



YMCA of
Northeastern
Ontario

Community Report

2020-2021

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Message from Helen Francis

President and CEO

I would like to thank our staff and volunteers who have continued to provide vital support to our communities during the pandemic. We have also received incredible support from our donors and members, who have participated in various ways even while our doors have had to be closed. When the pandemic was first declared over 14 months ago, we certainly could not have imagined the extent of the challenges we would face.

Despite these uncertainties, our staff and volunteers remained steadfast in the YMCAs charitable purpose to **grow all persons in spirit, mind and body with a sense of responsibility to themselves and the global community**. We know this year will continue to challenge us and that there are opportunities for us to re-imagine, re-design and revitalize how we work to serve our communities. We look forward to stronger collaboration across our Association, YMCAs across Canada and with partners and other service agencies, to deliver greater **impact** or **relevance** in a **sustainable** manner.

Message from Tom Welton

Board Chair

Staff and volunteers have done considerable work during this pandemic. As a health and safety professional, I am particularly proud of how well the YMCA has prioritized the health and safety of members, families, clients, staff, volunteers and our communities. While we have not been immune to the impact of COVID-19, the team have approached every stage of the pandemic diligently in order to protect all.

I would also like to thank all of our donors and sponsors. Across our communities, numerous members, families, camp alumni, community builders, staff, volunteers, city partners and granting bodies have donated to support the sustainability of the YMCA. **All donations, regardless of size, have been tremendously helpful and we are extremely grateful for the support.**

THREE
COMMUNITIES

178
TOGETHER

ONE
CHARITABLE PURPOSE

Unlimited potential.



**YMCA of
Northeastern
Ontario**

As of April 1st 2021, the YMCA of Timmins has joined together with the YMCA of Northeastern Ontario (North Bay and Sudbury) as one organization.

After 5 years of discussion and planning of the potential amalgamation, and 7 months of joint management under one CEO, the three YMCAs have come together to better serve the individuals, families and youth in our communities.

Working together under one charitable purpose means that the YMCA has an opportunity to better serve thousands of children and families in North Bay, Sudbury and Timmins but also in surrounding communities.

"Our organizations are stronger together with unlimited potential. More choice, more partnerships, more connections, more efficiency, for a stronger organization and a healthier region." - Helen Francis, President and CEO for the YMCA of Northeastern Ontario.

My Y is RESILIENT

#YourSupportMatters

September 2020 marked our kickoff of the My Y is Resilient campaign to our local communities in Northeastern Ontario. Although we knew raising 2 million dollars in a pandemic would be a challenge, we could not have anticipated the tremendous response and support we would receive soon after launching. Thanks to our friends and media sponsors at Hot FM, The Moose FM, Cogeco and Eastlink, our incredible corporate and individual donors, community partners as well as funders and dedicated staff and retirees, the campaign to date has been a success. In 8 short months, we have raised 1.5 million dollars and have secured 75% of our goal in donations and pledges. These contributions will ensure that your YMCA can contribute to a healthy Northern Ontario and serve as a centre for community for many generations to come.

We will continue the campaign into this next fiscal year to achieve the goal of 2 million dollars raised and look forward to celebrating the YMCA rising past this pandemic-all in part thanks to you.

\$1,500,000

Raised

1,229

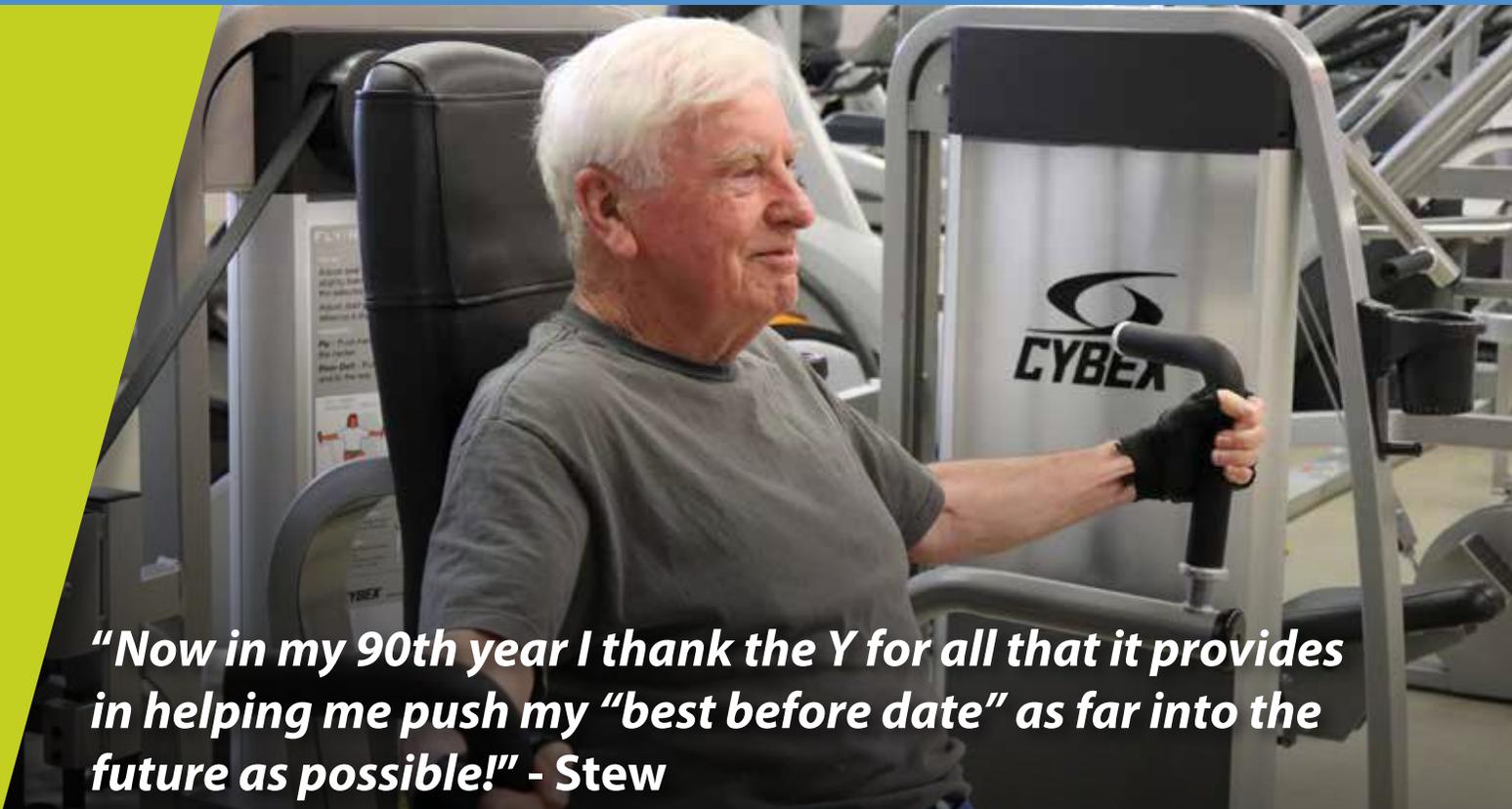
Donors

8

Months

Thank you to our media sponsors:





“Now in my 90th year I thank the Y for all that it provides in helping me push my “best before date” as far into the future as possible!” - Stew

Stew's history with the YMCA spans over seven decades, and he has lived a very active lifestyle by participating in sports like golf, soccer, cricket, running and swimming.

His first experience at the Y began in his mid-teens, around 1946, with a membership at the Motherwell YMCA in Scotland. There, he was introduced to basic weight-training, which he enjoyed, until he moved to Canada in May of 1954. Stew became a member at the North Bay YMCA in July 1968 after moving from Montreal and has been a member ever since.

His first experience at the North Bay YMCA was a noon class led by then General Secretary Ralph Erksine. In recent decades, his focus has been on working out in the fitness centre and Pilates classes.

Stew's daughters have also learned to swim at the YMCA and his grandson has grown up through YMCA Child Care, to swimming with the North Bay Titans Swim Team, life guarding and participating in weight-lifting competitions.

“Over the years, it has been a joy to experience the development of new and more extensive facilities. The community of North Bay is most fortunate to have this recreation centre in its midst. In sharing these memories, it is my opportunity to express appreciation for the work of the Y staff. It has been my incontrovertible experience that the staff are, without exception, dedicated, knowledgeable, helpful and friendly, thus adding to the good feeling that a Y visit can bring. Now in my 90th year I thank the Y for all that it provides in helping me push my “best before date” as far into the future as possible!”



YMCA Community Impact

Together we kept each other healthy and safe while inspiring community connections throughout the COVID-19 pandemic.



Our essential child care staff team ensured that essential workers continue to work and that as the province reopened, parents could return to work.

YMCA Educators and YMCA Child Care staff continued to nurture and educate our children while increasing safety protocols and procedures, including PPE. Their top priority is and will continue to be, ensuring families receive exceptional care for their children.

*"This has been such a stressful period for so many people. It's so important to be there to support the people who are working in the frontlines. Providing a **safe place** for families to send their children gives them **one less thing that they need to worry about** throughout their day." - YMCA Child Care Staff*



YGYM



As a response to school closures, and in collaboration with YMCAs across Canada, the YMCA of Northeastern Ontario pioneered an online platform called YGym. This platform was for families and school boards to experience virtual physical activity programming which could be offered as a resource to their educators and students as a part of their school's online learning platform.

YGym was instructed by a YMCA certified fitness coach and featured content based on YMCA Canada's Health & Fitness programs and Canada's Physical Activity Guidelines. With activities designed to complement physical education, the YMCA made this resource available for schools to use for free. YGym was also recognized by the Ministry of Education and over 50 school boards across the country, including our own in North Bay and Sudbury, utilized the program.

virtual
A Day
at the
YMCA



GIVINGTUESDAY | NOW

On May 5th 2020, we hosted a virtual event called A Virtual Day at the YMCA, in conjunction with **GivingTuesdayNow**, a global day of giving and unity as an emergency response to COVID-19.

These live broadcasts happened on our Facebook pages at scheduled times during the day and featured local YMCA staff and volunteers from our communities in North Bay and Sudbury.

This event was put together by a very small team and within just over 7 days. As a result of the incredible dedication and hard work of the team, we were able to **raise over \$7,000 in just one day.**

"The Virtual Day at the Y gave our staff and volunteers an opportunity to work on a project where they were able to connect, idea share and contribute to something really meaningful and positive for our members and community at large. The engagement from the day was tremendous and we look forward to hosting more events like this."

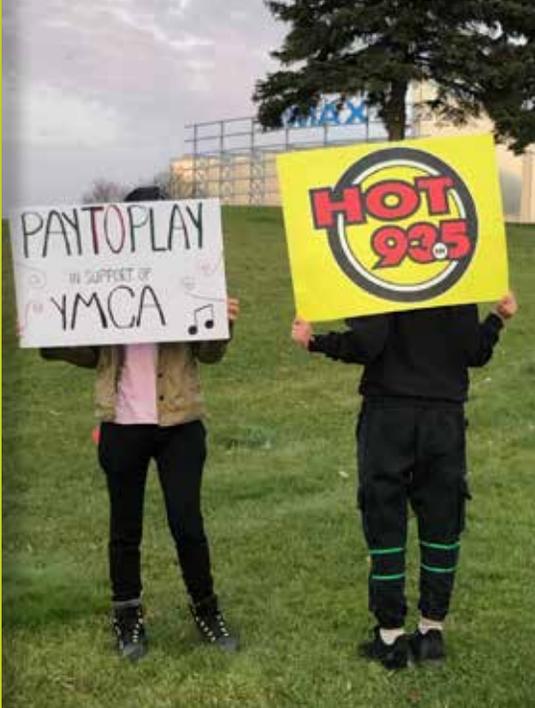
- Helen Francis, President and CEO for the YMCA of Northeastern Ontario.



While our facilities were closed to our members, we opened them up for those most vulnerable in our communities in partnership with our municipalities. The Sudbury YMCA and North Bay YMCA became temporary emergency shelters, where shelter, computers, phones, washrooms, and food could be accessed for free by those in need.

The Sudbury YMCA continues to operate as a shelter and received tremendous support from local businesses who provide food, members who donate clothing and more.

“Hugh and I have been supporting our Sudbury Y since moving back from overseas late 2013. Whether volunteering as a fitness instructor, donating to specific fundraising initiatives, our ongoing monthly financial commitment and regular grocery donations to the Warming Centre, we feel fortunate to be able to contribute to this very worthwhile charity and support the work they do in our community.” - Hugh and Kim MacIsaac, YMCA Donors & Volunteers.



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In November 2020 the Sudbury YMCA was the charitable recipient for Pay for Play, an annual fundraising event where people donate a minimum of \$50 and request a song to be played on HOT 93.5. We also had a matching donor with the Laking Group (Laking Toyota, Hertz Sudbury, Imperial Collision Centre, Northern Nissan, Sudbury Signs & Designs and Forest & Lawn Equipment Supply).

Thanks to the incredible support of our community, we raised over \$100,000 in just one day.



In July 2020, we launched the Digital Inclusion, Seniors Connection and Opportunities Hub (DISCO) in partnership with The Village at Canadore College and funding support from the North Bay and Area Community Foundation. The DISCO Hub had a focus on providing technology to seniors who might not have had access by way of a mobile hub.

This hub was set up in various locations in North Bay and later Sudbury, to provide access to technology and technology classes. Devices such as tablets and laptops were available to seniors to use, and staff helped them use the devices, teach them internet safety and security through educational workshops so they could connect with their families virtually.

Thanks to funding through the New Horizon for Seniors program, DISCO will be expanding to a new location in East Ferris. This will mark our fourth location in Northern Ontario.



As a result of the pandemic, YMCA Employment and Immigrant Services was successful in quickly and efficiently implementing a new virtual service delivery model for all programs.

YMCA Employment Services continues to provide hiring supports for local employers as well as assistance with navigating government websites, how to complete financial support applications and notifying our local small businesses of constant changes within the business community. The YMCA has remained versatile in its service delivery and has adopted innovative ways to continue serving both job seekers and employers.

Our youth programs continue to offer an innovative way for youth to either return to education or gain the valuable skills they need to find meaningful employment. These programs continue to be offered virtually throughout the pandemic ensuring the youth in our community receive the assistance and support they need.

YMCA Immigrant Services received funding from Immigration Refugee Citizenship Canada to offer settlement services to immigrant students and their families registered with both English Boards of Education (SWIS – Settlement Worker in the Schools). In addition, YMCA Immigrant Services has partnered with Laurentian University to conduct a 5-year study on “Forced Immigrants Accessing Sports”. This research project is conducted collaboratively with asylum-seeking and refugee youth living in Sudbury.

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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