



YMCA of
Northeastern
Ontario

Community Report

2019-2020

A PLACE TO BELONG, ACHIEVE OUR POTENTIAL AND STRENGTHEN OUR COMMUNITY.

The YMCA of Northeastern Ontario is pleased to present our 2019-2020 Report to the Community.

This year we have seen a lot of growth at the YMCA; in membership at our Health, Fitness and Aquatics Centres; in newcomers served through Employment and Immigrant Services; in our Child Care Centres; in Camp attendance at across our camping sites in Northern Ontario and in the number of donors to the YMCA.

We have also worked hard to build stronger relationships with our members, clients and community partners by launching our health, fitness, & aquatics advisory committees and inviting internal and external stakeholders to participate in the design of our strategic plan for 2020-2030.

It is a year that despite financial challenges, has seen our YMCA restructure and reinvest so that we may be sustainable for years to come.

Our communities strive to be healthy and vibrant. In spite of shifting demographics, mental health and substance use challenges and increases in the cost of living, the role that the YMCA plays is increasingly important as a place where you can belong, achieve your potential and strengthen your community. Your YMCA is doing that in large part because of our great staff, volunteers and you.

Thank you for supporting your YMCA and through doing so, strengthening your community.

Helping you get back on track.

About three and a half years ago, Angela's oldest son Tyler passed away unexpectedly. The loss of her child was the hardest thing she's ever been through. "The depression, anxiety and darkness was overwhelming at times."

Angela joined the YMCA a month after her son passed. She worked in health care and understood the importance of physical activity and the benefits it has on mental health. While her children were in swimming lessons, Angela took some time to focus on her physical and mental health in the fitness centre.

Now 3 years later, Angela is thriving and finds joy in life.

"The Y saved my life. I'm a better person now, a better mom and a better wife."

- Angela





Our Vision

My Y -

a place to **belong, achieve my potential** and **strengthen my community.**

Our Charitable Purpose

We are dedicated to the growth of all persons in spirit, mind and body with a sense of responsibility to each other and the global community.

Our Values

Caring

My Y demonstrates compassion and empathy to all.

Inclusive

My Y celebrates diversity and creates a sense of belonging.

Responsible

My Y is accountable, does what is right and needed.

Honesty

My Y operates transparently with trust and integrity.

Respect

My Y embraces all persons with dignity.

Collaborative

My Y builds healthy communities through teamwork and partnerships.



Our 2020-2030 Strategy

Great People & Culture

We strive to be an employer and provider of choice by:

Providing the leadership people need to be **inspired** and **successful**

Supporting the **growth** and **development** of people

Acknowledging and **celebrating** achievements

Consistently promoting **values**

Fostering a continuous **quality improvement culture**

Stronger Together

We continue to collaborate with our partners to optimize individual and community health by:

Building **brand awareness** with community in programs and services

Providing a **no wrong door to access** programs and services

Extending core offerings in partnership with rural communities and key demographic groups with a focus on **new populations, youth, families** and **older adults**

Optimizing our resources through **collaboration**

Capacity & Responsiveness

We are improving our systems and structures to achieve efficiency and impact by:

Excelling in our financial practices

Leveraging our synergies and **efficiencies** with other YMCAs

Optimizing technology to enhance **productivity** and **accessibility**

Proactively managing risk

Sustainability

We are building a resilient operating model that secures our future by:

Growing our fund development and donor base

Reducing waste and **protecting** the environment

Strengthening our capital campaign to **reinvest** in our infrastructure and **replenish** our assets

Delivering our strategy with **measurable** results



Giving you the experience to reach your goals.

Jean moved to Canada from the Benin Republic in West Africa becoming a permanent resident in March 2016. He moved to Canada with his three young children.

Jean dreamed of working as a Canadian border officer but due to the lack of eligibility requirement information, he was unable to pursue it. "What some people may call challenges, others may perceive as opportunities." Jean didn't let this get him down, he moved to Sudbury and started attending classes at College Boreal for social services.

Through his classes, Jean decided to do his student placement at YMCA Immigrant Services in social services work. He now helps newcomers settle into their new communities, helping them by providing information and tools that he accessed when he was a newcomer.

Jean is enjoying his placement at YMCA Immigrant Services. His children enjoy participating in gymnastics, dance and swimming at the Sudbury YMCA.

"The YMCA positively impacted me by helping me get my first job as a security guard and by giving me the opportunity to do my student placement with the open-minded team of the YMCA Immigrant Services."

- Jean

Helping you find yourself.

Dylan is not the typical 17-year-old. As a self-proclaimed 'weird kid' who has experienced challenges with moving frequently as a child and was targeted in school for being different, life has been a bit tricky for Dylan. (Dylan's preferred pronouns are they/their.)

Dylan started going to YMCA John Island Camp when they were 8 years old – and right from the start they knew they wanted to keep coming back. It was a welcoming environment where being weird was encouraged, teamwork was taught, and self-reflection was accepted.

Dylan was able to understand their feelings around gender identity in a place where they had peers who were going through the same thing and staff were inclusive and supportive.

Nine summers later, Dylan is excited to come back and be the caring camp counselor that they had growing up.

"Dylan was able to understand their feelings around gender identity in a place where they had peers who were going through the same thing and staff were inclusive and supportive."
- YMCA Staff



BY THE NUMBERS

252 Volunteers

575 Donors

510 Campers at YMCA John Island Camp

784 Clients have received Settlement Support

1175 Children in Licensed Child Care

349 Full time and part time staff

\$401,655 In Financial Assistance

846 Job seekers accessed Assisted Employment Services

359 Youth in Youth Job Connection Program

8058 Members served

1,013 Campers in Summer Day Camp

We are dedicated to the **growth** of all persons in spirit, mind and body with a **sense of responsibility** to each other and the **global community**.



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