



YMCA of
Northeastern
Ontario

Community Report

2021-2022

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Message from Helen Francis
*YMCA of Northeastern Ontario
President and CEO*

I want to take a moment to celebrate the amazing efforts of our team and community for supporting each other throughout the pandemic. I want to thank our YMCA staff and volunteers for all the ways they have stepped up. We are now looking forward to what our YMCA needs to focus in order to continue building healthy,



and strong communities across Northeastern Ontario. We will remain focused on our core programming – where we plan to see growth and renewal.

Early Learning & Child Care: we continue to invest in our educators by adding a 5th training through our YMCA National Playing to Learn Curriculum, and professional development opportunities throughout the year.

Employment Services: continues to offer innovative ways for youth to return to education or gain valuable skills they need to find meaningful employment.

Immigrant & Newcomer Services: continues to expand programs. New funding has allowed additional services focused on mental health for newcomers.

Camping: after two years, we are excited to welcome back campers, families, and youth leaders to YMCA John Island Camp.

Health & Wellness: despite frequent shut downs, YMCA Health and Wellness membership levels are returning to just under 65% pre-pandemic levels as of April 1st, 2022.

Message from Kristian Gareau

YMCA of Northeastern Ontario
Board Chair

I am proud that our YMCA has embodied its charitable purpose over the past year.

"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."

The staff and volunteer team quickly pivoted to respond to the changing community needs; introducing and adapting to new COVID-19 restrictions, stepping up and offering new programs like COVID-19 vaccine and testing clinics, temporary emergency homeless shelters, child care for essential workers, virtual employment and immigrant settlement services, virtual health and wellness, to name a few.

Our members, clients, and communities supported us with the hugely successful **My Y is Resilient** fundraising campaign – achieving nearly \$2M in contributions in just under 18 months.

The extended Y family grew as well during these times, coming together with new partnerships being forged, and old partnerships reinforced. Increased collaborations have been the greatest silver lining from the pandemic over the past two years.

Our Northeastern Ontario YMCA has grown as well to now include North Bay, Sudbury, Timmins, as well as surrounding areas. Collaboration and partnerships will remain a key strategic approach for our Association to assist us in navigating the ongoing challenges of pandemic recovery, while continuing to deliver impact, that is relevant to our communities, in a sustainable manner.

We look forward to building a great future for our communities that is healthy, strong, and resilient.



Our YMCA Family Grew

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



In September 2020, we launched the My Y is Resilient Campaign with the goal of raising \$2M in 2 years in Sudbury and North Bay. This campaign was launched as a result of the COVID-19 pandemic, and the funds raised would help us manage ongoing costs through the pandemic.

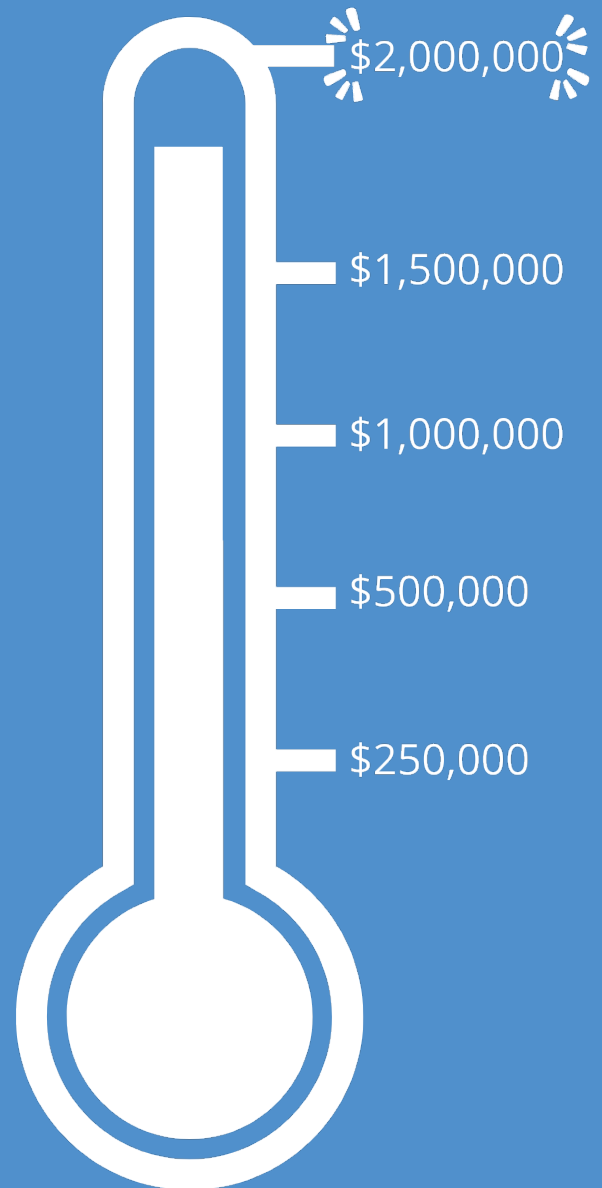
We are excited to share that we have reached 87% of that goal, and are confident we will reach it by September. We look forward to celebrating with you later this year.

We are so grateful for the support of everyone who donated, whether financially or by sharing. We couldn't have done this without you.

As a charitable organization, we rely on the support from our community to raise the funds necessary to provide impactful programs and services.

The success of this campaign shows not only that our communities need our YMCA, but they want our YMCA.

Thank you to our media sponsors!



"As a school administrator, I see students who spend a lot of time hanging out in the evenings doing unproductive activities. There was a student who had been struggling with this and as a part of our outreach to support them, we tried to wrap them in a circle of care. We know that this student loves basketball. Knowing this prompted me to ponder resources in the community that could support this healthy passion.



The services that the YMCA offers were a perfect fit. This student could walk to the YMCA after school and play basketball and more. The only barrier was the financial means to support this membership. I reached out to the Vice President of Health and Wellness at the YMCA and asked her if the YMCA provided memberships for students like this one. She immediately jumped on board and offered me a free three-month membership for this student and for his brother.

Since then, I have been doing check-ins and I was so happy to hear that they have been at the facility every day since receiving their membership. **The ability to offer our youth a healthy alternative like the YMCA helps to keep them safe and gives them opportunities to pursue avenues, such as lifeguard training, that they may not have had otherwise. Thanks YMCA!"**





YMCA of
Northeastern
Ontario

YMCA Community Impact

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

ESSENTIAL CHILD CARE

We want to take a minute to shout out our YMCA Child Care Staff who continued to provide quality child care through all provincial and municipal COVID-19 shut downs.

Our School Age Educators offered emergency child care to our communities essential service workers during the closure of schools to in person learning.

We are excited to share that our YMCA National Playing to Learn Curriculum has added a 5th training for School Age Educators focusing on outdoor pedagogy. Our goal is to have all educators trained and sites implementing it by years end.

Though Ministry of Education funding, we are looking forward to being able to offer two professional development days to our full child care team.



Last year, our Health and Wellness Centres had to close three more times due to the COVID-19 pandemic. When we were able to reopen once again in September, we launched a new membership model that featured a more economical option for members who wanted to only access the fitness centre. This new option has seen a large uptake and we are welcoming back members who left for other options.

As of April 1, 2022, we are sitting at just under 65% of our pre-pandemic membership numbers. While we know there is still work to do, our centres are busy, vibrant, and full of members who are happy to be back!

We also launched a variety of new programs at the YMCA, including:

DISCO: Our Digital Inclusion Senior Connection Opportunities program was expanded to the community of East Ferris in the fall of 2021. This program, in partnership with Canadore Colleges The Village, continues to help keep older adults connected to the virtual world around them while at the same time, getting them energized and moving their bodies.

Y Wellness for Seniors: In partnership with Canadian Mental Health Association-North Bay and District, this program combined both physical and mental health programming for older adults. Participants participated in an 8-week curriculum where they took part in fitness classes, one-on-one fitness instruction based on their goals and limitations, as well as 4 wellness workshops. The feedback has been overwhelmingly successful and we are looking to expand this program across the region.

We are also very excited to be participating in a research study being led by Nipissing University. In conjunction with MLSE LaunchPad of Toronto, the team from Nipissing will be conducting a study that aims to understand how experiences in sport programs at the YMCA relate to physical and mental wellness as we transition from the COVID-19 pandemic restrictions.

This is a 2-year study, and we hope to involve a total of 150 program participants from both North Bay and Sudbury.

WARMING CENTRE

In June 2021, we wrapped up a year of serving our communities most vulnerable at the Sudbury YMCA. While this work was not something that our Y offered previously, our staff stepped up and supported our operation. We were open 22.5 hours daily as a warming and cooling centre.

Day Camp counselors, lifeguards, membership staff and our facility cleaners approached this work with our core values at the heart of all that we offered.

We want to share a heartfelt thank you to not only the staff, but also to everyone who donated food, money, clothes, or their time. Together, we helped create a positive impact in Downtown Sudbury.



CAMPS

Despite COVID-19 restrictions and cohorting requirements, we welcomed campers back to YMCA Summer Day Camp last year. We operated at-capacity for 7 YMCA Summer Day Camp locations, including Chippewa, Durham, East Ferris Community Centre, Kivi Park, Rotary's YMCA Camp Tillicum, Walden Cross Country and in Timmins. We look forward to seeing even more campers this year!

Unfortunately, traditional overnight camp wasn't able to operate for the 2020 or 2021 seasons, however last year we were able to open camp to families as a rental option. Many old and new friends of YMCA John Island Camp were able to experience all that camp and the beautiful shores of Georgian Bay have to offer.

We are excited to offer traditional overnight camp at YMCA John Island Camp this year. We can't wait to welcome you all back!



EMPLOYMENT AND IMMIGRANT SERVICES

Employment and Immigrant Services was successful in implementing a hybrid service delivery model for all programs. A hybrid service delivery model continues to allow Employment and Immigrant Services to extend its reach of participants, both from a demographic and geographical standpoint, serving individuals that otherwise would not have been able to access services.

Our various 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.

YMCA Immigrant Services continues to expand their programs and has had some new development this year. The YMCA Immigrant Services received funding from Immigration Refugee Citizenship Canada to hire a Mental Health Worker for newcomers.



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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