



YMCA CENTRE FOR LIFE

COMMUNITY BUILDING CAMPAIGN



OCTOBER 2024

In this edition of the Community Building Campaign newsletter, we celebrate giving thanks, hearing from dedicated volunteers and staff, and exploring why generosity is good for you. Together, we're building a stronger community, thanks to our donors, partners, and volunteers.



Community Building Campaign: A Journey of Gratitude and Dedication

As the Belleville YMCA Centre for Life's Community Building Campaign closes the gap on its \$9 million fundraising goal, the unwavering dedication of volunteers and staff is inspiring. Spearheaded by the efforts of the Campaign Cabinet, the project is on track to break ground this fall, thanks to their determination and the generosity of local community members.

Campaign Co-Chair Kristin Crowe shares: "As I reflect on the many blessings surrounding me this past year, I give thanks to our community for lifting me up and surrounding me with a continuous flow of helping hands and so

much love. My ongoing battle with cancer, and now loss of vision, have me forever climbing mountains. Thanks to our community, I have never felt alone." With respect to the campaign, Kristin expressed deep gratitude for those involved. "I am tremendously thankful for the Campaign Cabinet, who have worked tirelessly to raise more than two-thirds of our \$9 million goal. This incredible achievement allows us to break ground this fall. Of course, none of this would be possible without the generosity of our supportive community leaders."

Fellow Campaign Co-Chair Ed Lehtinen spoke to gratitude for good health: "I am personally

thankful for my own good health and the good health of my immediate family. As such the legacy project for a new inclusive YMCA helps to spread good health and fitness to more people. And the addition of partner organizations to the Centre for Life broadens the impact even more."

Cabinet member Bruce Mackay expressed deep gratitude for his faith, family, and the unwavering support of the community. He highlighted the unity of community leaders who have come together with a shared purpose—to build a legacy that will benefit future generations.

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YMCA President & CEO David Allen with Campaign Co-Chairs Kristin Crowe and Ed Lehtinen



Bruce Mackay and family

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Connie Reid, Vice President, Funds Development, adds a personal reflection on the campaign and her life in the Quinte region: "I am personally thankful for my family. My husband, Scott, and I are fortunate both our families are from the Quinte area. Our daughter is an only child, but her cousins are like her siblings. Working in non-profits my entire career, I see how fortunate I am to have such a wonderful support system."



Connie Reid and family

Regarding the campaign's broader impact, she adds: "For the past 30 years, I have seen first-hand how generous our community is. To witness the impact across a variety of charities has been humbling. I am thankful our community is stepping up once again to support the Community Building Campaign to build a new YMCA in Belleville."

Campaign Cabinet Member Doug Peterson echoes the gratitude for health and for being

part of the Community Building Campaign: "I am personally grateful for my health and for the people in my life who allow me to connect with something more significant. Being part of the campaign over the past two years has been an honour - I'm thankful for the good it will bring, the friendships it has fostered, and the chance to work alongside such a dedicated team. My world has expanded in ways I never imagined, and I'm excited to see the YMCA Centre For Life come to life, knowing the positive impact it will have on our community."

Their combined efforts, along with those of many others, are making the dream of a new YMCA a reality. Together, they have ensured that Belleville's community has a place to come together for health, support, and social connection. With continued support, the YMCA Centre for Life will soon become a cornerstone for generations to come. More to come as the groundbreaking event approaches, marking a significant milestone in this community-driven effort.



Doug Peterson and the Rufo Real Estate Team at Royal LePage Proalliance

The Power of Giving Thanks

Ever wonder how gratitude is good for you? Numerous studies show significant mental health benefits from adopting a grateful outlook. Whether writing letters of thanks or listing positive aspects of one's life, expressing gratitude has been linked to improved emotional well-being. Research published in the New York Times shows that an "attitude of gratitude" can reduce symptoms of depression and anxiety, enhance self-esteem, and increase life satisfaction.

Derived from the Latin word gratia, meaning grace, graciousness, or gratefulness, gratitude encompasses all of these meanings. When we express gratitude, we recognize the good in our lives and acknowledge that these blessings often originate from external sources.

According to Harvard University, this awareness promotes a deeper connection to the world, whether through relationships, nature, or a higher purpose. Embracing gratitude helps us cultivate positive emotions, navigate adversity, and strengthen our bonds with others.

Some studies suggest that a consistent focus on gratitude, such as journaling, may even reduce the risk of heart disease. By weaving gratitude into our daily routines, we can create a more positive mindset and significantly enhance our emotional and physical well-being and resilience.



Canadian Giving: 2024 Snapshot

Generous Nation



69%

Of Canadians make annual charitable donations



\$300-\$500

Average annual donation

Year-End Generosity



30%

Of annual donations are made in December



10%

Of giving happens in the final 3 days of the year

Volunteering in Canada



79%

Of Canadians over the age of 15 have volunteered for a charitable cause



2.5 Billion

Hours of volunteer work donated annually, equal to 2.5 million full-time jobs



50%

Of charities are seeing fewer volunteers since the pandemic

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