



# YMCA CENTRE FOR LIFE

# COMMUNITY BUILDING CAMPAIGN



NEWSLETTER MAY 2024

In this first post-public campaign launch newsletter, we highlight the pivotal role of partnerships, TaskForce Engineering and the YMCA's President & CEO David Allen, in shaping the exciting trajectory of the new YMCA Centre for Life. Recent developments underscore the Y's commitment to transparency and community engagement as it advances towards its transformative vision.



## Project Update: Uniting Vision, Momentum, and Promise

Exciting momentum is building behind the Community Building Campaign as it transitions into the public phase, inspiring optimism among all involved. David Allen, President & CEO of the YMCA of Central East Ontario, commends the unwavering commitment in navigating permit challenges, reflecting on the journey thus far, and acknowledges significant strides made as the project nears construction in the coming months.

"When the shovel hits the ground, it's the start of our future and we must be prepared," says Allen. "Membership in Belleville is at about 2,000 and it is projected to grow to 5,000 with the Centre for Life's opening. Construction potentially starts as soon as this summer and readiness is our mantra."

The public launch of the campaign at the end of April was a momentous occasion, marked

by overwhelming support and enthusiastic volunteers, supporters, community members, and dignitaries. David Allen said the pride and sense of belonging expressed by attendees underscored the project's importance and reaffirmed their commitment to its success.

"It was an incredible environment to be in, filled with such positivity and excitement," says Allen. "This project is more than just constructing a building; it's about building relationships and creating a legacy that will last for generations to come."

Partnership has been the cornerstone of envisioning the new YMCA Centre for Life with collaboration key in achieving the overarching goals of promoting holistic well-being and community connection. The Centre for Life partner organizations have all had the chance to preview their designated spaces within

the Centre, affirming their commitment and enthusiasm for its success.

"We at CSBD are excited in anticipation of our new home, where we can look forward to new collaborations with community partners, and where our service participants will be welcomed into a fully accessible and vibrant space," says Nicole Chevalier, Executive Director of Community Services of Belleville and District.



Conditioning Room



Fitness Studio

The active involvement of community partners coming together promises to drive positive change. "For CLA, not only will the move to the Centre for Life gain us exposure to a larger audience, but being close to partners physically will allow us to more easily collaborate to serve mutual clients and develop innovative joint programs," says Shannon Lee, Executive Director of Community Learning Alternatives.

"Moving into our new home isn't just about changing our address – it's about transforming our organization's landscape," says Executive Director of Big Brothers Big Sisters, Arlene Coculuzzi. "It's an opportunity to cultivate collaboration, ignite innovation, and propel growth with visibility and accessibility."

Likewise for Volunteer Information HPE, the move is so much more than just new walls and floors. "It's a canvas for creativity, a hub for teamwork, and a catalyst for achieving our goals together," says Executive Director Brenda Snider. "We're excited to collaborate on programs and build a strong and vibrant

Centre for Life for individuals and families in our community and strengthen volunteerism." As the project progresses towards finalizing the design before construction begins in the coming months, TaskForce Engineering emphasizes the importance of precision and functionality. From the engineering perspective, TaskForce Engineering emphasizes the importance of combining design and functionality.

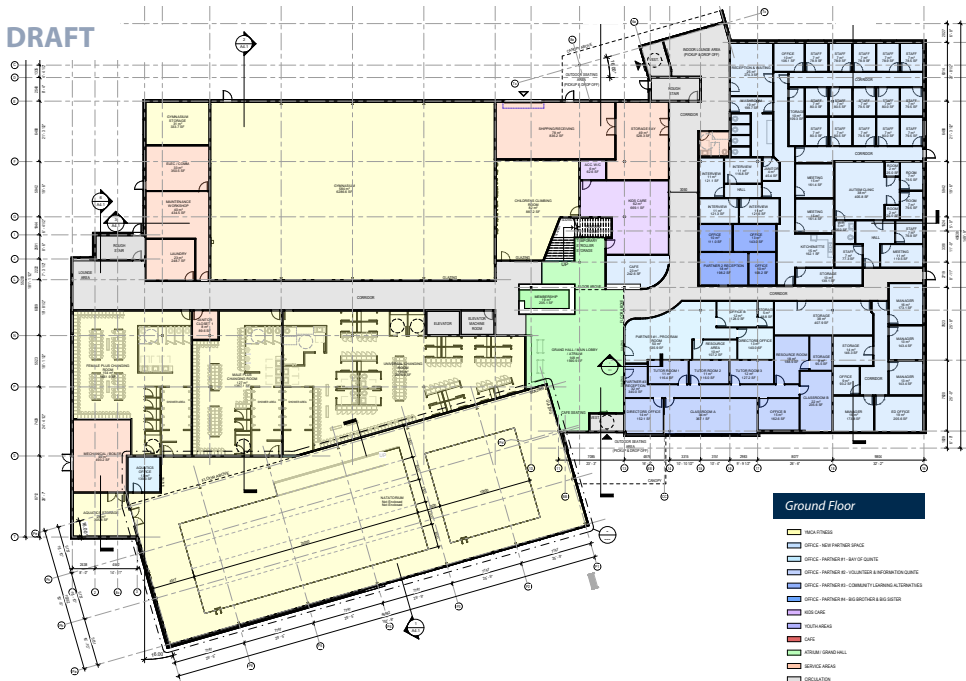
"Our focus is on ensuring that the final designs meet aesthetic standards while optimizing functionality and sustainability," says Hilary Murphy, Director of Business Development at TaskForce. "Through creativity, attention to detail and innovative solutions, we're creating a beautiful space that will enhance the community's engagement and connectivity through wellness."

Plans to further advance the project's visibility and impact include the recent appointment of Leslie Murray as Vice President of Membership, signifying a move towards enhancing community engagement and program

development. Leslie's expertise and leadership stand ready to initiate innovative strategies that align with the Y's mission and deeply resonate with the diverse community of Belleville and the surrounding area.

"The Centre for Life embodies the essence of community empowerment and collaboration," says Murray. "By leveraging the YMCA's commitment to impactful programs and partnering with like-minded organizations, we're poised to create synergies that drive meaningful change. Together, we will implement creative solutions and foster a sense of belonging and community for all."

The collective efforts driving the project's success are a testament to its commitment to collaboration, innovation, and community empowerment. With each milestone achieved, the Community Building Campaign moves closer to realizing its vision for a vibrant, inclusive community space that enriches lives and nurtures lasting connections for generations to come.



## Fun Facts

**Economic Boost:** The construction of the YMCA Centre for Life is estimated to generate more than \$30 million in economic activity.

**Job Creation:** Throughout the duration of the construction project, the equivalent of 200 full-time jobs will be created, stimulating further economic growth within the community.

**Supporting Local:** A strong focus will be placed on utilizing local companies and contractors wherever possible, emphasizing community engagement and support for local businesses.

**Living YMCA Values:** The project embodies the YMCA's core values of Inclusiveness, Caring, Honesty, Respect, and Responsibility in fostering a welcoming and supportive environment for all.