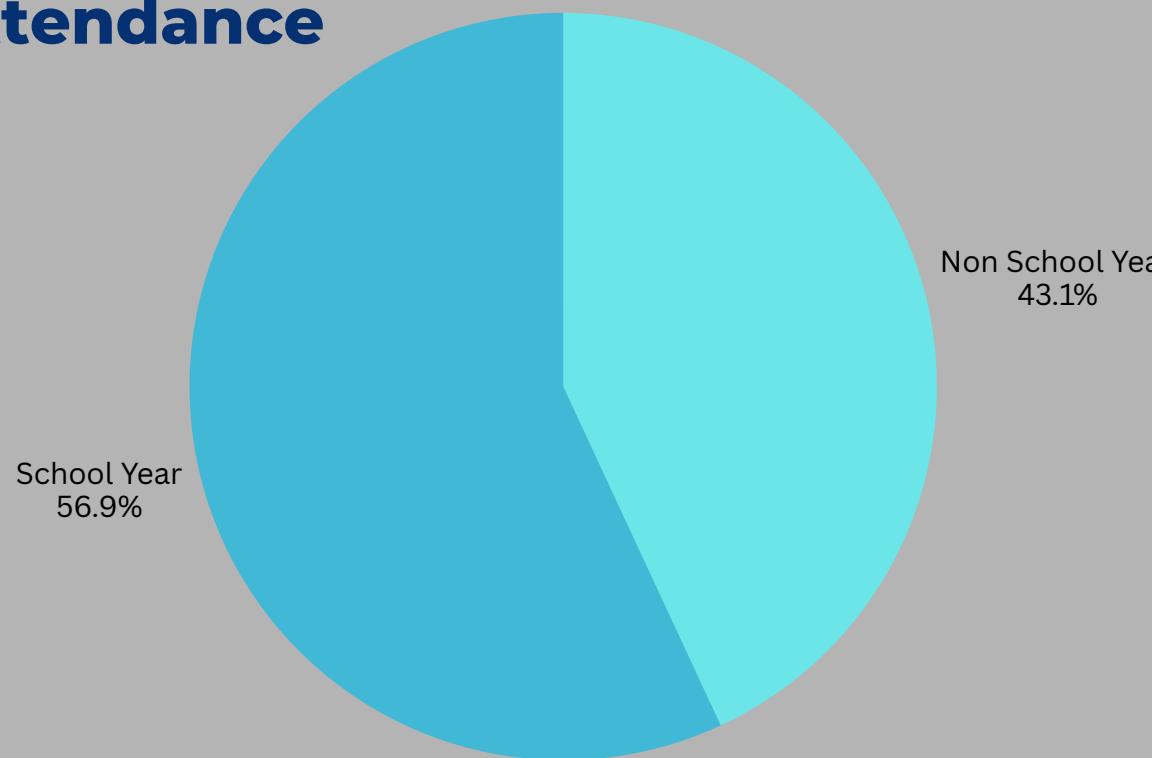
PROGRAM ATTENDANCE BASED ON SCHOOL YEAR CALENDAR

● SY 2023-2024 ● SY 2024-2025 ● SY 2025-2026

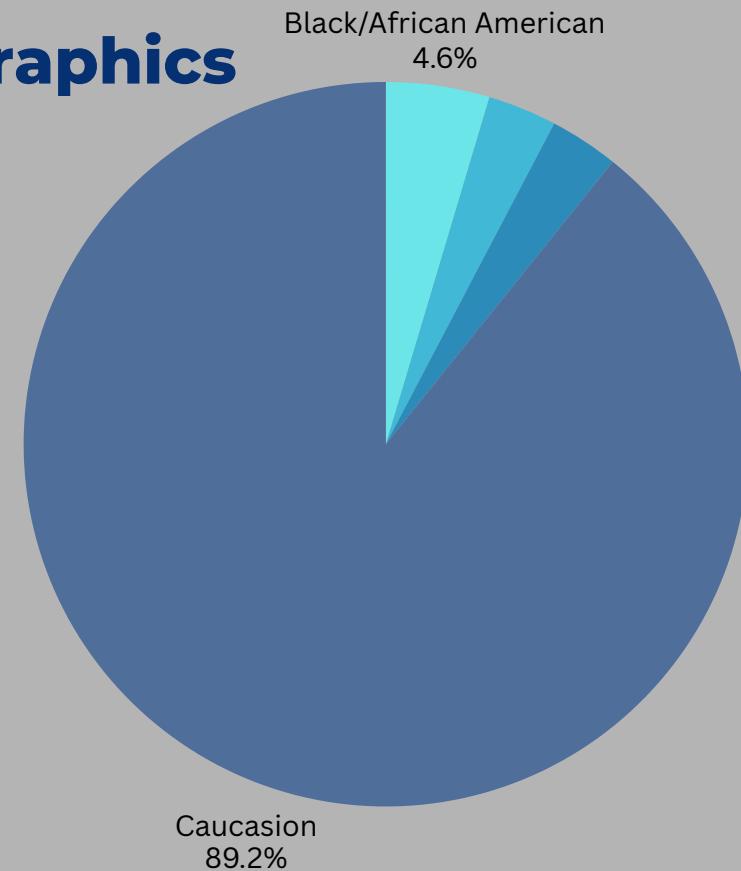


SUMMER PROGRAMS 2025

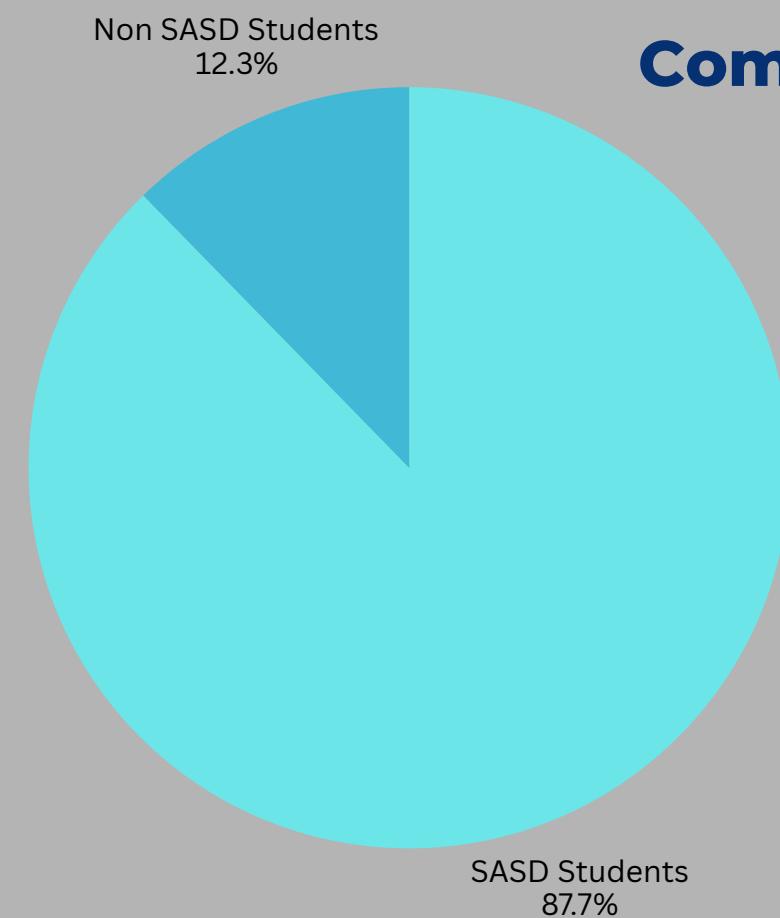
Attendance



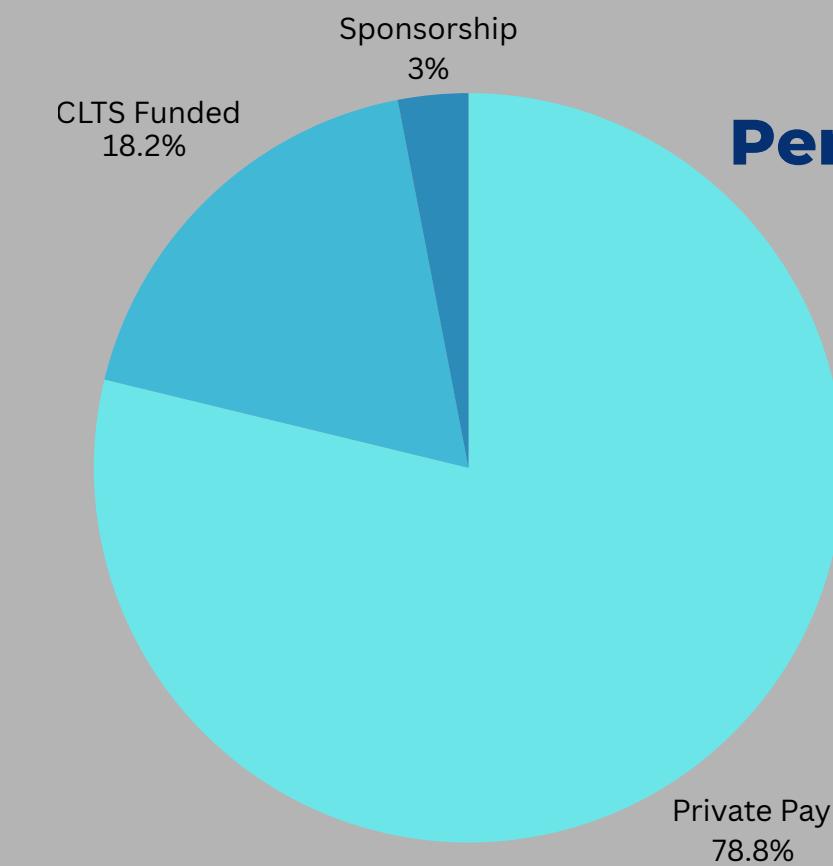
Racial Demographics



Community



Funding Sources Percentage of Children



COMMUNITY ENGAGEMENT

Taste of Stoughton

Taste of Stoughton is exactly what it sounds like! A yearly festival designed to showcase local food vendors and businesses.



Lifting a Latte

Hosted by the Stoughton Chamber of Commerce, this event provided an opportunity for us to showcase women and girls strengths in our community.



Syttende Mai Parade

The annual Syttende Mai Festival is a Stoughton Tradition, with craft fairs, strength events and many community participants.



National Night Out

Hosted by the Stoughton Police Department, this event raises awareness and familiarity with the many aspects of police work and involvement in our community.



SPONSORSHIPS AWARDED IN FY 2025

15 Sponsored Children



\$11,076.50
Sponsored
Tuition

One parent of a sponsored child shared that their sponsorship “fills my heart with so much joy. I can’t believe how much you guys have done for us and I know he loves going there so much. It’s his favorite place to be and I’m so glad he has this opportunity to grow there.”



TESTIMONIALS

What parents and caregivers of Imagine Academy children are saying...

CONFIDENCE

As the parent of a child with big behaviors, IA has allowed my family to breathe. We can send our child to IA and know whatever types of challenges she'll face, the team will support her and guide her through it.

STRENGTH

The program gives me peace of mind as I know my child is safe and doing activities that help him grow and get stronger inside and out.

FRIENDSHIPS

Imagine Academy is the best fit for all kids by teaching every one of them the importance of being kind and inclusive to every child regardless of their disabilities, home situations, character traits, intelligence, and athleticism. These life lessons are training them to develop into loving and caring adults.



BOARD OF DIRECTORS

EXECUTIVE OFFICERS

James Brooks

Sarah Ames

Kristine Horabik

GOVERNANCE COMMITTEE

Erica Christiansen

Shawn Elmer

James Brooks

Sarah Ames

Amanda-Jo Barriga

BOARD MEMBERS

Joseph Irving

Elizabeth Barton

Alicia Speth

SPONSORSHIP COMMITTEE

Kristine Horabik

Darcy Christian

Amy Elmer

Joseph Irving

THANK YOU!



CONCLUSION

As we close this year's annual report, we want to express our deepest gratitude to everyone who makes our mission possible—our staff, volunteers, donors, community partners, friends and board members. Your support, dedication, and belief in our vision have transformed challenges into opportunities and ideas into impact.

This year has shown us what is possible when compassion meets commitment. Together, we have created robust events, thriving fundraisers, and fostered community connections.

Looking ahead, we are more determined than ever to build on this foundation. The coming year will bring new goals, new collaborations, and new possibilities for growth. Our focus will remain steadfast—creating opportunities to Build Confidence, Grow Strength and Foster Friendships for the children, families, and communities we serve. To everyone who has baked goods for a bake sale, played bingo or loaded a trailer of equipment - we say - THANK YOU!

Looking Forward,
Jimmy and Sarah

