



## YMCA CENTRE FOR LIFE

# COMMUNITY BUILDING CAMPAIGN



NEWSLETTER OCTOBER 2022



## Kim's Y Story

The Y has been such a positive staple in our lives for the past 40 years. My 3 children learned many skills here such as how to swim, sportsmanship, being a team player and spending positive after-school hours interacting with their friends in a safe & supportive environment. The locale was ideal as well, as they were able to walk over to the Y. My oldest son did his Co-Op Ed. placement as a DJ on Teen Night!

Their memories of the Y community influenced them to continue living a healthy & happy lifestyle where they work, in Toronto, B.C. and Ottawa.

And now I get to attend as a recently retired "Senior" who gets to participate at a rate I can afford while reaping all the benefits the daily workouts and social interaction with other members provides. All the Y Staff are so welcoming, helpful, knowledgeable and professional.

I am so grateful and fortunate to be able to experience the Y and all the wonderful things it offers on a daily basis. There are so many classes to pick and choose from led by wonderful instructors. It is fun to be in the gym with a group of people who share similar interests as we all move to the music!

## Affordability is the Centre of Our Plan

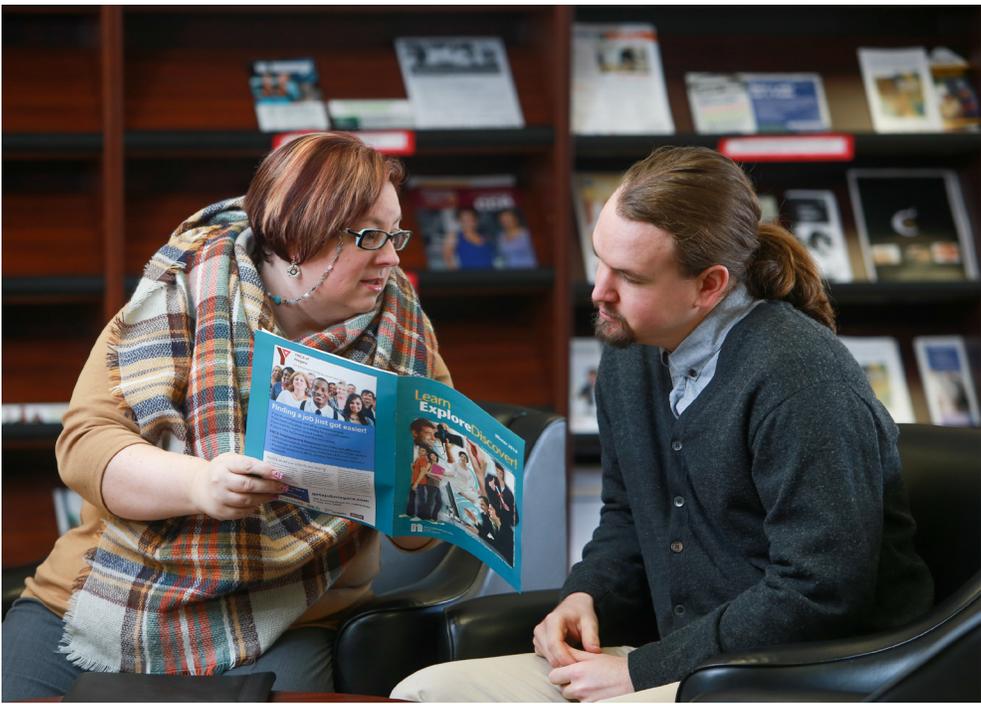
The YMCA is not just a fitness centre, it is a centre for community. The YMCA of Central East Ontario strives to create an inclusive environment where everyone from all backgrounds and abilities is welcome, providing a sense of belonging and purpose to everyone. This philosophy is the inspiration for the new YMCA Centre for Life.

Members tell us they feel part of a larger community when they are part of the Y family and we are proud of our 'whole-life' reputation, which allows people to become part of something and remain connected for their entire life. We serve families through generations and our legacy endures.

The YMCA is unique from local fitness centres not only because of the programs we offer, but the financial assistance we provide to ensure that financial means are never a barrier to

accessing our programs and services. In fact, 20% of our members receive financial assistance and subsidies are an integral part of the operating model for the YMCA of Central East Ontario. We provide children and families with access to healthy recreation and programming opportunities, regardless of their financial situation. Through charitable donations, fundraising and other sources, we are able to offer financial assistance so that all families and individuals can participate in YMCA programs.

We have included a Growth & Permanence Fund as one of our goals within the Community Building Campaign – this fund will ensure that no one is denied membership in the YMCA Centre for Life because of financial challenges. The YMCA Centre for Life will be life-changing for the Belleville community. Help us build community and bring this vision to life.



# Did You Know

20% of the YMCA of Central East Ontario's – Belleville Branch membership base is subsidized. This is a higher-than-average percentage than many other YMCAs and is indicative of the ongoing need for the YMCA's services and programs and its importance in the community.

With a population of over 50,000 and 200,000 more living within 30 minutes of the city, Belleville has experienced significant growth in recent years, including both young families and retirees. This growth has, in turn, magnified the challenges of the current YMCA facility.

## Expanding Our Impact Through Collaboration

YMCAs across the country collaborate with hundreds of partner organizations each year on initiatives that have allowed us to expand into new program areas, support underserved populations, and address critical health issues.

In Belleville, some of our community partners are:

- Children's Mental Health
- Youthhab
- Pathways to Independence
- Community Living Quinte West
- Community Living Brighton/Campbellford
- Community Living Respite Northumberland
- The Children's Foundation
- Broken Arrow
- Brain Injury Association Quinte District
- Canadian Mental Health
- Canadian Tire Jumpstart
- Counselling Services Belleville and District
- Dnaagdawenmag Binnoojiiyag Children and Family Services
- Durham Children's Aid Society
- Highland Shores Children's Aid
- Bayfield Homes
- St. Leonard's Community Support



The YMCA of Central East Ontario is building a new YMCA Centre for Life in Belleville. It will be an inclusive space for people of all abilities, socio-economic status, ethnic and sexual orientation, while providing more community services closer to home in a safe and welcoming environment.

To learn more about how you can get involved, contact us at [campaign@ceo.ymca.ca](mailto:campaign@ceo.ymca.ca).

It is anticipated the membership base at the new YMCA Centre for Life will be 58% greater than the current membership base and as such a greater amount of funding will be required to support membership subsidies.