



YMCA of Central East Ontario



Report to the Community 2014

Building healthy communities

Charitable Registration #11909 1882 RR0001

May 2015

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

In our most recent Strategic Plan, we reference that our Mission is to be a charity that is dedicated to strengthening the foundations of community. We speak of our Vision as being a recognized leader and valued partner in the development of healthy communities. Each and every day, within our region, we strive to achieve these outcomes.

We have worked on expanding YMCA programs and services into rural communities. We have held discussions, signed agreements, and partnered with others to ensure that more citizens, in more communities in our region, have access to YMCA programs. Our primary target is youth and our mandate is to improve the health of children, youth and young adults.

We have reached out and are now partnering with more of our native communities. Our focus is supporting children and their families. We are partnering with more Boards of Education, more schools and more families. We currently offer more Before and After School programs serving more youth than ever before in our history.

We have actively expanded our network and range of partners. We are working with more community partners to provide more programs and services to their clients and members of our community. In this Annual Report, you will read of the success in our partnership with another community partner – Addictions Mental Health Services. The YMCA makes an impact on this organization and their clients. We have partnerships with many other groups as well, including Community Living. In this program, we see many clients of Community Living participating in YMCA programs and services as a part of their social, physical and mental health. Again, one more way the YMCA is involved in the wider community – for the benefit and health of our citizens.

We continue to investigate how to best serve the Belleville community from our Victoria Avenue facility. This facility has current limitations and its ability to serve the community of Belleville into the future is limited. We have engaged in conversations with the community and we will continue to do so.

We continue to work with YMCA Canada on Federation initiatives. Our belief is that the health and safety of our young people is paramount. We want our YMCA to be the safest place for children, youth and vulnerable populations and as such, we will continue to develop and strengthen our Child Protection protocol and practices.

Our YMCA has an important role in the community. This important role is magnified and multiplied by you, your neighbours and your friends. This important role is further strengthened when community organizations work together. It is further strengthened when our Municipal Government is interactive and engaging, when we are supported by our Provincial and Federal Governments. Caring for our communities is a big job and none of us are able to do it alone.



R.J. (Bob) Gallagher & Tom Phillips
President & CEO Board of Directors
Chair

YMCA Board of Directors

Tom Phillips, PhD
Chair

Adjunct Professor
Trent University

John MacDonald
Past President

Executive Coordinator,
Physician Recruitment
GPAEDC

Brad Horwood
Vice Chair and
Chair, Capital Development
Electrical Contractor
Horwood Electrical Services

Doug Bellwood
Co-Chair, Finance
Retired Accountant
Ontario Hydro

Bill Davie
Co-Chair, Finance
Vice President
Dynacast Ltd.

Doug Boden
Regional Manager
Freedom 55 Financial

Steven Brickell
Retired Clerk
City of Peterborough

Vayia Ellsworth
Lawyer
Templeman Menninga LLP

Brian Hamilton
General Manager
Curve Lake First Nation

Mary Carolyn Hart
Retired Owner/Manager
Lazer Graphics

John Joyce
Entrepreneur
AmeriSpec Inspection Services

John Mastorakos
Lawyer (Partner)
O'Flynn Weese LLP

Angie McConkey
Marketing Project Manager
Electrolab Training Systems Ltd.

David Morello
Owner/Operator
Morello's Independent Grocers

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 Wilson
General Manager
Balsillie Family Branch

Mission

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

Nathan – April 2015 – YMCA Strong Kids Story - When Do I Start?

Nathan is an energetic thirteen year old who has made a name for himself at the YMCA of Central East Ontario, Balsillie Family Branch. Whether it is working on his break-dancing drill with Conrad, his instructor; jumping in the pool and working on his strokes; or showing up to volunteer. Whenever he has the chance, Nathan is at the YMCA. Mom, Susan, couldn't be happier that he has found a place where he feels he belongs:

"Seven years ago, I was told my health was so poor that I might not live to be there for my kids. I want to be a role model for my kids and so I gave up alcohol and smoking and have been trying to take care of my emotional and physical health ever since. The old YMCA was there for me, and now, Nathan belongs to this Y. He interacts so well with the staff, he loves them and is so happy to come here for Youth Night activities." Bringing Nathan to the YMCA is another choice that she makes as a mother that feels right. "Without all those folks who donate to the YMCA Strong Kids Campaign, I could not afford to bring my son here, and I think it would make our lives more difficult."

One in 32 children in Canada has a learning disability, like Nathan. School life can be more stressful for him and can make friendships harder. The right environment can really improve kids' potential for learning, especially if they experience success in new areas. At the YMCA, Nathan feels at ease and is treated just like everyone else. "I come here and I do break dancing, play basketball, swim, come to youth nights and volunteer at camps. That's how the YMCA makes strong kids," he says, "Working out makes you strong, but also getting good at stuff helps you believe in yourself."

Mom, Susan, agrees that the YMCA helps build strong kids: "My son has some special needs and struggles of his own, but at the YMCA he meets new friends, he's helpful, polite, and feels like he can be a leader. It's a safe place for him to be himself and the staff always has an eye out for him."

When asked if he's good at stuff, he's quickly affirmative, "I am the top A swimmer in my class, Star 3. I want to stay at the YMCA and be a lifeguard after I get my Bronze Medallion and NLS, because when you can swim as well as I do, if someone was drowning, I could easily help them."

But for now, Nathan is happy to work with the younger kids, volunteering for camp programs. "Little kids really cooperate," he says. "They like your ideas and get really excited about them." Our Y staff spotted Nathan's enthusiasm for the kids and so we're going to send him to the Leadership Training Program this summer. This program will strengthen Nathan's leadership and communication skills. As Susan says, "This program will help him stay strong and give him confidence to be firm but fair. I can't afford to send Nathan to the program, so I am very thankful for the YMCA Strong Kids Campaign. I think Nathan is awesome and he's going to love it."

As for Nathan, with his usual zest for any YMCA activity, he simply wants to know "So, when do I start?"

Caring

We commit to building relationships and demonstrate compassion towards others.



Our Values

Responsibility

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

The Kids Are Too Important

Mary and Mark Hanley believe in kids. They believe that the children are our future. And they believe that they should invest in our children. "Children can't choose which family they are born into. They can't choose if they will grow up rich or poor," says Mary Hanley. The Hanleys believe in supporting the YMCA's Strong Kids Program. "Children need to grow up learning Core Values - whether or not they are taught them at home or in the school system," she says. "The YMCA Core Values of Caring, Honesty, Respect and Responsibility are the foundation to any child's healthy development." The Hanleys believe that children need the opportunity to run and play, to learn to swim and to experience character development. Children need to meet a wide range of friends. They can do that all at the YMCA, they believe. The Hanleys know the YMCA as a happy place where people are smiling and are truly dedicated to the development of children in spirit, mind and body.

Mark and Mary have been long time YMCA supporters. The business that they own, Tim Hortons, has also supported the YMCA. This year's Smile Cookie campaign raised over \$23,000 for our local YMCA. As Mary said, "We also ensure that each customer is aware of the charity that the Smile Cookie Campaign supports and in fact, it is our customers who financially support the YMCA."

Mary has also been a long term YMCA volunteer - from fundraising, to holding a seat on the volunteer Board of Directors - serving a term as Chair of the Board. "Volunteering with the YMCA is very addictive," she says. "You get a good feeling helping people, you get a good feeling helping the community." Mary says that she feels good about what the YMCA does in the community - and how the Y does it. "No one is turned away due to financial inability - the Y helps those in need." Children of all backgrounds, nationalities and family make-up, all come to the YMCA and learn the values of participating in a healthy and wholesome community.

2,521 children and youth received financial assistance for Membership and Recreation Programs at the YMCA of CEO



3,781 assisted Camp Days were provided to children and youth in our communities

523,206 hours of care were provided to **616** School Age Children in our YMCA Kids Club Before and After School Programs



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

Supporting Families in Need

About a year ago, I came to the Y to apply for financial assistance for my family so I could put my three small kids in swimming lessons. We had absolutely no extra money available and I didn't know how we would pay for the membership. I felt embarrassed when I revealed how little we could afford, but the YMCA provided us with an amazing subsidy.

I just wanted you to know how much of a difference it has made in our lives. Before joining the Y, my son fell into a pool accidentally. My husband got to him quickly, but it was scary, because at that point, none of my children could swim. My two older children, Alyssa and Micah, have been taking swimming lessons since last summer. When they started, they were scared to get their face wet. Both of them have made amazing improvements and I am constantly impressed with the instructors. My daughter's instructor is Ryley, and my son's instructor is Carrie, who is absolutely wonderful with him. She understands his anxiety about water and works with him so gently. Today she told me he did awesome in his lesson and that he was swimming on his own. Her face just lit up, she was proud as well. I really think you should know that you have amazing swim instructors who I truly trust to be with my kids.

Oh, and after coming in last year to sign up for a subsidy, my husband changed careers and is doing an apprenticeship. This means that, eventually, as he works his way up and finishes his training, we will be able to "graduate" from financial assistance so that others can benefit from it. In the meantime, it has literally changed my children's lives, and mine. Thank you.

Amanda

Respect

We treat all persons with dignity and acceptance.



4,782 children learned to swim at the YMCA of CEO in 2014

Our Vision

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

Honesty

We practice and promote integrity and trustworthiness.



431 volunteers gave more than
20,546 hours of their time to
the YMCA



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



Inclusiveness

We welcome and foster a sense of belonging for all.

Making a Difference to Vulnerable Adults

For more than 12 years, Don Thompson, a Mental Health Counsellor with the Addictions Mental Health Services Hastings Prince Edward Corporation, has been bringing a group of his clients to the YMCA every Thursday.

The program is designed to assist and help people to develop, to improve their self image and self esteem. Their physical health improves in addition to their mental health. They have a sense of belonging and the interaction improves their outlook leading to a better quality of life, and according to Don, they get that at the Y.

Day in and day out, these folks feel like they don't fit in, but when they come to the Y, they leave their stigma at the door and become part of something, a place where they do belong.

"The YMCA gives a safe and welcoming environment which is so important. The staff at the Y help them feel at ease," said Don.

Don says, "The impact is really about pride: pride in seeing the participants come to a place where they are less anxious, and feel comfortable with what they are doing." He is proud to represent his agency, Addictions Mental Health Services Hastings Prince Edward Corporation, proud of the continuous support of such a worthy program and proud of the partnership with the YMCA.

There is a sense of satisfaction of providing this service for so many years. There have been visitors from other agencies all over the region to observe the program at the Y, having heard good things about it. "The challenge is you can create a similar program model, but the real challenge would be in re-creating the atmosphere. There is a remarkable community connection with the Y, established over time and delivered by everyone at the Y", said Don.

It is the nature of the job, there are good stories and there are stories that may end sadly, but the program goes on. The improved quality of life, the sense of belonging and the welcoming feeling has led to more good success stories along the way.

It's a team effort that makes the program special: it's Don Thompson, Addictions Mental Health Services; it's the participants; and it's the YMCA of Central East Ontario; together we change lives.



2,361 adults received financial assistance for YMCA Membership and Recreation Programs

YMCA of Central East Ontario

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

YEAR ENDED DECEMBER 31, 2014

	2014	2013
Revenue		
Membership fees	\$ 5,051,463	\$ 4,952,331
Program fees	3,271,024	3,111,907
United Way	118,563	129,127
Grants and Subsidies	40,698	112,160
Donations and Fundraising	392,600	432,417
Rental and Other	401,338	404,646
Amortization of deferred contributions related to capital assets	210,444	214,850
	<u>9,486,130</u>	<u>9,357,438</u>
Expenses		
Salaries, wages and benefits	5,895,293	5,879,486
Program	553,876	542,171
Administrative and support services	517,039	502,232
Building maintenance	1,376,964	1,252,675
YMCA Canada allocations	142,249	119,657
Amortization of tangible capital assets	521,610	527,584
Amortization of intangible capital assets	4,587	4,866
Interest on long-term debt	233,485	242,085
	<u>9,245,103</u>	<u>9,070,756</u>
Excess of Revenue over Expenses	241,027	286,682
Net Assets - beginning of year	4,564,213	4,277,531
Net Assets - end of year	<u>\$ 4,805,240</u>	<u>\$ 4,564,213</u>



YMCA of Central East Ontario

STATEMENT OF FINANCIAL POSITION

DECEMBER 31, 2014

	2014	2013
Assets		
Current Assets		
Cash	\$ 119,272	\$ 406,324
Short-term investments	4,425,219	3,989,662
Accounts receivable	141,741	207,504
Prepaid expenses	21,671	14,254
	<u>4,707,903</u>	<u>4,617,744</u>
Tangible Capital Assets	11,554,724	11,766,810
Intangible Capital Assets	6,907	5,403
	<u>\$ 16,269,534</u>	<u>\$ 16,389,957</u>
Liabilities and Net Assets		
Current Liabilities		
Accounts payable and accrued liabilities	\$ 472,301	\$ 524,419
Government remittances payable	103,294	125,501
Deferred revenue	158,395	171,350
Current portion of long-term debt	163,000	155,000
	<u>896,990</u>	<u>976,270</u>
Long-Term Debt	4,355,000	4,518,000
Deferred Contributions Related to Capital Assets	<u>6,212,304</u>	<u>6,331,474</u>
	<u>11,464,294</u>	<u>11,825,744</u>
Net Assets		
Invested in tangible and intangible capital assets - internally restricted	831,328	767,739
Internally restricted - debt repayment and capital development reserve	2,543,077	-
Unrestricted	<u>1,430,835</u>	<u>3,796,474</u>
	<u>4,805,240</u>	<u>4,564,213</u>
	<u>\$ 16,269,534</u>	<u>\$ 16,389,957</u>

Note - from financial statements audited by Welch LLP

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