

2025 ANNUAL REPORT



EXECUTIVE DIRECTOR'S LETTER

What a year this has been for FLYY. We have experienced meaningful highs and significant challenges, particularly as changes to statewide Medicaid funding created uncertainty for many of the young people and families we serve. Even in this shifting landscape, our commitment remains unwavering: to provide high-quality, relationship-centered mental health support to every young person who walks through our doors. This year made clear that strengthening partnerships and expanding fundraising efforts are essential to sustaining that mission.

Over my 14 years at FLYY, I've watched our organization evolve from a wilderness expedition program into a comprehensive community mental health provider rooted in connection, trust, and person-centered care. That evolution continued this year as we sharpened our messaging, clarified our identity, and elevated the voices of our staff, whose dedication is evident in our exceptionally low turnover rate in a high-burnout field.

A major milestone was celebrating our new office at 199 E. Badger Road with an open house that brought together community partners, families, and supporters. We also launched our first year of dedicated fundraising by adding a Development Director and expanding our network of community and funding relationships. In less than six months, we raised nearly \$30,000 in donations, grants, and in-kind support toward our \$200,000 2025-26 goal. With three successful events already completed, we are gaining momentum, visibility, and growing trust across the nonprofit community.

FLYY also expanded its presence at resource fairs and community events throughout Dane County, engaging directly with families, providers, and young people at gatherings such as the Reach Dane Block Party and Pride Night at the Zoo.

Looking ahead to 2026, we are excited to deepen collaborations, expand group offerings, grow our clinical team, and continue advocating for accessible mental health services. We aim to broaden our reach through expanded commercial insurance options and, ultimately, by opening more of our services to the broader community beyond BadgerCare/Comprehensive Community Services.



None of this work is possible without our committed staff, board, and the generous support of our partners and donors. Together, we are building a stronger, more connected future for the youth and families of Dane County.

With gratitude,

Jordan Rozeske

ABOUT FLYY

FLYY is a full-service, wraparound mental health agency dedicated to breaking down barriers so youth and young adults can access the support they deserve. We provide community-based services including case management, skill-building, therapy, psychoeducation, and family support.

OUR SERVICES

Our core community-based mental health program remains the foundation of our impact, offering consistent, relationship-centered support for youth navigating mental health challenges, identity exploration, school pressures, family stressors, and complex life experiences.

We also offer two specialized programs:

Wings offers wraparound support for young people ages 15–25 experiencing a first episode of psychosis. After more than two years in development, Wings entered a period of stability and growth this year. Through early intervention and trusted relationships, young people receive coordinated care that supports healing, stabilization, and long-term wellness from a team of diverse professionals who care deeply about their client's recovery.

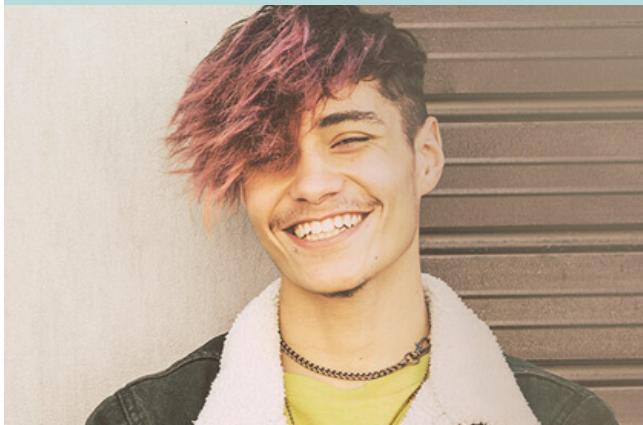
LGBTQIA+ Groups & Supports provide safe, affirming spaces for LGBTQIA+ youth, young adults, and their families to build community, explore identity, and lead with confidence. With a grant to begin programming in 2026, we are preparing to launch a new initiative with GSAFE to support LGBTQIA+ individuals.

Together, our programs meet young people with compassion, equity, and care—empowering them to lead lives of strength and possibility.



MISSION, VISION & VALUES

FLYY's MISSION is to be a leading catalyst and resource for young people and families to transform their outlook, develop coping skills, and build capacity for resilience.



FLYY's VISION is to co-create a community where participants are able to realize their full potential despite social, economic, and behavioral obstacles.

We believe growth happens through **community, patience, and strong coping skills**; through taking **personal responsibility** and **discovering new perspectives**; and through the **perseverance** that carries young people forward. **FLYY's VALUES** guide our work and shape every interaction.



COMMUNITY OUTCOMES



73% of all client goals showed measurable progress

reflecting strong outcomes across stabilization, wellness, and independence.



100% progress reported in 6 key areas

including basic needs, crisis prevention, medication support, substance use recovery, and legal stability.



91% of young people reported increased social & family connection

a key protective factor linked to improved emotional regulation, resilience, and long-term stability.

Outcomes are measured using Comprehensive Community Services data, representing 88% of the individuals and families we serve.

Behind the numbers are **198 individuals and families** who received **14,235 hours of care, connection, and support** in 2025. Together, these outcomes reflect FLYY's strength in helping youth stabilize quickly while continuing the deeper work that builds mental health, educational success, housing stability, and long-term life satisfaction.

WHO WE SERVE

RACE & ETHNICITY

FLYY serves young people from a wide range of racial and cultural backgrounds, including 69% White, 22% Black, 5% Hispanic/Latino, 3% Biracial/Multiracial, and 1% Asian. We are committed to culturally responsive care that honors each young person's lived experience.



LGBTQIA+ SUPPORT

FLYY is a trusted resource for LGBTQIA+ individuals, with 40% of the young people we serve identifying as LGBTQIA+. They come to us seeking affirming, trauma-informed mental health support—looking for safety, understanding, and a space where they can explore identity while building confidence, regulation, and hope.



COUNTYWIDE REACH

FLYY's clients came from more than 17 Dane County communities. While most lived in Madison (68%), youth and families were also served across Sun Prairie (5%), Middleton (5%), Fitchburg, (4%), McFarland (3%), and DeForest (3%), and several additional communities, reflecting strong partnerships and growing reach throughout Dane County.

WHY THIS MATTERS

Behind every percentage is a young person navigating anxiety, trauma, school pressures, identity questions, or family challenges. Understanding who we serve helps us reduce barriers to care, strengthen equity and representation, design programs that meet real community needs, and ensure every young person feels seen, supported, and empowered.

MILESTONES & RECOGNITIONS

STRENGTHENED OUR TEAM & INFRASTRUCTURE



We celebrated 15 years of serving young people and their families, reached our largest team ever with 26 staff, expanded our internship program, held an all-day strategic planning conference to prepare for upcoming years, and benefited from strong board engagement in governance and organizational strategy.

ADVANCED KEY PROGRAMS & COLLABORATIONS



WINGS transitioned from development into stable implementation and early growth. We partnered with MMSD to provide support groups, launched a new collaboration with GSAFE to create a Young Adult LGBTQIA+ Skills and Leadership Group beginning in 2026, continued clinical collaboration with Chrysalis and UW Psychiatry to strengthen and support both the Wings team and the youth we serve, and sustained our valued partnership with Safe Harbor Youth Advocacy Center.

ENGAGED & FUNDSRAISED IN THE COMMUNITY



We hosted three successful fundraising events that supported programming, strengthened FLYY as a workplace, and increased community visibility through expanded outreach and new opportunities for donor and volunteer engagement.

DEEPPENED OUR IMPACT

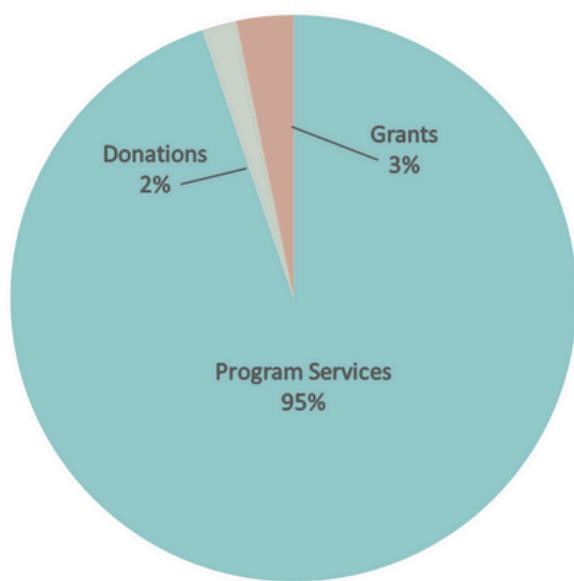


FLYY joined the Recovery Coalition of Dane County and the Mental Health Action Partnership (MHAP) council, strengthening our voice in community-wide policy, advocacy, and systems-level conversations.

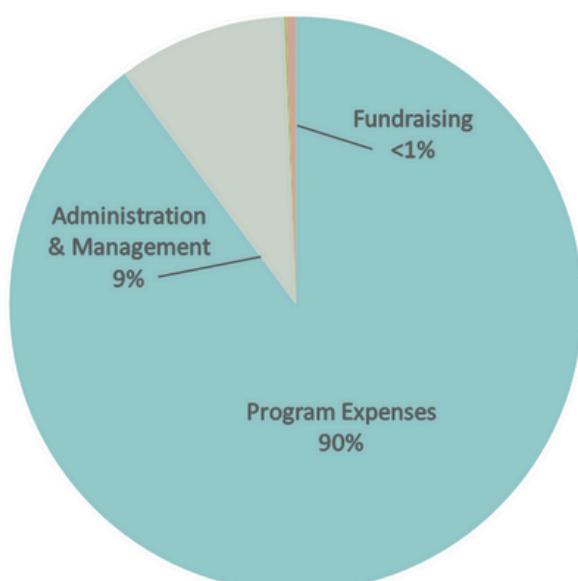
FINANCIAL OVERVIEW

We ended the year with a positive surplus of \$33,080, strengthening our ability to navigate funding uncertainty while continuing to invest in staff, partnerships, and services. Ninety percent of our expenses directly supported programming, with the largest share dedicated to Comprehensive Community Services (77%), alongside commercial insurance and private pay-funded services (4%) and programs such as Wings and crisis counseling. Our total revenue of \$1,783,540 was primarily generated through program services, with additional support from direct-pay services, individual donors, and grant partners who believe deeply in the impact of this work.

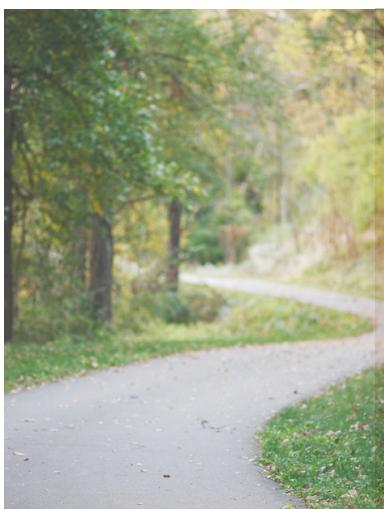
Total Income: \$1,783,540



Total Expenses: \$1,750,460



Financial figures are preliminary and will be finalized upon completion of our annual audit.



Looking ahead, fundraising will be essential to sustaining and growing FLYY's impact. As public funding becomes more limited, philanthropic support allows us to strengthen our relationship-based model and expand access to community-centered mental health care beyond Medicaid. With continued partnership, we are focused on thoughtful growth, long-term sustainability, and reaching more youth and families with the support they deserve.

DONORS & COMMUNITY SUPPORT

We extend our heartfelt thanks to every donor, volunteer, business, and community partners who supported FLYY this year. Your generosity fuels our mission and strengthens the network of care surrounding the young people and families we serve. Together, we are creating pathways to healing, resilience, and hope. A special thanks to local support from:

amtelco



FLOAT MADISON



NAVITUS



Thank You

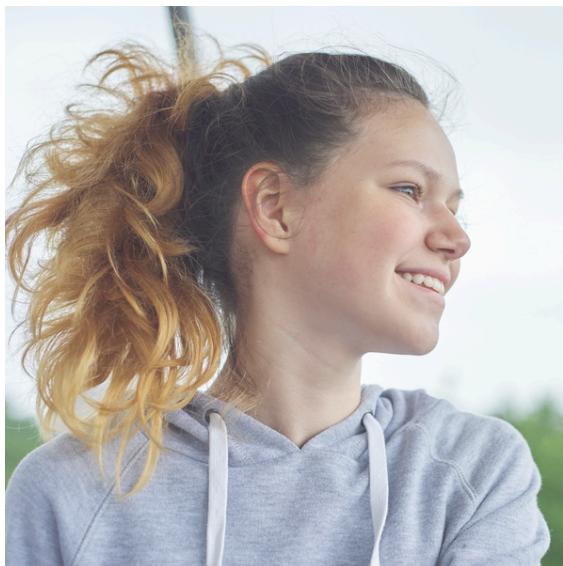
We are deeply grateful to the donors who supported FLYY this year, and we have made every effort to thank each of you personally. We would like to offer a special acknowledgment to the following individuals who have shown remarkable generosity and support.

- Jed Burk & Chuck Klein
- Amy & Ben Buscher
- Christine & David Couper
- Tom & Mary Curtin
- Kayla & Bill Gengler
- Mitch Johnson
- Deb & Randy Kruser
- Robin Matthies & Mady Greene
- Jennifer Savino & Tim Christian
- The Virnoche Family
- Candice Graf *in memory* of Jackson
- Bob & Bobbie Ruder *in honor of* Loren & Carrol Hennekens

We are also deeply grateful to the generous donors who wish to remain anonymous.

A final thank you to the friends and family of FLYY staff whose support behind the scenes strengthens our team every day.

TOGETHER, WE CAN BUILD BRIGHTER FUTURES



Join us in strengthening the futures of young people and families in Dane County. You can make a difference by donating, volunteering, attending FLYY events, and advocating for expanded mental health access in our community.

Visit www.flyy.org to donate, or contact us for more information at info@flyy.org.

LEADERSHIP TEAM

Jordan Rozeske, Executive Director

Darren Bell, Operations & Finance Director

Michelle Sweet, Development Director

Erica Lancaster, Clinical Director

Jessi Sweazy, Service Facilitation Director

Emilie Pinkovitz, Wings Program Director

Stay connected:



BOARD OF DIRECTORS

Sue Moran, President

Alyssa Nagel, Treasurer

Kendra Bishop, Secretary

STAFF

FLYY's work would not be possible without the dedication, compassion, and expertise of our full staff team. Each member plays a vital role in supporting the young people and families we serve, and their commitment to relationship-centered care is the foundation of our success. We are grateful for their creativity, resilience, and unwavering belief in the potential of every young person. To learn more about our incredible team, visit <https://flyy.org/team/> for full bios and role descriptions.