



## YMCA CENTRE FOR LIFE

# COMMUNITY BUILDING CAMPAIGN



NEWSLETTER JANUARY 2023

## Partnering for Change

Working with our community partner organizations, the YMCA Centre for Life will provide meaningful programs and positive relationships for the people that we serve.

Our values and missions align and, together, we will partner to create an inclusive centre. The **Community Building Campaign** is opening the door for more people in the community to become involved in one safe, accessible, centrally located facility.



Volunteer + Info HPE Award Recognition

## Partner Profile: Volunteer + Info HPE

When it comes to non-profit longevity, volunteers are absolutely key. That's the ethos of Volunteer + Info of Hastings and Prince Edward Counties, a volunteer recruitment and agency assistance organization that will be moving into the YMCA's Centre for Life as one of its partners. Volunteer + Info HPE strives to create an environment where volunteerism is at the core of community and where all people have access to essential information and community services.

"Our seniors have to have meals on wheels. We have to have transportation programs," says Executive Director Brenda Snider. "The need for food baskets is at an all-time high and we can't do that without volunteers. We have to keep the homeless safe, and we have to have warming rooms. Volunteers are involved in all of these facets of community."

Volunteer + Info HPE's programs assist with the recruitment, referral, retention, and recognition of volunteers throughout Hastings and Prince Edward Counties. One of the many benefits of volunteering is connecting to community and making it a better place.

Helping with the smallest tasks can have a big impact on the lives of people, animals, and organizations in need.

"It's healthier to volunteer," Brenda says of the boost to wellness when people get out and meet others, have a purpose and feel a sense of accomplishment. "It's statically proven that teens who volunteer are 50 per cent less likely to use alcohol and drugs."

The burgeoning Student Recruitment program at Volunteer + Info HPE promotes volunteering opportunities at agencies in the area at local high schools and community fairs. As a result, a large number of high school students are engaged in the community not only to achieve the 40 hours of volunteer service required to graduate, but because they really want to get involved, help others and gain experience in career exploring.

"We ask youth at the young age of 17 or 18 to make a lifelong decision about their futures," says Brenda. "Volunteering is a great way to experience different job roles from a boots on the ground perspective. A job on paper and in

reality, are two very different things."

As a leader in local information services, Volunteer + Info HPE is excited to join the partners at the YMCA's Centre for Life and engage with all of the families, children and grandparents there. "The partners all coming together have a common interest and I believe that putting us together under one roof will make us all stronger."

### Did You Know? Volunteer + Info HPE...

- Serves over 275 agencies throughout HPE
- Lists over 1,500 agency programs and services available in HPE
- Has been serving the region for more than five decades
- Works as a partner with United Way HPE to promote 211Ontario
- In just two weeks, 30 volunteers were recruited for a warming room
- Largest recent uptake of volunteers are ages 25-45
- 98% of volunteers referred to agencies continue volunteering in that role

# Spotlight on Campaign Cabinet Member Doug Peterson

Teamwork is dreamwork! Volunteer Campaign Cabinet member Doug Peterson works with his wife Judi and stepson Joey Rufo, leading the "Rufo Real Estate Team" at Royal LePage Proalliance in Belleville with eight agents and two full-time administrative staff. We're thrilled to have him on our team, too. A Rotarian since 2008, Doug is interested in a wide variety of social and environmental issues and enjoys connecting with leaders in the community. Along with quality time with his three step-children and granddaughter, Doug enjoys running a family campground business in Renfrew with his two brothers. We caught up with this dedicated community leader to learn more about why he's supporting the YMCA's Community Building Campaign.

## What drew you to support the YMCA's Centre for Life capital campaign?

Co-Chair Kristin Crowe and YMCA CEO David Allen invited me to be a member of this initiative. As I learned more about the scope of the project and the impact it will have on our community, I was compelled to make this commitment. Volunteer + Info HPE (a.k.a. VIQ) is one of the four agency partners at the Centre for Life, and as their current Director and Past-Chair of the Board, I was excited to see that our agency would be associated with this project.

## What interests and skills do you bring to the Cabinet?

As a local Realtor for 30 years, I know very well how organizations like the YMCA contribute to the overall health and vitality of this community. I have a

history of volunteerism including Director and President of the Quinte and District Association of Realtors and Director and President of the Rotary Club of Belleville. I have helped local non-profit agencies assess their real estate needs and I'm passionate about identifying and addressing the needs in our community. I tend to take a long view and love to lead people toward an exciting, impactful vision.

## What motivates you to volunteer?

I was impressed by the team being assembled and have great respect for our co-chairs Kristin Crowe and Ed Lehtinen. This is a team of some of the most passionate leaders in our community. Locating the Centre for Life in the west end of Belleville is a smart choice that will contribute to the future development of this underserved area of Belleville and enhance its vitality.

## What is the most important work that YMCA Belleville accomplishes?

Youth programs and making health, fitness, and social connections affordable for folks who might otherwise go without these life-enhancing facilities, connections and services. As an example, Judi and I are supporting the Bulyshevs, a Ukrainian family to settle in our community. Thanks to YMCA CEO Dave Allen, their 3-year-old daughter, Nastaya, has been in the Y's daycare program since they arrived. This has allowed Denys and Tanya to seek full-time employment and become active members of our community.

## What moves you about the dream for the YMCA's Centre for Life becoming a reality?

The simple completion of this project will create much-needed positivity and hope at a time when many are struggling. Such a substantial project emerging in the west end that serves a very wide cross-section of the community will be uplifting even if you had no intention of being a member. The Y is known as a community organization and I think people will be excited and encouraged.



Doug Peterson with wife Judi and daughter Toni with the Bulyshevs

# Our Supporting Team

We are grateful to our **Community Building Campaign** Cabinet members for their passion to the YMCA Centre for Life:

Wolf & Elaine Tausendfreund,  
Campaign Honourary Chairs

Kristin Crowe, Co-Chair

Ed Lehtinen, Co-Chair

Ruth Ferguson Aulthouse

Cassandra Bonn

Bruce Mackay

John Mastorakos

Kelly McKinney

Sue O'Brien

Bernie Ouellet

Doug Peterson

Mark Phillips

Boyd Sullivan

Heather Williams



Those pictured in the photo are: Front Row: L-R Heather Williams, Ed Lehtinen (Campaign Co-Chair), Kristin Crowe (Campaign Co-Chair), Dave Allen (YMCA of Central East Ontario President & CEO) Back Row: L-R Sue O'Brien, Mark Phillips, Doug Peterson, John Mastorakos, Bruce Mackay, Cassandra Bonn  
Absent from the photo: Ruth Ferguson-Aulthouse, Kelly McKinney, Bernie Ouellet, Boyd Sullivan, Wolf Tausendfreund



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).

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