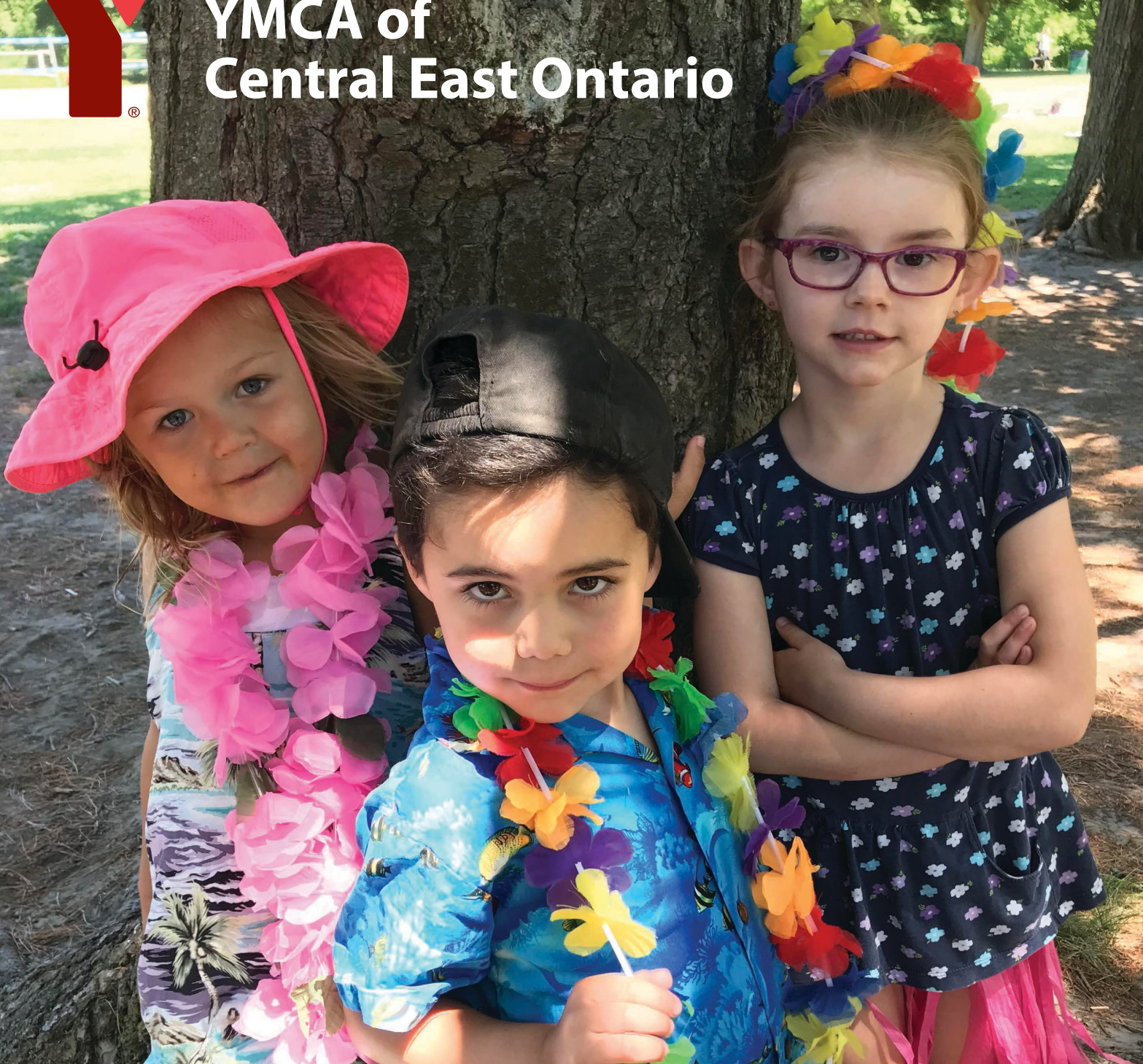




YMCA of
Central East Ontario



Community Impact

2018 REPORT

Registered Charity # 11909 1882 RR0001

Building healthy communities



Mission

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

YMCA Board of Directors

John Mastorakos

Chair
Lawyer (Partner)
O'Flynn Weese LLP

Tom Phillips, PhD

Past Chair
Vice President
Academic Experience
Fleming College

Vayia Ellsworth

Vice Chair
Lawyer (Partner)
Templeman Menninga LLP

Doug Boden

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Financial Advisor
Curry Financial

Brad Horwood

Electrical Contractor
Horwood Electrical Services

Steven Brickell

Retired Clerk
City of Peterborough

Emily Downie

Senior Associate
Scotia McLeod

Brian Hamilton

Finance Manager
Curve Lake First Nation

Sandy Hope

Owner/Bookkeeper
File-Rite Bookkeeping &
Income Tax Service

David Morello

Owner/Operator
Morello's Independent Grocers

Grant Seabrooke

Past CEO, Machine Dynamics Ltd.
Strategic Advisory Board,
Rainmaker Worldwide

Sharon Shortt

Owner/Broker
EXIT Realty Group

YMCA Management Team

David Allen

President &
Chief Executive Officer

Michele Nicholls

Vice President
Association Services

Ron Riddell

Regional General Manager
Quinte Region

Amanda Smith

General Manager
Belleville Branch

Kelly Wilson

General Manager
Balsillie Family Branch

Building A Healthy Community Starts With You

A Message from the Chair of the Board of Directors and the President and CEO

The YMCA of Central East Ontario is committed to being a vital leader supporting growth in spirit, mind and body. Our vision is building strong kids, healthy families and inclusive communities.

In 2018, we conducted community consultations and interviews with our staff, our volunteers, our donors and friends, as well as, many leaders within the communities that we serve. In the Fall of 2018, a Strategic Planning Retreat was held with our Board of Directors and Senior Leadership Staff Team. The Retreat was an opportunity to review and discuss what we learned from our consultation process and prepare a Strategic Plan for our organization over the next five years.

During this process, we identified five key enablers to our success: Innovation, People, Partnerships, Philanthropy and Brand. These enablers are critical table stakes which are foundational to the success of our strategic priorities. We also discussed our Strategic Priorities - our pathway to service to our communities – and during our weekend planning session, we established three key Priorities: Expansion & Growth, Leadership and Meaningful Experiences.

Going forward, we will look beyond our current services, to identify communities where we can have an impact and make a difference, reach beyond to surrounding areas where we will look to enhance our offerings, and provide more space and opportunities for the community to engage with the YMCA.

People are at the forefront of our organization. We will create an environment of opportunity, empowerment and accountability for staff and volunteers. We will lead internally and externally, creating leadership opportunities within our organization, regionally with our colleagues, and across the Federation. Our communities will be enriched by the people who work with us to provide our programs and services.

Our goal is to create experiences that are meaningful to our members, volunteers, staff, donors and community. This will be at the heart of our YMCA culture and commitment. Through continuous focus on quality improvement, transformative technology and service excellence, our YMCA will excel.

Our YMCA commitment to serving our communities is unchanged. The number one priority continues to be our focus on replacing the current YMCA facility in the City of Belleville. We will continue to work towards that objective, and as part of our progress on this commitment, we entered into a Memorandum of Understanding in late 2018 with specific key community partners to identify how we can impact more people by working together.

In our capacities as the CEO and Chair of our organization, we renew our thanks and appreciation to the Board of Directors, our staff, volunteers, donors and friends for your support of our YMCA, once again. Together we are changing lives and fulfilling our mission.



Finally, as my term as the Chair of our Board comes to an end, I wish to extend my appreciation to those that have supported me in this role. Our Board has allowed me to represent our organization at the regional and national levels, and the learning I have experienced in these interactions with other members of our federation will never be forgotten. As for our CEO, he has guided me into and along the path of the Y movement, and during that, the process has helped me to understand why the YMCA is so deserving of our ongoing efforts and support.

David Allen
President & Chief Executive Officer

John Mastorakos
Chair, Board of Directors



2,654 children and youth found friendship, support and physical activity with a subsidized YMCA membership

“The YMCA makes our community a better place.”

“Being an active member in the community has always been important to me. I am proud to have chaired Strong Kids since this campaign provides families with the opportunity to participate in programs that encourage their well-being. As a city councillor and a restaurateur, I recognize the significance of community involvement and forming lasting partnerships.”

— Michael Kotsovos, Chair of Quinte West Strong Kids Campaign

“Nearly 15 years ago, I became involved with the YMCA. Like so many others, I believe in the amazing charitable work the Y does, most notably for children, teens and families. Many families in our community do not have the resources to access healthy activities. The Strong Kids Campaign raises money to provide financial assistance to kids and families, ensuring that the Y is accessible to everyone. As a proud father, my life has been guided by a family first philosophy, and I continue to support the YMCA Strong Kids Campaign because it is simply that important.”

— Dave Morello, Chair of Balsillie Family Branch Strong Kids Campaign

“I had so much fun as the Chair for the YMCA Strong Kids Campaign in 2018 that I am staying on the fundraising committee for 2019. As parents of four children, my wife and I like the core values of caring, honesty and respect. Having our own kids in camps, swim lessons, etc. at the Y, reinforces these values and helps us as parents. The YMCA makes our community a better place!”

— Kelly McKinney, Chair of Belleville Strong Kids Campaign

Possibility starts here.



3,528 children learned to swim
at the YMCA of CEO in 2018

Turning Fear to Fearlessness: Jake's Y Story

Imagine if the simple act of taking a sip of water was dangerous. For 4 year old Jake, that is a reality that he faces every day. Jake was born with a cleft larynx that causes pulmonary aspiration when he intakes liquids. It can cause him to choke and, in many cases, it makes him vulnerable to pneumonia. This turns activities that many of us take for granted, such as swimming and drinking, into high stress situations for Jake and his parents, Lori and Stephen.

Lori knew that, in spite of her fears, Jake needed to learn to swim. Their family lives in a house with a pool and in a community that is surrounded by bodies of water. She also didn't want to leave Jake on the sidelines as his two brothers had fun in the pool. Lori and Jake began swim lessons together at the YMCA where she could be with him and ensure he didn't put his face in the water. However, as Jake got older and naturally wanted to practice his independence, Lori put her confidence in the aquatic instructors at the YMCA.

Sarah, his swim instructor said, "I remember Jake on the first swim lesson being very shy and hesitant. Slowly but surely, Jake became more comfortable with me and soon he couldn't wait for his turn to swim. His fears have turned into excitement and each week he comes to class pretending to be a different animal, which his classmates and I love. We have figured out ways to alter some activities and make sure he feels included and has fun in our swim lesson. He is a bright and bubbly boy and I am so glad that I am able to see him improve in many ways every week."

Building on his confidence, Jake even attended his first YMCA Camp last winter. He was able to put his trust in the YMCA camp staff and jump into the daily swim lessons with his peers. Lori says she is grateful for the support and the amount of activities that are available at the YMCA for her entire family. The YMCA has given Lori a place to bring Jake, where he can engage in activity all day, from swimming to gym and sports programs. Jake just keeps going and showing everyone all of the amazing things he can accomplish.

Inclusiveness starts here.



288 young people learned how to inspire others through Leadership Programs, preparing them to be the role models our communities need

“Thank you for seeing potential in me.” — Danni, YMCA staff

I used to take swimming lessons at the YMCA, as well as, the gymnastic and sports programs from age 9 to 12. The funny thing is, I now lead in those gymnastic and sports programs with some other great fellow leaders. My favourite part about the YMCA as a child participant was obviously how fun it was, but also the leaders and the connections you got to make with other children. I was homeschooled throughout elementary school so I didn't get to see my friends every single day, but the YMCA was one of those places I looked forward to seeing them.

Working at the YMCA has challenged me to be a strong leader, work well with others and to listen. It has also taught me that you can have all the ideas in the world, but if they do not work out, that you will have to adapt and also apply other ideas. This is my graduating year of high school and I want to go on into the profession of teaching for the kindergarten to grade 6 group. Though I have babysat, worked in children's camps and taught Sunday school at my church, I think the YMCA has prepared me the most for the career I want to follow in. I've learned so much about different strategies to use with different children, whether it is behavioral or an adaptation that is needed for a situation. I love the children and families and couldn't ask for a better Y staff team.

Leadership starts here.

\$877,153 in financial assistance was provided for memberships & day camp



“We are huge fans of your new space in Belleville.”

— Kerry, Terri-Leigh, Mitchell, Sam & Sean

As employees of Quinte Broadcasting (MIX97, ROCK107 & 800CJBQ), we are so fortunate to have access to a corporate membership at our local YMCA. A few of us at work wanted to try out the new Adult Jungle Gym for some group circuit training. Going with co-workers builds on teamwork skills and makes us accountable, if you see everyone else heading out to the Y for a workout...you better get there too!

We go during our lunch and Amanda and her team put us through a rigorous, but FUN workout using the RIG, Turf, Sled, Tire and one of my personal favorites, taking daily stress out on BOB with some boxing! Using “new” equipment can be intimidating... not at the Y. With the RIG, you use muscles that you may not normally use and it takes the boredom out of your standard daily exercise routine. Thanks Amanda and Team, we are huge fans of your new space!

Community starts here.

2018 Highlights

Lakefield Child Care

January 2018, saw the opening of a new licensed Child Care Centre in Lakefield at Lakefield District Public School. The centre includes 10 infant spots, 15 toddler spots and 24 preschool spots that coincide with our school age program.



Infant Room



Toddler Room



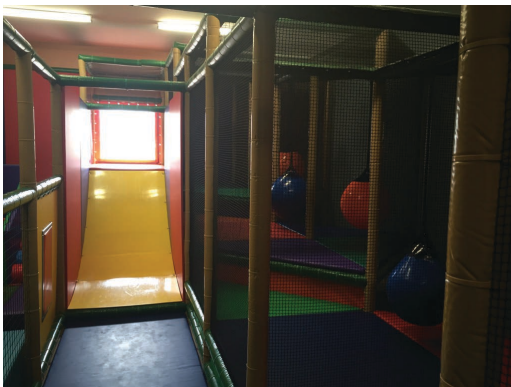
Preschool Room

Belleville Branch Renovations

The Belleville Branch underwent some major changes through the Fall of 2018. The Conditioning Centre was revamped and included the addition of an adult 'RIG' to provide innovative workouts that are adaptable for all abilities. Two new childrens' areas were created to keep children active in fun and challenging ways. The Treehouse Playzone is a multi level play structure full of climbing, obstacles and slides for younger children. The Ninja Zone provides a unique space for children to work their way through obstacles and challenge themselves.



Adult RIG and Conditioning Centre



Kids Treehouse Playzone



Kids Ninja Zone



Kids Ninja Zone Climbing Wall



3,700 assisted Camp Days were provided to children and youth in our communities

“His strength and balance have improved greatly in the few months since joining the YMCA.”

— Shannon, mom to 8 year old Jordon

Jordon is 8 years old and loves the YMCA. We just joined the YMCA a few months ago but it was the best decision we have made. Everyone there is so friendly and the programs are amazing. Jordon chose Ninja Kids as one of the programs that he'd like to give a try. Ninja Kids has been a great program for Jordon.

Since he was little, he has always had difficulties with his fine motor skills, balance and strength. Since joining Ninja Kids, I've noticed, along with Lisa, that Jordon's strength and balance skills have improved a great amount. He can hang on the bars longer than he could in the beginning and can balance on the balls better than he could before. Not only does this program help in developing skills, it's also a lot of fun! Jordon loves to go to Ninja Kids and can't wait until Wednesdays when it's his class.

Impact starts here.



\$978,812 in subsidy was accessed through the YMCA for Child Care and Before & After School Programs

“It’s nice to see how much she loves the people who take care of her.”

— Julie, Lakefield Child Care parent

Our daughter, Ella, has been in the infant room at the YMCA Child Care since she was 11 months old. It is difficult to find childcare, especially for an infant, so we were so happy we were able to get a spot for our daughter in such a wonderful centre. The thought of returning to work after having our first child was a bit overwhelming. We had never really left Ella for more than a couple of hours and when we did, it was with family. The staff in the infant room helped make the transition back to work as smooth as they could. They were compassionate with both Ella’s needs and ours during this time.

The staff in the infant room are like part of the family and they treat Ella as if she is a part of theirs. You can see that they truly care about our daughter and enjoy having her in the room by the way they interact with her and tell me about her day. Ella is always so excited to see me at the end of the day, but she is adamant that she has to go give Carley, Maddy and Natasha a big hug or blow them a kiss before coming home with me. It’s nice to see how much she loves the people who take care of her. The Weemarkable app helps to give us a glimpse into Ella’s day and it is so nice to receive the daily write up with a little story about Ella’s play or interactions with the other children in the room. We also receive pictures of our daughter playing and a summary of what she ate and when she napped each day. The messaging feature on the app is a convenient way to communicate with the staff in her room too. We are so thankful to have a great daycare in our community with such wonderful staff.

Belonging starts here.

Summarized Financial Results

YMCA of Central East Ontario Statement of Financial Position Year Ended December 31, 2018

CURRENT ASSETS	2018	2017
Cash	\$ 599,480	\$ 984,254
Short Term Investments	3,896,746	3,427,559
Accounts Receivable	124,097	141,806
Prepaid Expenses	21,016	39,621
	<u>4,641,339</u>	<u>4,593,240</u>
TANGIBLE CAPITAL ASSETS	10,725,557	10,702,498
INTANGIBLE CAPITAL ASSETS	<u>318,471</u>	<u>160,153</u>
	<u>\$ 15,685,367</u>	<u>\$ 15,455,891</u>
CURRENT LIABILITIES		
Accounts Payable and Accrued Liabilities	\$ 872,525	\$ 611,058
Government Remittances Payable	93,698	101,184
Deferred Revenue	137,227	151,065
Current Portion of Long-Term Debt	<u>293,450</u>	<u>284,589</u>
	1,396,900	1,147,896
LONG-TERM DEBT	2,398,933	2,692,383
DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS	<u>5,403,668</u>	<u>5,622,445</u>
	9,199,501	9,462,724
NET ASSETS		
Invested in Tangible and Intangible Capital Assets, Internally Restricted	2,947,977	2,263,234
Internally Restricted, Debt Repayment and Capital Development Reserve	1,891,971	2,171,133
Unrestricted	<u>1,645,918</u>	<u>1,558,800</u>
	6,485,866	5,993,167
	<u>\$ 15,685,367</u>	<u>\$ 15,455,891</u>

YMCA of Central East Ontario Statement of Operations and Changes in Net Assets Year Ended December 31, 2018

REVENUE	2018	2017
Membership Fees	\$ 5,022,235	\$ 5,218,656
Program Fees	4,490,952	4,251,138
Grants and Subsidies	30,000	30,000
Donations and Fundraising	567,327	564,751
Rental and Other	723,720	457,316
Amortization of Deferred Contributions Related to Capital Assets	230,733	206,112
	<u>11,064,967</u>	<u>10,727,973</u>
EXPENSES		
Salaries, Wages and Benefits	\$ 7,049,141	\$ 6,543,058
Program	588,185	681,084
Administrative and Support Services	572,079	538,350
Building Maintenance	1,566,326	1,421,367
Allocations to YMCA Canada	150,727	145,155
Amortization of Tangible Capital Assets	558,439	566,918
Amortization of Intangible Capital Assets	1,160	1,729
Interest on Long-Term Debt	<u>86,211</u>	<u>153,842</u>
	10,572,268	10,051,503
EXCESS OF REVENUE OVER EXPENSES	492,699	676,470
NET ASSETS, Beginning of Year	5,993,167	5,316,697
NET ASSETS, End of Year	<u>\$ 6,485,866</u>	<u>\$ 5,993,167</u>



www.ymcaofceo.ca

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Belleville Branch
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