

# 2020 COMMUNITY IMPACT REPORT



YMCA OF  
CENTRAL EAST ONTARIO







## YMCA Board of Directors

### **Vayia Ellsworth** **Chair**

Lawyer (Partner)  
Templeman Menninga LLP

### **Steven Brickell**

Retired Clerk  
City of Peterborough

### **David Morello**

Owner/Operator  
Morello's Independent Grocers

### **Emily Downie**

#### **Vice-Chair**

CFP, Senior Associate  
Scotia Wealth Management,  
Scotia McLeod

### **John Enright Jr.**

Group Benefits/Insurance Advisor  
McDougall Insurance & Financial

### **Tom Phillips, PhD**

Vice President  
Academic Experience  
Fleming College

### **John Mastorakos**

#### **Past Chair**

Lawyer (Partner)  
O'Flynn Weese LLP

### **Brian Hamilton**

Retired Finance Manager  
Curve Lake First Nation

### **Grant Seabrooke**

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

### **Alex Archibald**

Controller  
Konrad Group

### **Sandy Hope**

Owner/Bookkeeper  
File-Rite Bookkeeping &  
Income Tax Service

### **Doug Boden**

Financial Advisor  
Curry Financial

### **Brad Horwood**

Electrical Contractor  
Horwood Electrical Services

## 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 Brocklehurst**

General Manager  
Balsillie Family Branch

## Mission

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

## Vision

Strong Kids, Healthy Families, Inclusive Communities.

## Values

The YMCA of Central East Ontario is guided by values that influence our actions and the decisions we make: *Caring, Honesty, Respect, Responsibility and Inclusiveness*.

**Caring** is accepting others and being compassionate, generous, sensitive and thoughtful.

**Honesty** is exhibited through integrity, fairness and sincerity in both word and deed. It is being trustworthy and trustful.

**Respect** is acknowledging the inherent worth of oneself and others. It is treating others fairly and justly.

**Responsibility** is being accountable for one's behaviour, obligations and actions. It is accepting the duty to do what is right.

**Inclusiveness** is being welcoming and fostering a sense of belonging for all.





# 2020 WAS A YEAR LIKE NO OTHER

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.

The year 2020 was a year like no other in the history of our Association. The communities we serve, our staff and their families and indeed our Province, our Country, and the world, were faced with a pandemic of such proportion, that none of us had ever imagined we would experience in our lifetime. A pandemic whose impact will have lasting reverberations for years to come.

When it was announced that we were going to have to shut down our Association in March of 2020, our YMCA Staff Team, once again, stepped up to demonstrate their commitment to our YMCA, our values, and to the communities we serve. Throughout this report you will witness the extraordinary efforts and actions our dedicated team took to support our YMCA Family and the community at large during this time of crisis.

## **It has been a challenge, but we have much for which to be thankful.**

It is important that we take the time to recognize our members and donors who, once again, showed their support to our YMCA while facing their own individual challenges. If it was not for financial support of the donors, it would have been difficult for our YMCA to weather through these difficult times.

Thank you for the ongoing support from our community partners, including:

- Hastings and Prince Edward Public Health
- Peterborough Public Health
- Algonquin Lakeshore Catholic District School Board
- Hastings and Prince Edward District School Board
- Kawartha Pine Ridge District School Board
- Peterborough Victoria Northumberland and Clarington Catholic District School Board
- City of Peterborough Children's Services
- Hastings County Children's Services
- Prince Edward Lennox and Addington Social Services
- City of Belleville
- City of Quinte West

Our community partners provide their resources and expertise which supports the YMCA's continued commitment to children, families and educators during the difficult and challenging time of 2020. Together, with the help of our community partners, we were able to help support children and families by ensuring access to high quality licenced Child Care throughout our communities.

We also thank our partner at the City of Quinte West for their assistance to the YMCA during this time by covering the significant costs of hydro and utilities at the City of Quinte West Branch during the six-month period of the initial shutdown. We greatly appreciate their support, partnership and we value their relationship with our YMCA.

We extend further gratitude to the United Way of Hastings Prince Edward, United Way of Peterborough and the Community Foundation of Greater Peterborough for assisting with emergency funding to allow our YMCAs across the region to provide day camp services for families in need. We also acknowledge the Hastings and Prince Edward District School Board for allowing us to operate our camps in their schools and the City of Belleville and City of Quinte West for allowing us the opportunity to bring YMCA in the Park to local parks in our community.

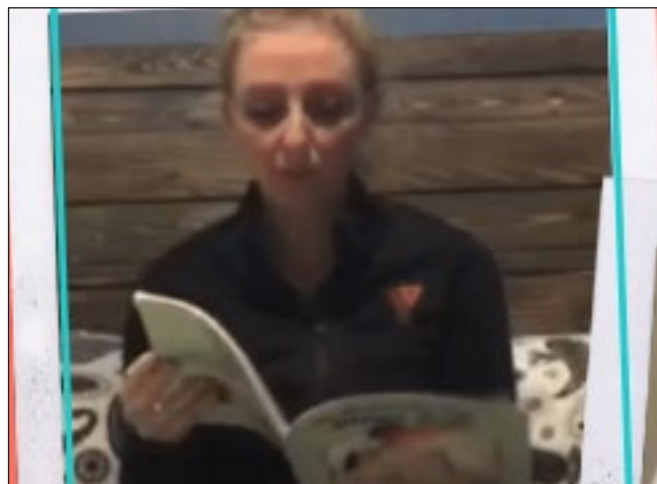
While 2020 presented some significant challenges, it did present some opportunities for us to re-imagine our YMCA and how we may be able to have the greatest impact on the health of our communities in the future. As we move forward in 2021, we will emphasize the need to build relationships and community. We will explore what it means when we say our YMCA is open and welcoming to everyone! We will undertake a process to examine our systems and programs, we will focus on community needs and priorities. Diversity and social inclusion will be top of mind as we re-imagine a YMCA that meets the needs of individuals who have a desire to be connected to community.

We would like to thank our volunteers, our staff team, our donors, our partners and the Board of Directors for your support and commitment to the YMCA of Central East Ontario, our mission and our values.

Vayia Ellsworth  
Chair  
YMCA Board of Directors

David Allen  
President & Chief Executive Officer  
YMCA of Central East Ontario

# OUR VALUES: CARING

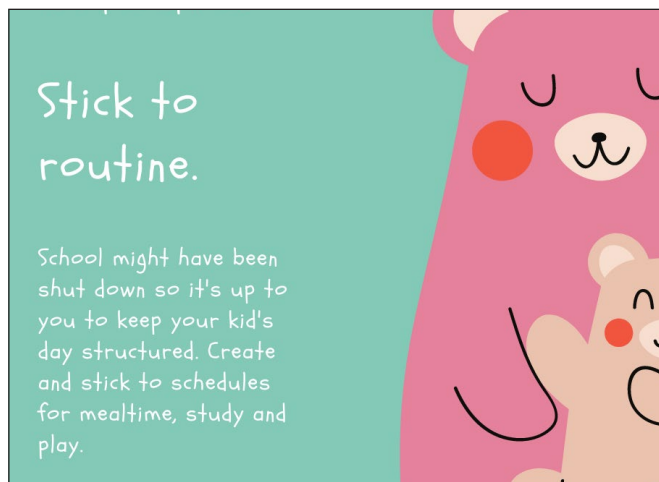
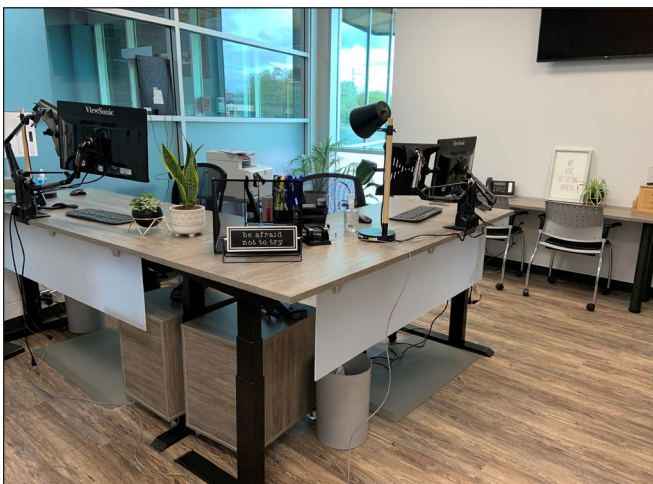


## Your YMCA in Action

- We provided regular communication to our members with updates on Facebook, Instagram, Twitter and posts on our website
- Our Child Care staff introduced virtual story time to stay connected to families in our care
- We established a Member Phone Committee to reach out to our members for wellness checks
- We opened an emergency isolation centre at the Belleville Branch in partnership with Hastings County and the Grace Inn Homeless Shelter
- Our camp leaders developed an emergency summer day camp program so parents in need were able to access care for their children while they worked
- We introduced YMCA in the Park, a free program to keep families active in a socially distant way



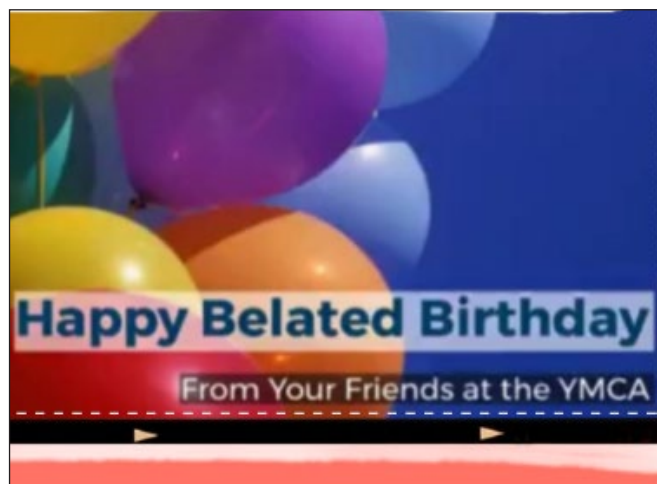
# OUR VALUES: INCLUSIVENESS



## Your YMCA in Action

- We entered into an agreement with Sir Sanford Fleming Collage to provide Employment Services in the City of Peterborough
- We introduced YThrive at Home and YMCA at Home free online resources for our communities
- We shared links and resources for parents with young children and school aged children at home (activities, links to school board or government learning)
- We regularly shared government and health unit information related to COVID-19 (including statistics, links to government benefit information and applications)
- The addition of a COVID-19 Updates section to our website made information easily accessible
- We introduced the Stay With Us campaign asking members to consider donating their monthly membership fees back to the YMCA

# OUR VALUES: HONESTY

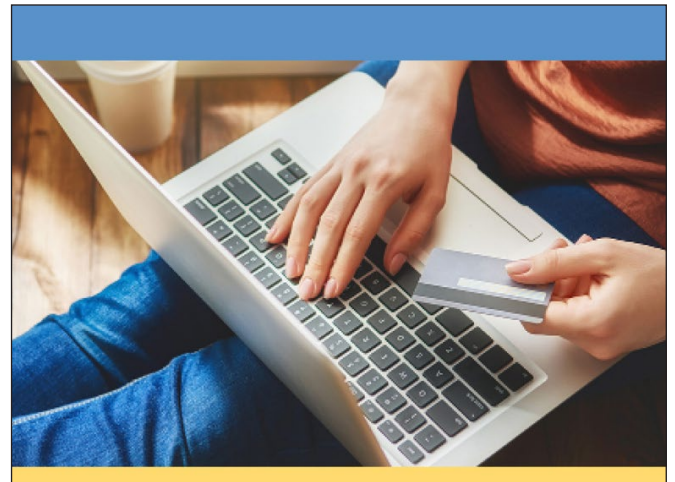


## Your YMCA in Action

- We shared feel good stories on Facebook (member's 95th birthday surprise from Y friends, the Belleville/Quinte group crocheting ear saver bands for frontline workers and many more)
- Over 120 personalized birthday videos were created for every child who was due to celebrate their party at the YMCA (each video was personalized by Branch with photos and well wishes from staff, and included the child's name and age)
- We created staff Weekly Good News videos to share moments of joy
- We shared posts and videos from the Aquatics Department for water safety week
- The staff Weekly Good News videos were shared on Facebook for our communities to see
- We sent out a child care re-opening survey and a summer camp survey to help determine what our communities needed from us



# OUR VALUES: RESPONSIBILITY



## MEMBER TESTIMONIALS

"I just wanted to say thank you for all that you've done to keep the Y alive and relevant during this pandemic."

Click here to access

## YMCA at HOME

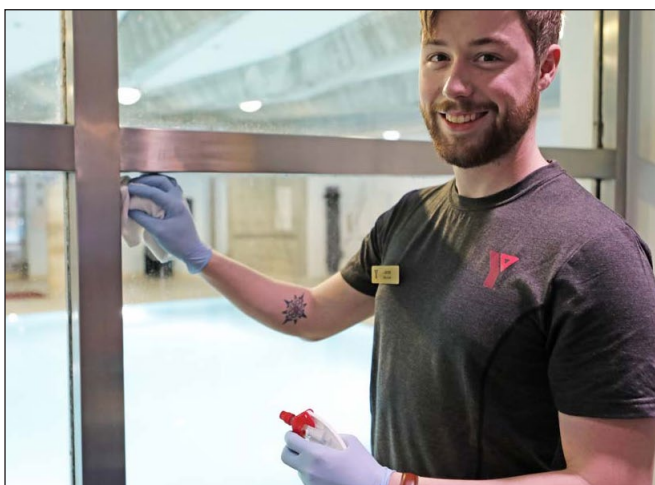
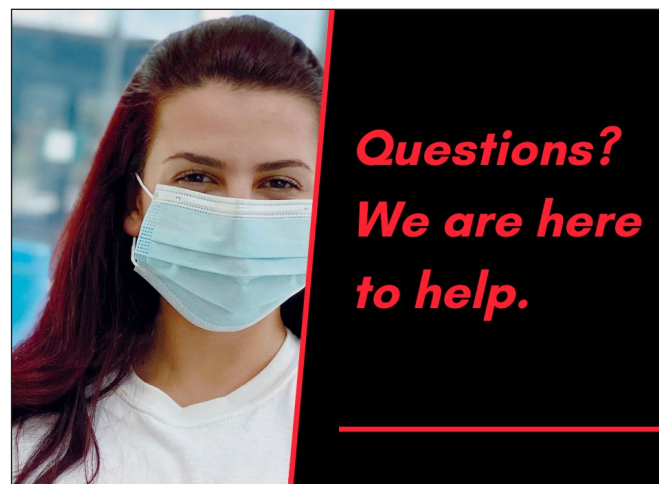
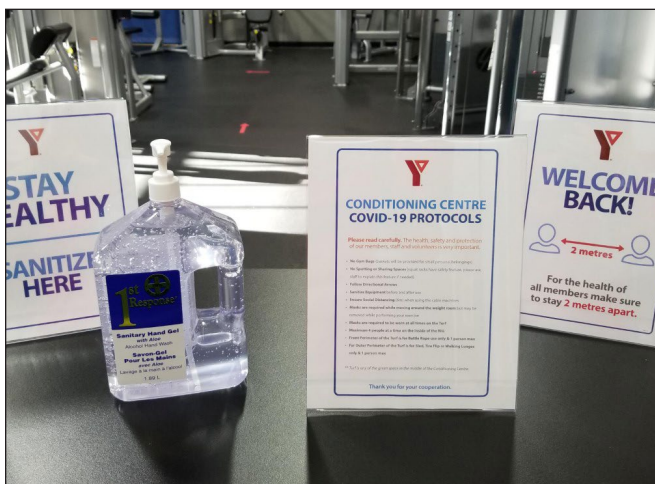
A large white play button icon on a red background, indicating a video or interactive content.

### Your YMCA in Action

- We shared social media posts and links for important dates and cultural celebrations
- A virtual Run for the Kids was created for all three of our communities, after the in-person event had to be cancelled due to COVID-19 restrictions
- We celebrated Peace Week virtually by offering take home craft bags, themed workouts from our personal trainers, daily acts of peace and we recognized local peace makers through social media
- We launched a new membership registration system to enhance our member experience
- We created Member Testimonials posts to share feedback and comments from members
- We added a pop-up on the website to take people directly to our Virtual YMCA where they can easily access YMCA at Home and more



# OUR VALUES: RESPECT



## Your YMCA in Action

- We created a YMCA Grad video to congratulate staff moving on from high school, college/university
- The Experience-Y.com website was created which allowed for outdoor class bookings and provided community minded content
- We created videos to explain new protocols and what to expect for re-opening and accessing pools
- We sent emails and Facebook posts explaining our phased re-opening plans, explaining what members can expect
- We shared several Facebook posts showing staff cleaning, explaining some of our enhanced cleaning and safety measures
- Thankful Thursday posts were shared with messages from donors about why they give to YMCA Strong Kids, as well as, dozens of social media posts thanking essential and frontline workers for everything they were doing to keep our communities safe

# SUMMARIZED FINANCIAL RESULTS

## YMCA of Central East Ontario Statement of Financial Position Year Ended December 31, 2020

CURRENT ASSETS	2020	2019
Cash	\$ 530,363	\$ 178,033
Short Term Investments	1,985,524	3,566,145
Accounts Receivable	1,103,925	226,282
Prepaid Expenses	38,714	52,389
	<u>3,658,526</u>	<u>4,022,849</u>
TANGIBLE CAPITAL ASSETS	10,480,669	10,755,589
INTANGIBLE CAPITAL ASSETS	<u>56,046</u>	<u>30,834</u>
	<u>\$ 14,195,241</u>	<u>\$ 14,809,272</u>
CURRENT LIABILITIES		
Accounts Payable and Accrued Liabilities	\$ 771,876	\$ 717,498
Government Remittances Payable	42,380	36,792
Deferred Revenue	269,192	73,623
Current Portion of Long-Term Debt	<u>349,838</u>	<u>164,038</u>
	1,433,286	991,951
LONG-TERM DEBT	1,885,057	2,234,895
DEFERRED CONTRIBUTIONS RELATED TO CAPITAL ASSETS	<u>5,289,633</u>	<u>5,490,255</u>
	<u>8,607,976</u>	<u>8,717,101</u>
NET ASSETS		
Invested in Tangible and Intangible Capital Assets, Internally Restricted	3,012,188	2,897,235
Internally Restricted, Debt Repayment and Capital Development Reserve	1,546,369	1,432,037
Unrestricted	<u>1,028,708</u>	<u>1,762,899</u>
	5,587,265	6,092,171
	<u>\$ 14,195,241</u>	<u>\$ 14,809,272</u>

## YMCA of Central East Ontario Statement of Operations and Changes in Net Assets Year Ended December 31, 2020

REVENUE	2020	2019
Membership Fees	\$ 1,761,401	\$ 5,105,703
Program Fees	1,787,032	4,812,381
Grants and Subsidies	1,988,883	30,000
Donations and Fundraising	455,591	558,020
Rental and Other	182,590	504,063
Amortization of Deferred Contributions Related to Capital Assets	<u>211,272</u>	<u>207,708</u>
	6,386,769	11,217,875
EXPENSES		
Salaries, Wages and Benefits	\$ 4,418,305	\$ 7,625,217
Program	233,560	691,333
Administrative and Support Services	436,409	583,234
Building Maintenance	1,049,321	1,531,339
Allocations to YMCA Canada	48,754	154,428
Amortization of Tangible Capital Assets	621,208	595,299
Amortization of Intangible Capital Assets	12,496	7,406
Interest on Long-Term Debt	<u>71,622</u>	<u>77,318</u>
	6,891,675	11,265,574
Deficiency of revenue over expenses before Other item	(504,906)	(47,699)
Other expense		
Loss on impairment of intangible capital assets	<u>-</u>	<u>345,996</u>
DEFICIENCY OF REVENUE OVER EXPENSES	(504,906)	(393,695)
NET ASSETS, Beginning of Year	6,092,171	6,485,866
NET ASSETS, End of Year	<u>\$ 5,587,265</u>	<u>\$ 6,092,171</u>









The Standards Program Trustmark is a mark of Imagine Canada used under licence by YMCA of Central East Ontario.



**Balsillie Family Branch**  
123 Aylmer St S  
Peterborough, ON K9J 3H8  
(705) 748-9622

**Belleville Branch**  
433 Victoria Ave  
Belleville, ON K8N 2G1  
(613) 966-9622

**City of Quinte West Branch**  
50 Monogram Place  
Trenton, ON K8V 5P8  
(613) 394-9622

**Association Services Office**  
250 Sidney Street  
Belleville, ON K8P 3Z3  
(343) 362-9622

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

Registered Charity # 11909 1882 RR0001