



YMCA CENTRE FOR LIFE

COMMUNITY BUILDING CAMPAIGN



NEWSLETTER JUNE 2024

In this edition of the campaign newsletter, we are thrilled to introduce the new Vice President of Membership and Health, Fitness and Aquatics for the Belleville YMCA, whose expertise and dedication promise to propel the campaign forward. We're also delighted to announce a generous leadership gift, igniting momentum and enthusiasm across our community.

New Leadership Energizes YMCA Centre for Life's Partnerships Programs



Leslie Murray

The new YMCA Centre for Life's partnership programs are embarking on an exciting new chapter under the leadership of Leslie Murray, the new Vice President of Membership and Health, Fitness and Aquatics for the Belleville, Quinte West, and Peterborough YMCA branches. Just over a month into her role, her enthusiasm and vision are already setting the stage for significant community impact, positioning Belleville's new YMCA Centre for Life to benefit the community immensely.

"Our approach to programming is both flexible and accessible," Leslie explains. "Programs typically run in sessions which allow participants to engage meaningfully without a long-term commitment, while continuous membership promotes long term engagement. Programs like Y Thrive promote development of healthy habits and commitment to healthful behaviours, and help participants take steps to get started and stay committed. After

each session, they can decide if they want to continue, try something new, or move on to more advanced programs."

Although specific programs are still being finalized, Leslie will be actively engaging with the Centre for Life's four community partners to align interests and target demographics. One exciting initiative on the horizon is youth employment and training, while programs like stroke rehabilitation and heart health are slated to continue and expand. "Partnerships with healthcare organizations are crucial for delivering these programs effectively," Leslie says. She's excited about continuing the Prescription to Health program in collaboration with Quinte Health, a progressive initiative aimed at enhancing community preventive health. Leslie is also looking to import successful initiatives from other YMCAs, such as mental health-focused programs.

Ensuring accessibility is key to Leslie's strategy. She aims to remove barriers that prevent people from participating, whether related to physical accessibility, comfort, or specific needs of vulnerable populations, such as survivors of domestic violence.

"We're at an exciting place where we can rebuild and reintroduce vital programs," Leslie reflects, acknowledging the challenges brought by the pandemic when programs were halted and staff capacities stretched thin. "Our optimism is fueled by the restored capacity within the YMCA and its new partners joining

under one roof at the new Centre for Life." The Centre for Life represents a bold new chapter for the YMCA. Leslie's role includes overseeing health, fitness, aquatics, membership, marketing, and preparing for the Centre's grand opening. "This is more than just a new facility," she says. "It's an opportunity for our community. We're aiming for deeper and greater impact through collaboration with our partners."

Leslie's journey with the YMCA began at the age of 14, and her extensive experience has equipped her with a profound understanding of the organization's potential. She's held various roles, including program development and community engagement, both at the YMCA of Greater Toronto and YMCA Northumberland. More recently, her role as Manager of Community Recreation and Culture for the Municipality of Port Hope refined her skills in community consultation and strategic planning.

Leslie is just at the beginning of this exciting journey. Her immediate focus is on building relationships with partners, developing new programs, and ensuring existing programs meet the community's needs. "The possibilities are endless," she says. "We can do so much more together with our partners than we ever could alone." Her collaborative approach promises to deepen the YMCA's connection with the community and enhance the impact of its programs. As Leslie continues to lay the groundwork, the future of the YMCA's partnership programs looks bright, filled with potential and renewed vigor.

Belleville Toyota Makes Waves with Significant Investment in Community Building Campaign

Belleville Toyota has generously invested \$250,000 in support of the YMCA Centre for Life, marking a significant milestone in the Community Building Campaign. This contribution propels the campaign past the \$6 million mark, edging Belleville and its surrounding areas closer to realizing the forthcoming state-of-the-art Centre for Life, set to begin construction soon.

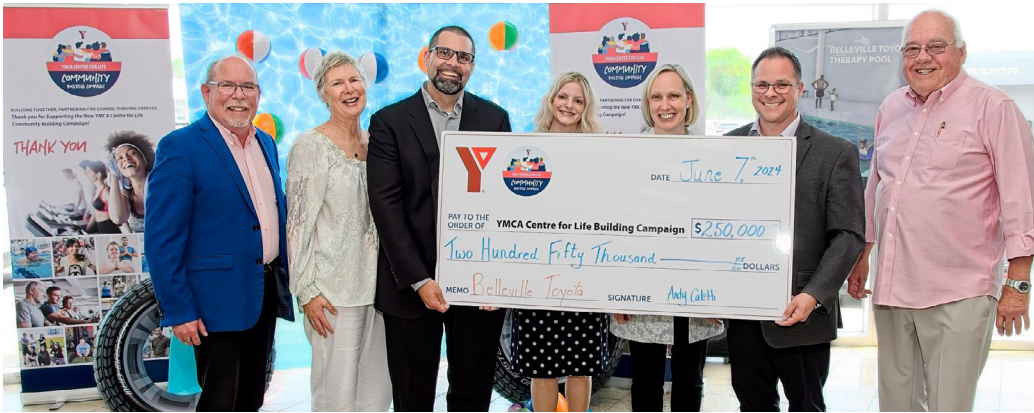
In recognition of Belleville Toyota's outstanding support, the new pool at the YMCA Centre for Life will be named the "Belleville Toyota Therapy Pool." This accessible aquatic facility will serve as a vibrant hub for health and wellness activities, catering to all ages, from swimming lessons to water aerobics. Andy Caletti, Owner and General Manager

of Belleville Toyota, expressed enthusiasm, stating, "We have always been focused on the well-being of our community. The new YMCA facility will improve access to recreational and therapeutic activities and bring partnering agencies together in one building to support everyone in our region."

Belleville Toyota's donation reflects its commitment to corporate social responsibility, emphasizing its dedication to giving back to the community that has supported its success. By partnering with the YMCA, they aim to give back in a meaningful way, providing better access to much-needed services for many community members. The decision to select the naming rights to the therapy pool aligns with Toyota's vision of

realizing a future that provides mobility for all. The Belleville Toyota Therapy Pool will benefit numerous community members through improved mobility via the programs offered in this new aquatic addition. Belleville Toyota hopes their investment will inspire others to support this much-needed resource for the community, encouraging other businesses or individuals to contribute to the initiative.

The Community Building Campaign extends heartfelt thanks to Belleville Toyota for their exceptional generosity and vision. Their investment demonstrates the power of community collaboration, and the Belleville Toyota Therapy Pool will stand as a symbol of this partnership and community spirit for years to come.



Top Left: David Allen, Kristin Crowe, PJ Caletti, Sonda Caletti, Kim Caletti, Andy Caletti and Ed Lehtinen **Top Right:** David Allen, Andy Caletti **Bottom:** Andrew Tankard (Toyota Canada), Paula Cassidy (Belleville Toyota), Cyndy White (Belleville Toyota), Kim Caletti, Andy Caletti, PJ Caletti, Sonda Caletti, Steve Giffin (Toyota Canada), Tim Brant (Belleville Toyota), Noellen Bollozos Antunes (Belleville Toyota)