



YMCA of  
Central East Ontario



# Community Impact

2019 REPORT

Registered Charity # 11909 1882 RR0001

*Building healthy communities*





## Mission

The YMCA of Central East Ontario is a charity and vital leader supporting growth of spirit, mind and body.

## YMCA Board of Directors

**Vayia Ellsworth**  
**Chair**

Lawyer (Partner)  
Templeman Menninga LLP

**Emily Downie, CFP**  
**Vice-Chair**

Senior Associate  
Scotia Wealth Management,  
Scotia McLeod

**John Mastorakos**  
**Past Chair**

Lawyer (Partner)  
O'Flynn Weese LLP

**Doug Boden**

Financial Advisor  
Curry Financial

**Steven Brickell**

Retired Clerk  
City of Peterborough

**John Enright Jr.**

Group Benefits/Insurance Advisor  
McDougall Insurance & Financial

**Brian Hamilton**

Finance Manager  
Curve Lake First Nation

**Sandy Hope**

Owner/Bookkeeper  
File-Rite Bookkeeping &  
Income Tax Service

**Brad Horwood**

Electrical Contractor  
Horwood Electrical Services

**David Morello**

Owner/Operator  
Morello's Independent Grocers

**Tom Phillips, PhD**

Vice President  
Academic Experience  
Fleming College

**Grant Seabrooke**

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

## 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

# A Year of Celebration, Change and Possibility

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

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

The year 2019 was a year of celebration, change and possibility.

In early 2019, our YMCA entered into a partnership with the Hastings and Prince Edward District School Board to build the YMCA Easthill Early Learning Centre. We have submitted policies to the Ministry of Education and have obtained required compliance and the approval of floor plans from the Ministry of Education and our local Public Health Unit. The project is progressing one step at a time. We are awaiting additional approval from the Ministry of Education as the original design has been modified. We are very excited about this opportunity to serve more children and work with our Board of Education partner. The Board of Education reports to us they are ready to go ahead with construction.

2019 marked the 10th anniversary of the City of Quinte West Branch. A weeklong series of activities was organized and delivered, culminating with a recognition event on June 5 attended by senior leadership staff, Mayor Jim Harrison, Deputy Mayor Jim Alyea and several municipal councillors. Also present were many members of staff from the original team that opened the Branch in 2009, some of whom received 10-year pins and certificates.

The Balsillie and Quinte West Branches both received upgrades in 2019. The Balsillie Family Branch transformed the underused racquetball court into a new Y play zone called the "Treehouse". The Treehouse is a multi-level play structure where children can jump, climb, swing, slide and explore. In both our Balsillie and Quinte West Branches, we upgraded our Lifestyle Centre and Conditioning Centres. A new custom rig/turf and free weight area has been added to this space and a new layout for the cardio and strength equipment has provided clear views and access to all areas.

We have made these decisions for the overall health and sustainability of our Association. The value of a YMCA membership has increased with these additions and to better serve our members and the communities.

In March of 2019, the YMCA of Central East Ontario entered into a partnership with the Town of Greater Napanee to introduce the YMCA to their Community by operating a summer day camp. The day to day operation of the camp was run by YMCA staff, mostly Napanee residents who were trained on YMCA policies, procedures and program planning. The YMCA employed 7 camp leaders and 1 supervisor who operated the camp at full capacity most weeks from July 2nd to the end of August and shared the same weekly themes and special guests as the camps in the Quinte Region.

In 2019, the YMCA of Central East Ontario submitted an Investing in Canada Infrastructure application to build a 60,000 square foot YMCA Centre for Life in the City of Belleville. This project is a partnership with the YMCA, Quinte Vocational Support Service and Volunteer Information Quinte. The submission would not have been possible without the support of the City of Belleville.

The YMCA of Central East Ontario also supported the submission by the town of Greater Napanee's Infrastructure application to construct an Aquatic Centre in the town of Greater Napanee and are working on a potential operational partnership with the town.


The YMCA also partnered with the Town of Pembroke to deliver a community survey to the residents of Pembroke and surrounding area to measure the support for an Aquatic and Lifestyle Community Centre in the town of Pembroke. The Town of Pembroke has also submitted an Infrastructure application and together we are investigating the possibility of a partnership with our YMCA.

We would like to thank the Board of Directors, our staff, volunteers, donors and friends for your support of our YMCA once again.

David Allen  
President & Chief Executive Officer

Vayia Ellsworth  
Chair, Board of Directors



A photograph showing a woman and five children sitting in a swimming pool. They are all seen from the back, sitting on the tiled edge of the pool. The woman is in the center, wearing a red swimsuit. There are four girls and one boy around her. The water is a light blue-green color. The pool tiles are dark and light squares.

**2,256** children and youth found friendship, support and physical activity with a subsidized YMCA membership

## **“The YMCA makes a HUGE difference in the lives of so many people in our local community.”**

“I first became involved with the YMCA in 2006 as a part of the Capital Campaign, helping to raise funds to build a new facility. In addition, I have been a proud member of the Board of Directors. Like many others, my knowledge of the Y was limited, I thought the YMCA was a Gym and pool, I was not aware of the great charitable work the Y did for our community. Today, I am proud to share the fact that I’ve been the Chair of the YMCA Strong Kids Campaign for 7 years now. It truly is a privilege and an honor to hold this position and to work each year with an amazing committee, who all share the same passion towards the YMCA and the work the Y does to support the children and families of our community.”

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

“On behalf of the Kiwanis Club of Trenton, we were thrilled and pleased to Chair the 2019 YMCA Strong Kids Campaign. The YMCA and Strong Kids Campaign directly aligns with Kiwanis’ mandate of “Serving the Children of the World”, which includes assisting the youth in the Quinte West community. We would like thank all of those individuals and businesses that supported the campaign in 2019. We look forward to an even more successful campaign in 2020.”

— Gregory Parker, Chair of the Quinte West Branch Strong Kids Campaign

“The YMCA and the Strong Kids Campaign makes a huge difference in the lives of so many people in our local community. We have always supported the Y, both as members and as donors, but it wasn’t until we joined the campaign team that we really found out how much good the YMCA does. We will continue to support the Y and YMCA Strong Kids for years to come and would encourage other to get involved.”

— Eric & Ed Lehtinen, Co-Chairs of Belleville Strong Kids Campaign

*Possibility* starts here.





## **“Some days I think he would rather be with his friends at the YMCA.”**

— Lyn, Child Care Parent

The Belleville YMCA Child Care Centre is an extension of our family. When our Fynn first came to the toddler program a year ago, he was shy and oh so tiny. It didn't take long for the ladies in the centre to embrace him and make him feel like he is part of their family.

Fynn enjoyed his summers out in the playground and especially the pool. When we took Fynn back to swimming lessons in the fall, we couldn't believe how much he had learned from these amazing ladies. My little boy was like a fish! He just beams with confidence, and it is all thanks to them. Fynn has developed at a phenomenal rate while in their care. There are always new and exciting things for him to learn.

The staff are beyond amazing with communication. The Weemarkable app is my favourite part of the day, with tons of updates on his growth and developments, as well as, pictures to reassure us that our little one is doing just fine away from us. Personally, some days I think he would rather be with his friends at the centre. The other children know him by name, and when we see them out and about, they are all smiles and “hellos.” We are so thankful that Fynn has the YMCA as his extended child care family.

*Inclusiveness* starts here.



## Kyle's Y Story

I worked at the YMCA of Central East Ontario for almost 7 years as a camp counsellor, coordinator and lifeguard at YMCA day camp. Most of my own upbringing has revolved around the YMCA. As a young child, I spent every day before and after school at YMCAs engaging in the great programs offered by caring and passionate staff. At the time, I certainly did not understand the impact it would have on my life. I attended my first Y camp around the age of 6 or 7. It was instantaneous - I loved camp! Even as I grew older, camp was all I knew.

Every year, I was able to attend camp for the full summer thanks to funding from the YMCA Strong Kids Campaign. My mom and I didn't have much money and the YMCA was the only option so my mom could work. I made lasting memories each day with friends and I still talk with some of them to this day. I recognized the impact that counsellors had on me and I wanted to be a part of the next wave of counsellors shaping the young minds of the future. When I was old enough, I proudly finished the YMCA Leaders in Training program and Counsellor in Training program. The only thing left was to apply for a job at the YMCA to live out my dream to be a camp counsellor. At first, I did not get hired. I was discouraged, but the leader of my YMCA Counsellor in Training program reached out to me and reassured me that I was meant to be working with kids in some capacity, so I shouldn't get discouraged. I stayed optimistic because that's what my counsellors instilled in me during my experiences at the YMCA. Sure enough, with perseverance, the YMCA called to offer me a full time position. My dream was achieved! I loved camp and to this day, I still do. The rest is history.

As someone who has grown up and worked at the YMCA, I have had the opportunity to observe the wonders the YMCA does for the community and the members they serve. I really value that regardless of income; everyone is treated with the same respect and provided with the same opportunities. The YMCA core values and all the memories made here will continue to shape the person I am for the rest of my life. I beat the statistics thanks to the YMCA. I am blessed.

Leadership starts here.



**\$851,205** in financial assistance was provided for memberships & day camp



## **“As leaders in summer day camp, the YMCA helped bring a new camp experience to our community.”**

— Town of Greater Napanee

In March of 2019, the YMCA of Central East Ontario entered into a partnership with the Town of Greater Napanee to introduce the YMCA to their Community by operating a summer day camp. The Town of Greater Napanee reached out to the YMCA because they wanted to increase their level of quality in terms of operating and delivering summer day camp. The town felt that, with the YMCA brand and its reputation as leaders in summer day camp programs, this partnership would offer a new camp experience to their Community.

The day to day operation of camp was run by YMCA staff, mostly Napanee residents who were trained on YMCA policies, procedures and program planning while the Town of Greater Napanee provided the day camp space at Northfredricksburg Hall, just outside of downtown Napanee, an \$11,000 operating grant and marketing and promotion of the day camp through the Town’s website and social media platforms. Northfredricksburg Hall included access to outdoor recreation including a soccer field, baseball diamond, ultimate Frisbee, as well as, a creek for nature exploration and learning. Indoors, the Hall featured a rock climbing wall! Although the space did not include an area for swimming, the campers were bussed each week to the local splash pad at Conservation Park for some water play and playground fun.

The YMCA employed 7 camp leaders and 1 supervisor who operated the camp at full capacity most weeks from July 2nd to the end of August and shared the same weekly themes and special guests as the camps in the Quinte region. The plan for future YMCA camp in the Town of Greater Napanee is to explore the possibility of hiring a life guard with open water training so that camp programming can include access to the local beach and picnic area, creating a well-rounded and enjoyable camp experience!

*Community* starts here.





**601** children enrolled in YMCA  
for Child Care and Before & After  
School Programs

**“The YMCA staff have become like family.”**

— Tricia, Belleville Child Care parent

The YMCA has been a part of my family's life for as long as I can remember. From Before & After School care to day camps for the summer, the YMCA staff have become like family. They take the time to get to know the kids, as well as, me. We have worked together making sure we had a great fit, which we do, because the YMCA staff are all amazing. I have watched my boys grow with inspiration from the YMCA staff. I thank each and everyone of them from the bottom of my heart.

*Belonging* starts here.



# 2019 Highlights

## Y Thrive

A new program sponsored by MGI (Membership Growth Initiative) and developed by the YMCA of Southwest Ontario was launched in each of our Branches on Monday, November 4th. Over 50 staff and volunteers were trained to help deliver consultations and progressive exercise plans that will better enable our members to reach their goals.

## Fall Into Fitness

Over 70 fitness staff and volunteers participated in an event on Sunday, October 27th called Fall Into Fitness. This was a joint effort with the YMCA of Eastern Ontario and YMCA Northumberland and was hosted by our association at the Avaya Building in Belleville. In addition to presentations from fitness and health leaders from across Eastern Ontario, the day also included keynote appearances from all three CEO's of the participating associations including David Allen.

## HockeyFIT

Hockey Fans In Training (Hockey Fit) is a partnership with the University of Western Ontario and the Public Health Agency of Canada and is being run in conjunction with Major Junior Hockey Clubs across Canada. The program ran at the Balsillie Branch in association with the Peterborough Petes and at the Belleville Branch with the Belleville Senators, which is the first time the program has been affiliated with a professional hockey club. The program researches behavioural and lifestyle adjustments for over weight adult men.

## 10th Anniversary

2019 marked the 10th anniversary of the City of Quinte West Branch. A weeklong series of activities was organized and delivered, culminating with a recognition event on June 5 attended by senior leadership staff, Mayor Jim Harrison, Deputy Mayor Jim Alyea and several municipal councillors in attendance. Also present were many members of staff from the original team that opened the Branch in 2009, some of whom received 10-year pins and certificates.

## Peace Week

On Tuesday, November 19th, a YMCA Peace Medallion was awarded to Katherine Kerr-Pankow who is the founder and driving force behind Wheelchair Basketball Quinte. Mayor Jim Harrison, Councillor Leslie Roseblade, former YMCA of CEO Board member, Sharon Shortt, and past recipient, Nicola Toomath, attended as Katherine was presented with a 2019 YMCA Peace Medallion.





# 2019 Highlights

## Balsillie Family Branch Renovations

In 2019, the Balsillie Family Branch transformed the underused racquetball court into a new Y play zone called the “Treehouse”. The Treehouse is a multi-level play structure where children can jump, climb, swing, slide and explore. The renovations were completed in September and we have experienced tremendous usage of children and families enjoying the Treehouse.

To ensure we attract/retain members and remain relevant in our community, the Lifestyle Centre also underwent extensive updates in September. A new custom rig/turf and free weight area has been added to this space and a new layout for the cardio and strength equipment has provided clear views and access to all areas.

We have made these decisions for the overall health and sustainability of our Association. The value of a YMCA membership has increased with the addition of the Treehouse and new rig/turf and we have seen an increase in membership growth each month.



## Quinte West Branch Renovations

The installation of a Free Climb Functional Training Rig along with turf and sports flooring was completed in September. This was the first major reorganization of the floor plan in the Strength and Conditioning Centre since the Branch opened in 2009. Additionally, a number of pieces of equipment were replaced and upgraded. Total cost of the investment was \$116,000.

After a tendering process, Jeffery G. Wallans Construction and Stonehard were awarded a contract to complete a renovation of the epoxy flooring in the Aquatic Centre and all shower areas. Work began on December 8th and finished on December 28th. During this period, the Aquatic Centre was closed and there were revolving closures of each change room. The value of the renovation was \$230,000, funded by the City of Quinte West.





# Summarized Financial Results

## YMCA of Central East Ontario Statement of Financial Position Year Ended December 31, 2019

CURRENT ASSETS	2019	2018
Cash	\$ 178,033	\$ 599,480
Short Term Investments	3,566,145	3,896,746
Accounts Receivable	226,282	124,097
Prepaid Expenses	52,389	21,016
	<u>4,022,849</u>	<u>4,641,339</u>
TANGIBLE CAPITAL ASSETS	10,755,589	10,725,557
INTANGIBLE CAPITAL ASSETS	<u>30,834</u>	<u>318,471</u>
	<u>\$ 14,809,272</u>	<u>\$ 15,685,367</u>
CURRENT LIABILITIES		
Accounts Payable and Accrued Liabilities	\$ 714,498	\$ 872,525
Government Remittances Payable	36,792	93,698
Deferred Revenue	73,623	137,227
Current Portion of Long-Term Debt	<u>164,038</u>	<u>293,450</u>
	991,951	1,396,900
LONG-TERM DEBT	2,234,895	2,398,933
DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS	<u>5,490,255</u>	<u>5,403,668</u>
	8,717,101	9,199,501
NET ASSETS		
Invested in Tangible and Intangible Capital Assets, Internally Restricted	2,897,235	2,947,977
Internally Restricted, Debt Repayment and Capital Development Reserve	1,432,037	1,891,971
Unrestricted	<u>1,762,899</u>	<u>1,645,918</u>
	6,092,171	6,485,866
	<u>\$ 14,809,272</u>	<u>\$ 15,685,367</u>

## YMCA of Central East Ontario Statement of Operations and Changes in Net Assets Year Ended December 31, 2019

REVENUE	2019	2018
Membership Fees	\$ 5,115,323	\$ 5,022,235
Program Fees	4,802,761	4,490,952
Grants and Subsidies	30,000	30,000
Donations and Fundraising	558,020	567,327
Rental and Other	504,063	723,720
Amortization of Deferred Contributions Related to Capital Assets	207,708	230,733
	<u>11,217,875</u>	<u>11,064,967</u>
EXPENSES		
Salaries, Wages and Benefits	\$ 7,625,217	\$ 7,049,141
Program	691,333	588,185
Administrative and Support Services	583,234	572,079
Building Maintenance	1,531,339	1,566,326
Allocations to YMCA Canada	154,428	150,727
Amortization of Tangible Capital Assets	595,299	558,439
Amortization of Intangible Capital Assets	7,406	1,160
Interest on Long-Term Debt	<u>77,318</u>	<u>86,211</u>
	11,265,574	10,572,268
Excess (Deficiency) of revenue over expenses before Other item	(47,699)	492,699
Other Expense		
Loss on Impairment of intangible capital assets	345,996	-
EXCESS (Deficiency) OF REVENUE OVER EXPENSES	(393,695)	492,699
NET ASSETS, Beginning of Year	<u>6,485,866</u>	<u>5,993,167</u>
NET ASSETS, End of Year	<u>\$ 6,092,171</u>	<u>\$ 6,485,866</u>





[www.ymcaofceo.ca](http://www.ymcaofceo.ca)

**Balsillie Family Branch**

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**Belleville Branch**

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