



**YMCA of
Central East Ontario**



Report to the Community 2013

Building healthy communities

Charitable Registration #11909 1882 RR0001



A Message from the Chairman of the Board of Directors and the President & Chief Executive Officer

The YMCA of Central East Ontario has only been in operation for less than two years. However, the two organizations that merged, the YMCA of Belleville & Quinte and the YMCA of Peterborough have over 154 years of service to our communities – serving youth, adults and families – responding to both individual and community needs.

In 2013, this commitment to mission and to the community continues to remain at the forefront of the YMCA's mission and action. In 2013, the volunteer Board of Directors confirmed the new organization's "Strategic Plan 2013-2016". After more than a year of extensive community consultation, meetings with volunteers, donors and staff, review of current and future community trends, the final Strategic Plan was formalized.

The Mission, or "raison d'être" – our "reason to be" was defined in our new Mission Statement: "The YMCA of Central East Ontario is a charity dedicated to strengthening the foundations of community." We are committed to this important mandate by nurturing the potential of children, teens and young adults; by promoting healthy lifestyles; by fostering social responsibility; and finally, by delivering lasting social change. The YMCA will be recognized as a leader and valued partner in the development of healthy communities.

Our Strategic Plan calls for action to strengthen our impact within our region. We will actively expand our network by developing community partnerships and enhanced collaboration for the betterment of our communities. We will look to significant expansion into areas and communities currently not served by the YMCA. We will focus on the need to improve the health of children, youth and young adults.

We will increase our capacity by investing in our people and by leveraging YMCA federation initiatives. We will develop a strategy to modernize and upgrade our current facilities, including a strategy for the next evolution of our Belleville Branch.

Our Plan calls for us to strengthen our position as a charity and to increase our capacity for philanthropy. We will actively support our YMCA Brand Strategy. We will extend our reach both locally and globally. Our action will include developing a broader range of youth serving programs – both inside and outside of our traditional facilities. We will deepen our YMCA's global leadership and global partnerships, including our relationship with the YMCA of Nicaragua.

These are exciting times. They are also challenging times. We see our regional and provincial unemployment rates as the highest in the country. Our communities are facing overweight and obesity rates higher than the provincial averages. Only 12% of Canadian children are meeting Canada's physical activity guidelines of 90 minutes a day. Mental health issues continue to grow. Our communities are expected to grow by 17% within the next 10 years. This growth will bring expanded needs and unmet challenges.

In the face of this, we have hope for the future and intrinsically know that a strong sense of community strengthens all of us. Our YMCA has a role in strengthening the foundations of our communities.



R.J. (Bob) Gallagher & John MacDonald

YMCA Board of Directors

John MacDonald
Chair

Executive Coordinator,
Physician Recruitment
GPAEDC

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Past President,
Balsillie Family Branch

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Electrolab Training Systems Ltd.

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KNC Restaurants Inc.
McDonald's Trenton

Sharon Shortt
Owner/Broker
EXIT Realty Group

YMCA Management Team

R.J.(Bob) Gallagher M.P.A.
President & Chief Executive Officer

David Allen
Vice President, Operations

Michele Nicholls
General Manager
Association Services

Ron Riddell
General Manager
City of Quinte West Branch

Kelly Wislon
General Manager
Balsillie Family Branch

Mission

The YMCA of Central East Ontario is a charity dedicated to strengthening the foundations of community.

Making a Difference – The Ellsworth Family

In early 2012, Vayia and I were blessed with the birth of our son, Preston. When Vayia returned to work after maternity leave, we arranged to have Vayia's mother take care of Preston during the day while we were at work. Our plan was to enrol Preston three days a week in a daycare program once he reached a year old as we thought it would be good for his development to be around other children.

I am not from the area and, although Vayia grew up in Picton, she had been away for many years attending school and working in the United States. We began looking at licensed daycares since we personally knew no one running a private daycare and we were not comfortable leaving Preston with someone we did not know.

We did our homework, talked to people, made appointments and toured many daycares in the Belleville area. We had almost given up hope when we toured the daycare at the YMCA with Brandi, the head of the Toddler Program. We fell in love with it immediately. The Toddler and Preschool rooms are large, clean and bright, the outdoor yard is huge and we were very impressed with the YMCA's Play to Learn Curriculum for child development.

Preston has now been enrolled in the daycare program at the YMCA for one year and we are just as thrilled about it as the day we first toured the YMCA. We have come to know the staff and they are top notch educators, and wonderful, caring people. The staff volunteers their time to run events such as summer barbecues and the YMCA's Halloween Party. Preston is excited on the mornings he goes to "school" and often talks to us about his teachers and friends.

The YMCA is truly a gem and we are blessed to have this organization in our community.

Stephen and Vayia Ellsworth

Our Impact

Our YMCA is committed to strengthening the foundations of community by:

- nurturing the potential of children, teens and young adults
- promoting healthy lifestyles
- fostering social responsibility; and
- delivering lasting personal and social change



Our Values

Caring

We commit to building relationships and demonstrate compassion towards others.

Several mornings a week at the YMCA of Central East Ontario, there is a group of people seated in the lobby enjoying a coffee and a chat after their exercise. After using the treadmills or the track, there are some who go on to do Aquafit, but they always make time afterwards to enjoy coffee and share their stories. This particular group of Aquafit folks like to celebrate the holidays, so they wear Easter Bonnets in April, Santa hats at Christmas and lots of green for St. Patrick's Day.

We asked them to tell us why they like the YMCA. Here are some of their answers:

"I like the socialization, I like to play with my friends."

"The exercise is good and the social life is better."

"There are all kinds of fun things to do at the Y."

Mary Sweet, Roseanne Smith and George Heacock.

A total of \$1,311,993 in financial assistance and subsidy was accessed through the YMCA



Honesty

We practice and promote integrity and trustworthiness.



Respect

We treat all persons with dignity and acceptance.

Responsibility

We keep our promise and do what we believe is right.

More than 2,265 children and youth received financial assistance for YMCA Membership and Programs

Lucian began swimming at the YMCA when he was an infant. Last year, he and his older brother began comparing stories at the end of their lessons to determine who the better swimmer was. As Jake was older, he passed the Dolphin level sooner than Lucian. Rather than seeing this as an obstacle, Lucian took it as a challenge.

Since the beginning of the school year, he has thrown himself into swimming and is especially enthusiastic about his new teacher, Erik. I was emptying his backpack and pulled out a picture he had created at school. When I asked him about it, he explained that he had drawn his "new years res-lution, mom". "That's me" he said, pointing at the figure in the pool. "I'm going to swim farther. I'm going to show my teacher that I CAN do it!"

We have been part of the YMCA since 2006 and I think that sometimes I focus on the impact the YMCA has on other families so much that I forget the impact it is having on my own.

The staff in Aquatics have my deepest thanks for keeping my child safe and for fostering his love for swimming. I know my boys are learning more than swimming when they're at the YMCA; staff are nurturing their potential, providing them with opportunities and challenges to succeed.

The YMCA is a great place to grow up in.

Submitted by Lucian and Jake's mom.

Inclusiveness

We welcome and foster a sense of belonging for all.

\$823,577 in financial assistance was provided to children, youth, adults and families to access YMCA Membership and Recreation Programs



Our Vision

Our YMCA will be a recognized leader and valued partner in the development of healthy communities.



More than 2,338 adults received financial assistance for YMCA Membership and Programs

\$488,416 in financial assistance was accessed through the YMCA for Child Care and Before & After School Programs

3,480 financially assisted camp days were provided to children and youth in our communities

192 children received subsidy to access YMCA Child Care



Belleville Branch Renovations

In 2012-13, we invested more than \$1 million in our Belleville facility with upgrades to our Gymnasium, KidsKare, Membership Services, Locker Room and change facilities and building infrastructure. We thank our government partner, The Government of Canada, for their support through the Community Infrastructure Fund (CIIF) whose assistance allowed our YMCA to proceed with our improvement plan.



International Program

The YMCA of Central East Ontario partnered with the YMCA of Northumberland, YMCA of Brockville and YMCA of Kingston to cooperate in an international partnership with the YMCA (ACJ) in Nicaragua. The vision for this initiative is to provide support to projects in this developing country and to foster mutual learning between our organizations. We focus locally on education programs internally at our YMCA, in our community, in local schools and connecting with other groups towards improving global understanding at the YMCA and in our community.

The flagship achievement was the completion of a two year YMCA Student Exchange Program involving ten youth from our Ontario communities and ten youth from Nicaragua. Deirdre Cleveland from Quinte West and Jordan Wilson from Peterborough represented our Association and participated in sharing and learning that included travel to Nicaragua, home-stays, community projects, environmental education and cultural presentations. The goal is to enable the youth from all participating YMCAs to become agents of change for global learning at our YMCA and in our community.

YMCA of Central East Ontario

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

YEAR ENDED DECEMBER 31, 2013

	2013	2012
Revenue		
Membership fees	\$ 4,952,331	\$ 5,151,272
Program fees	3,113,337	3,010,350
United Way	129,127	130,849
Grants and Subsidies	112,160	79,966
Donations and Fundraising	430,987	314,773
Rental and other	404,646	454,982
Amortization of deferred contributions related to capital assets	214,850	225,970
	<u>9,357,438</u>	<u>9,368,162</u>
Expenses		
Salaries, wages and benefits	5,879,486	5,634,771
Program	542,171	568,925
Administrative and support services	502,232	503,452
Building maintenance	1,252,675	1,307,536
YMCA Canada/Ontario allocations	119,657	119,634
Amortization of tangible capital assets	527,584	602,465
Amortization of intangible capital assets	4,866	5,303
Interest on long-term debt	242,085	249,546
	<u>9,070,756</u>	<u>8,991,632</u>
Excess of Revenue over Expenses	286,682	376,530
Net Assets - beginning of year	4,277,531	3,901,001
Net Assets - end of year	<u>\$ 4,564,213</u>	<u>\$ 4,277,531</u>



YMCA of Central East Ontario

STATEMENT OF FINANCIAL POSITION

YEAR ENDED DECEMBER 31, 2013

	2013	2012
Assets		
Current Assets		
Cash	\$ 406,324	\$ 43,052
Short-term investments	3,989,662	3,989,187
Accounts receivable	207,504	198,709
Prepaid expenses	14,254	32,227
	<u>4,617,744</u>	<u>4,263,175</u>
Tangible Capital Assets	11,766,810	11,960,498
Intangible Capital Assets	5,403	9,892
	<u>\$ 16,389,957</u>	<u>\$ 16,233,565</u>
Liabilities and Net Assets		
Current Liabilities		
Accounts payable and accrued liabilities	\$ 524,419	\$ 452,957
Government remittances payable	125,501	52,690
Deferred revenue	171,350	177,733
Current portion of long-term debt	155,000	148,000
	<u>976,270</u>	<u>831,380</u>
Long-Term Debt	4,518,000	4,673,000
Deferred Contributions Related to Capital Assets	6,331,474	6,451,654
	<u>11,825,744</u>	<u>11,956,034</u>
Net Assets		
Invested in tangible and intangible capital assets - internally restricted	767,739	697,736
Unrestricted	3,796,474	3,579,795
	<u>4,564,213</u>	<u>4,277,531</u>
	<u>\$ 16,389,957</u>	<u>\$ 16,233,565</u>

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