

\$1.6 million provided in YMCA

financial assistance.

participated in YMCA programs.

ensure the YMCA is open to all.

# **About Your Y**

The YMCA is a charity dedicated to building healthy communities.

We are committed to nurturing the potential of children, youth and families, promoting healthy living and fostering social responsibility within the community.

In Niagara, the YMCA has a positive impact on the health of over 92,000 people of all backgrounds, ability and stages of life across the region. Operating from 112 sites across Niagara, the YMCA offers Health & Fitness, Community Initiatives, Child Care, Day Camp and Employment & Newcomer Services supported by 840 volunteers annually.

> Our focus on inclusiveness and accessibility means we serve people of all ages, backgrounds and abilities through all stages of life. Through the YMCA Strong Kids campaign, the YMCA is accessible to all.

Percentage of YMCA members linked as a family.

At the YMCA, financial circumstance is never a barrier to participation.

financial assistance.

48% of YMCA participants are under the age of 18.

The YMCA is a nationally recognized charity that has been serving Niagara for over 154 years.

The YMCA operates from 112 sites across Niagara.

The YMCA employs 1,496 people in Niagara annually.

in Child Care, Day Camp, Before and After School Care, Community **Drop-Ins and recreation** programs.

## A Message To Our Community

Dear Friends,

While this past year has been one that included the opening of a new Y and leadership transitions, we have continued to focus on advancing the YMCA Strategic Plan and the Mission of our YMCA.

Based on three key strategies, the following highlights our achievements this year:

#### **Deepening Our Impact**

Today we serve 92,000 men, women and children across 112 sites in Niagara, and have deepened our impact within the communities we serve.

Our Niagara West YMCA serving Grimsby, Lincoln and West Lincoln experienced its first full year of operation and peaked at 7,500 members. As the Centre with the highest percentage of families at 78%, it means nearly 8 of every 10 members have joined as part of a family unit. We truly "strengthen families".

Since February, we have welcomed over 2,200 members who joined the **Port** Colborne YMCA, representing over 12% of the City's population. This innovative City/YMCA partnership positions the YMCA to provide service within a smaller population base and represents a growing trend between YMCAs and municipalities across Canada.

Outreach to new Canadians also saw growth through the opening of two YMCA Newcomer Resource & **Information Centres** and expansion of Language Assessment services for Niagara.

### **Fostering Organizational** Sustainability and Capacity

**Impact Research** is being piloted in 2 Youth Action School sites, as part of a YMCA Canada initiative with 12 Canadian YMCAs. Leveraging work launched by the Kitchener, Waterloo, Cambridge YMCA, this research will help us demonstrate the impact of YMCA After School Programs on kids' academic, social, physical and emotional wellbeing.

To ensure our 20 year old St. Catharines Walker Family YMCA remains in 'as new' condition, we are investing \$1.2M towards updating this wonderful community asset. This Facility Redevelopment will see Heating/Ventilation and Air Conditioning systems replaced providing greater energy efficiency, along with other initiatives aimed at enhancing accessibility and member service. This project is partially supported by a matching federal government grant through the Community Infrastructure Improvement Fund, awarded in 2013.

This past year, we have **Strengthened** Leadership with the conclusion of a successful CEO search and senior staff restructuring to support our strategic plan. In addition, our YMCA has focused on governance related to enhancing our engagement with YMCA stakeholders.

#### **Live Our Brand**

YMCA Branding has been a focus of all Canadian YMCAs through Plan Y, the Canadian Y's Strategic Plan. Locally, we have conducted a Niagara communication audit along with investment in "Cause Marketing" research and the development of a common YMCA web platform across Canada.

Knowing that branding is more than just "a logo", we understand our brand resides in the heart and minds of the people we serve, and is a result of how we present ourselves, the words we choose, how we behave as leaders each and every day.

With a strong team of committed volunteer Board leaders and senior staff, we will collectively move our YMCA Mission forward in a values based, strategic way.



## V

# Nicole Brady's future is bright.

Starting at the YMCA when she was just 6 months old and continuing through childhood, Nicole was involved with, and participated in just about every program the YMCA had to offer.

"I honestly can't remember a time when I wasn't involved with the Y," smiles Nicole, whose mother Lauri has worked at the YMCA for the past 28 years.

Growing up, Nicole was involved with swim lessons, child care, youth programs, and day camp.

"I feel like I actually grew up at the YMCA and it shaped who I am," says Nicole. "The values of the Y are my values, and my family's values".

Nicole fondly remembers the influence YMCA leaders had on her when she was young. "They always encouraged your potential; I had great role models who believed in me and helped me to develop. They encouraged me to do my very best."

As a teen, Nicole began working at the YMCA as a Summer Camp Counsellor. In the years that followed she became a Head Counsellor, and later a Camp Site Supervisor. During her time as an employee of the YMCA, Nicole has also worked in many of the same programs she participated in as a kid.

And as much as she enjoys working for the YMCA, it's a job she takes very seriously. "The Y has given me so much that I want to give back: how people shaped me; I want to help shape others".

Working in a number of YMCA programs for disadvantaged youth, Nicole has had many opportunities to encourage the potential in others. "The Y encourages kids to be themselves and gives them an opportunity to shine", says Nicole, "I could see the impact I was having, and the difference I was making working with youth".

Currently in teachers college at Brock University, Nicole plans to pursue a career in teaching.

"The skills I've learned at the Y have built a solid foundation for my future".

"The Y encourages kids to be themselves and gives them an opportunity to shine."



12,439

Number of visits to Employment and Newcomer Information Centres to access resources and information.

6,210
Number of people who participated in YMCA

Service programs.

1,165
Number of Job seekers
who received personal
job coaching and
support.

129

Number of young people who participated in Leader Corps programs that encourage community service and leadership.

# **Potential for growth**

#### We believe our people are our strength.

As one of the largest employers of young people in Niagara, we engage and inspire our people to contribute meaningfully to their communities.

Personal growth and development is encouraged at the YMCA as our staff help deliver the YMCA experience and build relationships that help people learn, grow and thrive.

Through our Employment Services program, the YMCA helps people from all walks of life to access employment, explore new career paths and develop job and entrepreneurial skills.

When you work with the Y, you can make a difference that helps individuals and your community to succeed.

606
Number of individual hired by the YMCA in the last year.

Number of employers who received support with their human resource needs.

The YMCA is the largest single provider of employment opportunities for young people in Niagara.

Close to 60% of current YMCA employees are under the age of 30.

87% of people who participated in YMCA Employment programs were successful in securing employment or in obtaining education/training to advance their employment.

98% of people surveyed who participated in YMCA Employment Programs stated they were very satisfied with the service they received.

d you know

# **2million**

Number of hours of nurturing care delivered by YMCA Staff in our licensed child care programs.

1.7 million

Number of times members accessed YMCA Health & Fitness Centres at six locations throughout Niagara. 57,160

Number of members who participated at the YMCA to improve their overall health.

37,364

worked out, took fitness classes and played basketball at the YMCA.

# Potential for every family

We believe the YMCA is a place where families can feel like they belong.

That matters, because when you feel connected and accepted, you become stronger and healthier.

At the YMCA we provide the skills, encouragement and social connections that families need to fulfill their potential through our Health and Fitness, Aquatics, Child Care and Day Camp programs.

5,369
Number of families that participate at the Y.

As a member of the YMCA, you will be welcomed as part of an inclusive and diverse group of people regardless of your background or your financial situation.

We are open to all.

Number o

participated in YMCA swim
programs. These programs teach
children to be safe in and
around water and enhance
their confidence and
self-esteem.

The YMCA is the largest single provider of recreation services to children, youth and families in Niagara.

The YMCA is the largest single provider of licensed Child Care in Niagara.

YMCA operated Ontario Early Years Centres in St. Catharines and Thorold recorded 53,843 visits made by parents, caregivers, and their children last year.

The YMCA is the largest single provider of aquatic programs and services in Niagara.

# Sue Smith inspires others.

Ten years ago, Sue was a single mom on her own with five kids and found that she was becoming increasingly concerned about her health. "I turned to the Y", says Sue "because it was family friendly and affordable".

Today, Sue has remarried and their blended family has grown to include 9 children.

With a large family and busy lifestyle, the YMCA wasn't always a top priority. This changed however, with the opening of the new Port Colborne YMCA last February. Sue saw this as a great opportunity for herself and her family to become reacquainted with the YMCA.

"My husband and I felt we needed to start making better choices for ourselves and for our kids," explained Sue, adding "we felt we owed it to our kids to act as role models and lead healthy, active lives."

Since joining the Port Colborne YMCA, Sue and her family have become regulars, often swimming as a family on weekends.

"We really value our family time at the Y," says Sue. "The YMCA has enabled us to become part of a greater community. It's broadened our horizons and enabled us to meet new people.

We now feel more connected to the community as a whole."

As much as her family has benefitted from the new facilities, Sue has undergone the greatest change.

Since joining the YMCA, Sue has lost 80 lbs.

"Involvement with the Y makes me a better person and has given me a real confidence boost," says Sue. "Now I have more strength and energy to play with the kids."

Sue credits her success to healthy eating, exercise, and personal commitment, but acknowledges that she couldn't have done it alone.

"The support at the Y is tremendous. The staff at the Y make us feel safe, secure and cared for and we count them among our friends."

Eager to get involved herself, Sue has registered for the YMCA Fitness Instructor Course with plans to become a volunteer Fitness Instructor.

"It's the people at the Y that make it what it is. The Y is a special place to be."

"The Y is a great place, with so many options for families."





### Y

# Erica Warkentin loves her community.

Erica has been a volunteer at the YMCA for close to 25 years, and still fondly remembers Sunday swims as a child with her family at the Fourth Ave YMCA in Niagara Falls.

"I grew up at the Y," says Erica, recalling swimming lessons and gymnastics when she was young." As an adult, I joined the Queen Street YMCA and began to volunteer by teaching fitness classes."

When she had a family of her own, Erica made sure they were exposed to the YMCA while continuing to volunteer regularly.

"I brought my kids to the Play Centre and exposed them to the Y so they could benefit from the Y and what it had to offer," says Erica.

Through good times and bad, Erica was always able to count on the YMCA for support."In my own circumstance, there were always people encouraging and supporting me," says Erica."With their help, I was able to gain a strong sense of self-esteem and self-confidence."

Because of close relationships formed at the YMCA, Erica now feels "comfortable, safe and accepted", and always looks for opportunities to "pay it forward."

"My Y is a welcoming community."

Erica Warkentin Volunteer, Walker Family YMCA Today, Erica has plenty of opportunities to "pay it forward" as a volunteer with the F.U.E.L. program. In partnership with the Regional Municipality of Niagara, "Females Using Energy for Life" or F.U.E.L is an after school physical activity program for girls only. The program combines non-competitive activities with opportunities to meet new people and learn more about how to live a healthy lifestyle. "The F.U.E.L. program expands girls' horizons; it opens up opportunities and teaches them what is possible," explains Erica. "We encourage them and support them; we help them believe in their own potential."

Erica sees the YMCA as a special community built on strong relationships and is grateful to play such an influential role in helping others.

"It's the people here at the Y that really make the difference."

Thanks to people like Erica, we couldn't agree more.



39,867

Number of hours provided by 840 YMCA volunteers.

38,209

Number of times youth accessed YMCA Community Initiatives at their local YMCA, at their school, or in their neighbourhood.

19,796

Number of children and youth who became active at the YMCA YMCA programs encourage physical activity-a major factor in fighting childhood obesity.

# Potential for our community

We believe investing in our community, often with partners, makes it a better place to live.

The YMCA nurtures the potential of children and youth within our community by role modeling positive values, encouraging positive choices and by responding to the unique needs of every community.

We realize we can't do it alone. Each year, the YMCA partners with hundreds of different organizations and individuals to enhance the lives of over 92,000 people across Niagara.

The YMCA is a safe, welcoming place in our community where we nurture children to reach their full potential.

3,387

Number of children and youth that participated in YMCA Day Camp programs. Day Camp encourages independence and provides children and youth with positive adult role models.

2,497

Number of children who found support, physical activity and friends through before and after school YMCA programs.

12

Number of different languages spoken at our Newcomer Information Centre, so that families may be served in their first language.

With help from the YMCA and in partnership with the Regional Municipality of Niagara, 1,932 children from low income families were placed in over 2,099 programs offered through the ProKids Program, from September 2012 to August 2013.

This year, YMCA operated Ontario Early Years Centres provided close to 1,000 referrals to additional community services which support child and parent development.

YMCA Day Camps offered 36 programs at 14 locations across Niagara.

The YMCA helped 4,525 Newcomers start a new life in Canada.

\$360,206
Number of dollars collected

Number of dollars collected and pledged through the YMCA Strong Kids Campaign. \$89,627

Amount of financial support provided to allow 786 kids to experience camp who could otherwise not afford the opportunity.

Number of children that participated in YMCA programs through financial assistance support.

# Potential for giving back

We believe that everyone has the potential to give something of themselves in an effort to build a stronger Niagara.

By giving your time and talent as a volunteer, or through a financial contribution as a donor, your gift will help people of all ages and from all walks of life lead healthier, happier and more productive lives regardless of their background or financial situation. YMCA programs and services are vital because healthy kids grow into healthy adults who make up healthy communities.

Number of Heritage Club members who committed a planned legacy gift to the YMCA Endowment Fund.

Today, close to 9,500 children and youth receive assistance so that they may participate in YMCA programs and services at 112 locations across Niagara. But with as many as we are able to assist, there are also so many more who could use our help.

By donating to the YMCA, you can help strengthen your community.

Number of individuals and organizations that gave a charitable gift to the YMCA.

410

Number of Capital Campaign donors whose ongoing commitment helps to build a stronger community.

213 Teens and young adults in YMCA Leadership Programs gave back to their communities through volunteer and service learning initiatives.

One person out of every four receives financial assistance from the YMCA so they may join as a member.

The YMCA is the largest single provider of programs and services to older adults.

The YMCA is the largest single provider of volunteer development opportunities in Niagara.

# Sandra & Bill Peters believe in their YMCA

When the YMCA opened in West Niagara, Sandra and her husband Bill hurried to join the Niagara West YMCA. "I felt like I was coming home," explains Sandra having belonged to the Burlington YMCA as a teen.

"I had been putting my own fitness and health on the back burner and decided that now is the time to become active again. The Y is a safe and welcoming haven that opens its doors to everyone and encourages the best in all of us."

As a professor of exercise physiology in the department of Kinesiology at Brock University, Sandra knows first-hand the importance of exercise on overall health at all ages. And while enjoying her weekly fitness class, Sandra feels good knowing that she has contributed to the health and well-being of others in her community.

"It was important for us to take part in bringing the YMCA to the community, but it was equally as important to support the Y and its mission of being open to all."

Sandra and her husband Bill felt good about making a contribution to the YMCA's Strong Kids Campaign.

Ongoing annual support is critical to ensuring all children have equal opportunity to participate in programs and services offered through the YMCA.

The Strong Kids campaign allows the YMCA to deliver on its promise of inclusiveness.

"We have been so impressed with what we see when we're at the Y, watching it become a positive force in our community," explains Sandra noting that "everyone who enters the Y feels valued and welcomed – knowing that they are taking positive steps towards better health."

Sandra and Bill enjoy watching the activity at the YMCA and the opportunities it offers young families, children, youth and teens in the community.

"This Y would have made a huge difference in my life when my three boys were young, as I often felt very house-bound, inactive and isolated. As we begin to enjoy our improved health, we are glad to help give children in need the opportunity to benefit from the YMCA."



"We can't think of a more important place to support than the YMCA."

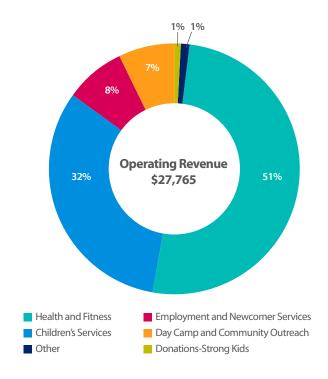
Sandra & Bill Peters Donors, Members, Niagara West YMCA

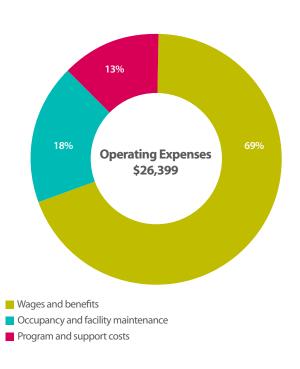
## **Community Leadership**

### **YMCA of Niagara Financial Highlights**

#### **Year Ended August 31, 2013**

Year Ended August 31, 2013		
	2013	2012
	(000's)	(000's)
	\$	\$
Statement of Financial Position	,	,
Assets		
Current assets	2,725	2,515
Cash restricted for capital development <sup>1</sup>	800	
casi i estricted for capital development	3,525	2,515
Investments	1,439	1,412
Capital campaign pledges receivable	1,744	2,382
Capital assets	40,388	42,366
	47,096	48,675
Liabilities		
Current liabilities	2,733	2,876
Current portion of long-term debt	700	700
, ,	3,433	3,576
Long-term debt	2,941	2,567
Deferred capital contributions	23,227	24,118
Deferred capital contributions	29,601	30,261
	27,001	30,201
Fund Balances		
Endowment fund	2,703	2,625
Capital fund <sup>1</sup>	800	-
General fund and other	13,992	15,789
	17,495	18,414
	47,096	48,675
Statement Of Operations		
Revenue		
Programs & services	28,722	27,388
Donations - Strong Kids	360	330
Other	281	262
	29,363	27,980
Financial assistance	(1,598)	(1,426)
	27,765	26,554
Evenence		
Expenses	10 102	16.606
Wages and benefits	18,103	16,606
Occupancy and facility maintenance	4,806	4,615
Program and support costs	3,490	3,617
	26,399	24,838
Excess of revenue over expenses before net		
amortization and loss on disposal of capital <sup>2</sup>	1,366	1,716
Amortization of deferred capital contributions	1,365	1,162
Amortization of capital assets	(3,450)	(3,149)
Loss on disposal of capital assets	(278)	-
Excess of revenues over expenses	(997)	(271)





- ¹ The Capital Fund is an internally restricted fund, established by the Board of Directors for the purpose of reserving cash for significant capital projects. The current fund balance is \$800,000, and will be utilized for the refurbishment of the Walker Family YMCA during the upcoming year.
- <sup>2</sup> In keeping with the charitable purpose of the YMCA, the Board of Directors has determined that the excess of revenue over expenses will be re-invested in the Capital Development and Strategic Plan of the Association.

The report includes selected financial information extracted from statements audited by KPMG. Complete financial statements are available upon request.

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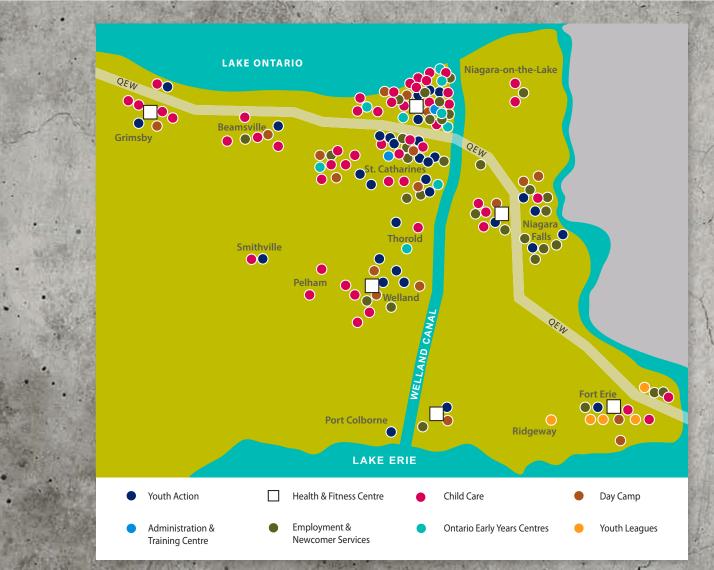
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#### **Chair's Round Table Platinum** (\$5,000 & up)

**BHH Benefits** 

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Algoma Central Corporation Anonymous (2) B & J Catering II **Brian Bratt & Family** Commercial Cleaning Services Mario Ferrara & Annabel Kennedy Flexo Products Limited James & Ruth Fraser Coby Hawkins Steve Hudson & Kristy

McKitrick

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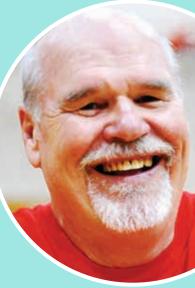
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