



YMCA CENTRE FOR LIFE

COMMUNITY BUILDING CAMPAIGN



NEWSLETTER APRIL 2024

In this special edition of the Community Building Campaign newsletter, we celebrate the monumental milestone of the public launch of the YMCA Community Building Campaign! This journey has been marked by unwavering passion, boundless dedication, and an incredible spirit of community unity.



David Allen, President & CEO with Campaign Co-Chair Ed Lehtinen

Celebrating the Launch of the YMCA Community Building Campaign

The YMCA Community Building Campaign has officially launched to the public, marking a monumental initiative to rally the support of the broader community to further bolster the efforts of a dedicated team of volunteers. The collaborative effort has propelled the campaign to reach \$6,024,549.30 of its \$9-million goal, marking a significant milestone in the journey towards building the exciting new YMCA Centre for Life in Belleville.

“We are deeply thankful for the incredible support from our donors, volunteers, government, and community,” says David Allen, President & CEO of the YMCA of Central East Ontario. “The new YMCA Centre for Life stands as a testament to this generosity, promising to

nurture the health and wellness of our residents for generations. It will offer a rich menu of social, educational, health, and life skills programs, complementing our renowned fitness and recreation offerings.”

Campaign donors, volunteers, partner organizations, and YMCA staff gathered at a special event on April 23, 2024, to commemorate the occasion. Lyle Vanclief from the John M. and Bernice Parrott Foundation spoke at the event to announce the \$1M gift provided by the foundation. The Community Building Campaign reflects the power of unity and a shared vision, illustrating what can be accomplished when dedicated supporters unite to foster positive change within their community.



Lyle Vanclief, John M. and Bernice Parrott Foundation

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"The Campaign Cabinet has been the driving force behind the fundraising effort, tirelessly advocating and securing investments to make our vision a reality," says Kristin Crowe, Co-Chair of the Campaign Cabinet. "The support we have received from the community and each level of government has been nothing short of inspiring."

The Centre for Life is a partnership of five non-profit charities, led by the YMCA. With aligned values and missions, together they will create an inclusive centre, opening the door for more people in the community to become involved in a safe, accessible, and centrally located facility.

"The partnership with these exceptional organizations is more than a union of vision, it's a promise of enduring support," says Ed Lehtinen, Co-Chair of the Campaign Cabinet. "Their intertwining missions and combined efforts will create ripples of lasting change, touching every life they reach."

The construction of the new YMCA Centre for Life is projected to generate over \$30 million in economic activity and create approximately 200 full-time jobs through both direct and indirect spending by the YMCA. Upon its completion in Fall 2025, with a growing membership, the operational spending for this new facility will have an economic impact exceeding \$12 million annually, supporting over 100 full-time jobs within the community.

The public is encouraged to continue their support towards the Community Building Campaign's \$9M goal, which is pivotal in establishing the Centre for Life as a dynamic hub for health, wellness, education, and community involvement. Through collective efforts, a legacy can be established, benefiting generations to come.



David Allen, Linda Gray, Ed Lehtinen, Donna Gowthorpe, Lyle Vanclief, Doug Moses



Stephanie Rayton, Vice Chair YMCA of Central East Ontario Board of Directors



David Allen, President & CEO

Capturing the Campaign Cabinet's Memorable Moments

The volunteer Campaign Cabinet's dedication shines brightly in reaching this momentous milestone in the Community Building Campaign. We've captured some of their most memorable moments – a tapestry woven with laughter, determination, and community spirit. Each quote reflects the commitment, shared joy, and belief in the transformative power of collective action.

**Kristin Crowe, Co-Chair,
Community Building Campaign**

"The joy for me has come from working beside like-minded volunteers who have been incredibly generous with their time and meeting with supportive, philanthropic leaders who step up to support our community. This campaign has been just as much work as it has been fun, forging new friendships and reconnecting with old ones."

**Ed Lehtinen, Co-Chair,
Community Building Campaign**

"I am honoured to be the Co-Chair of the Community Building Campaign to have an opportunity to work alongside Kristin Crowe in the leadership role and to work with the dynamic team of volunteers on the Campaign Cabinet who have worked tirelessly to raise funds to support the health and wellness of our community for decades to come."

Ruth Ferguson Aulthouse

"When Dave presented the new project to Belleville City council and the 4th floor at City Hall was packed with enthusiastic members from Y partners that will benefit from the new building. There was so much excitement

about the positive impact the new Y will have for many community groups in the City."

**Cassandra Bonn, Marketing Specialist,
Quinte Broadcasting**

"When I got a call from a donor we presented to a week earlier. You never really know how a perspective donor is going to react to the 'ask' and we provided three options with a range of levels. About a week later, the donor called me on my cell as I was driving home at the end of a long day. And he says... 'We're in and we will take option 3 (the biggest option)! I literally screamed with joy as I was driving home. He was very excited as well and has been a great new partner for the new YMCA Centre for Life."

**Bruce Mackay, President,
Mackay Insurance Brokers Inc.**

"During a meeting, hearing our co-chair Kristin share about her recent health challenge and seeing Ed step up. We as a team vowed to have her join us the following year to play pickle ball. And sure enough in 2024, she joined the pickle ball team. That was pretty powerful. The other moment was finally reaching \$6 million. The joy and culmination of lots of fundraising and finally reaching our first target!"

John Mastorakos, Partner, O'Flynn Weese LLP

"Experiencing the joyous cheering and celebration during cabinet meetings upon hearing news of a substantial donation. It echoes the sentiment expressed by a donor who was delighted we reached out, saying our cause deeply resonates with them, and they're committed to supporting it with the amount requested, appreciating both the approach and the purpose driving this initiative."

**Kelly McKinney, Vice President Marketing &
Communications, McDougall Insurance &
Financial**

"Hearing that we hit \$6 million!"

Sue O'Brien

"Such a stellar goal, working towards mental health and fitness for all driven by accessibility. Having been a young member, gym and swim instructor, board member – and a member of the first Y swim team – I truly believe health is wealth."

**Doug Peterson, Team Leader,
Rufo Real Estate Team**

"As a Rotarian with the Rotary Club of Belleville, I was pleased to engage our club to request their support for a project I feel so passionate about. The project is in perfect alignment with Rotary's core values of supporting others in the community to live their best lives."

**Mark Phillips, President,
Mystical Distributing Company Ltd.**

"Anytime I go on a call with Dave Allen and Heather Williams I know it's going to be a fun day and a productive one."

Heather Williams

"A favorite experience I had was visiting a lovely couple with Dave. This couple gave us such a warm welcome and visit! The YMCA was a very important part of the lives of several of their cherished family and this project really resonated with them both. They also knew how much the new YMCA Centre for Life would enrich the lives of so many in this community and the surrounding area. When Dave and I made the request for an investment towards the project they thanked us for not being greedy and blew us away by pledging more than double the ask amount! Our hearts were soaring! So kind, warm, and generous!"

**Wolf & Elaine Tausendfreund,
Honourary Co-Chairs**

"Our family has treasured our relationship with the YMCA for more than 50 years. Just as the Y makes it a priority to provide a caring, safe community for all, we are proud to have made it a priority for us to share our time and energy to support this organization and the campaign to raise funds for the Centre for Life."



Front Row: L-R Heather Williams, Ed Lehtinen (Campaign Co-Chair), Kristin Crowe (Campaign Co-Chair), Dave Allen (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