



YMCA CENTRE FOR LIFE

COMMUNITY BUILDING CAMPAIGN



NEWSLETTER JUNE 2023

Some of the best childhood memories are made at summer camp. The YMCA has a long history of providing a fun, safe and active environment where everyone is welcome and can be their best. As schools break for summer, our Community Building Campaign newsletter takes a look at the tremendous impact summer day camps can have on the development of a child and who they become.



Summer Camp

When it comes to summer break, images of long days at the beach and road trip adventures come to mind. For many parents and caregivers, summertime is also about what their child can safely do while class is out. One destination that can be counted on is YMCA summer camps.

The benefits of summer camp are well known and documented – especially from the bright-faced first-hand stories from campers. At the YMCA, summer day camp provides lessons beyond the classroom for children and youth to value playtime, appreciate nature and develop self-confidence. The Y has been providing a healthy, safe and secure environment for generations of kids, understanding the individual needs of each camper as well as the overall group.

Camp staff are carefully selected based on experience, leadership and the ability to work with children. Maddie Murray is Camp Coordinator this year. She “literally grew up at the Y” with her grandmother, Nancy, being a YMCA fitness instructor for over 30 years. Maddie’s journey to leadership began as a member and progressed to being hired as youth staff, becoming a camp leader and now Camp Coordinator. She has a personal interest in ensuring that every camper’s experience is one they will cherish and remember forever.

Camp offers a crash course on meeting new people and new experiences, helping kids build social and interpersonal skills. One of the greatest needs met at summer camp is positive peer and adult relationships. A Canadian study on summer camp shows how greatly kids are positively impacted and learn how to work, play, relate, get along, empathize and connect with others.

Inclusion at YMCA summer camp is top priority, and support is given to every child that may need extra help at certain times of the day to have a successful experience. It’s one of the YMCA’s core values, and for campers demonstrating them, beads are awarded in recognition of positive and inclusive behaviour. Beaded bracelets and necklaces become a badge of honour.

With video games and social media competing for young people’s attention, summer camp also encourages a healthy lifestyle by offering physical activity in the form of fun and games. Thanks to the assistance of the Strong Communities Campaign, the YMCA fulfills its mission by ensuring children, regardless of their financial circumstances, can enjoy a positive summer camp experience. Kids and families can count on the YMCA to make memories at summer camp now and when the new YMCA Centre for Life opens its doors to greater adventures.

Just the Numbers = Big Impact



257

Children Registered Over
8 Weeks of Summer Camp



400

Subsidized
Memberships
At The
Belleville Y



364

Children In Before & After School
Care At 18 Different Locations

Spotlight: Cabinet Member Bruce Mackay

Longtime YMCA member and volunteer Campaign Cabinet member Bruce Mackay is President of Mackay Insurance Brokers Inc. in Belleville. He joined the family firm in 1989, got his broker's license while in high school, became a shareholder in the firm three years later, and then bought the business from his father in 2003. Bruce is actively involved in kids sporting activities and volunteering with Hockey Ministries International as a Chaplain along with a variety of charities.

He also hosts a weekly contemporary Christian music radio show and podcast. Married for 20 years with three children, Bruce says he loves how the Y appeals to family and builds community. In celebration of his business' 45th

anniversary in Belleville, they have donated a major gift to the Community Building Campaign to help make a better future for all at the new YMCA Centre for Life.



Bruce Mackay

1. What interests and skills do you bring to the Cabinet? I have always tried to put others and the community first in my personal and corporate life and I want to bring that passion and a little humour to the Campaign Cabinet to help us achieve the best we can.

2. Why are you motivated to volunteer? I see how the project in Quinte West has impacted their community, and when I was asked to be a part of this team, I was excited to join.

3. In your opinion, what is the most important work that YMCA Belleville does? Helping families with before and after school care and providing gym and pool memberships for families.

4. What other organizations or causes do you support, and in what capacity? I am personally involved with Christmas Sharing and do a walk in my mother's memory every year. We also support Grace Inn Shelter, and my wife and I are heavily involved in kids' programs at our church, Parkdale Baptist.

[Click here](#) to see a video from Bruce.

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 Aulhouse

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-Aulhouse, 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.

250 Sidney Street, Belleville, ON K8P 3Z3

campaign@ceo.ymca.ca

(343) 362-9622 ext. 225

campaign.ymcaofceo.ca