



YMCA Calgary

Building healthy communities



PHILANTHROPIC REPORT

2017 Year in Review

February 13, 2018

Thank You

The YMCA is here to help everyone live healthier, happier lives. Today, many children, youth and adults do not get enough physical activity in their daily life. In fact, more than half of Canadian kids are not active enough for optimal growth and development. On average children and youth are spending 44 hours a week in front of a screen. And for the first time ever children are expected to have shorter, less healthier lives than their parents.

Research shows being active and playing games is transformative in the lives of children. Play is a foundation for learning and a fundamental need for children. Through play and sport, kids have fun, engage with others and learn how to solve problems on their own. They also learn to take calculated and meaningful risks which increases their self-confidence. YMCA Calgary strongly believes in the power of physical literacy, being active and offering all children and youth the opportunity to reach their full potential.

With the generous support of our donors, YMCA Calgary is able to provide opportunities for children and youth to participate in programs and memberships that they otherwise would not be able to afford. Financial assistance is vital to support kids to stay active and connected to a caring community. In 2017, YMCA Calgary was able to grant \$1,328,775 in subsidized support through our Strong Kids Campaign, an increase of 7% from 2016. This enabled us to provide 22,567 program and membership experiences to children and youth in the Calgary community.

At our Annual General Meeting in May, we were pleased to announce that we reached our Power of Potential Campaign goal to raise \$30 million dollars. With the successful completion of this campaign, YMCA Calgary is excited to move forward on critical projects targeted to meet the growing needs of Calgarians. Most recently the opening of the Shane Homes YMCA at Rocky Ridge, a state of the art city-built facility in northwest Calgary, has allowed us to have a greater reach and impact in the community.

The YMCA plays a critical role in promoting healthy living and connecting people to opportunities that build a healthier community. We have an important responsibility to the citizens of Calgary and area to continue our great work in health and wellness, community building and leadership.

We truly appreciate your partnership as it is critical to ensuring everyone can lead healthier and active lives no matter what their financial circumstance. Thank you for your investment and support in building vibrant and healthy communities in our city.

Sincerely,



Shannon Doram
President and CEO



YMCA Calgary

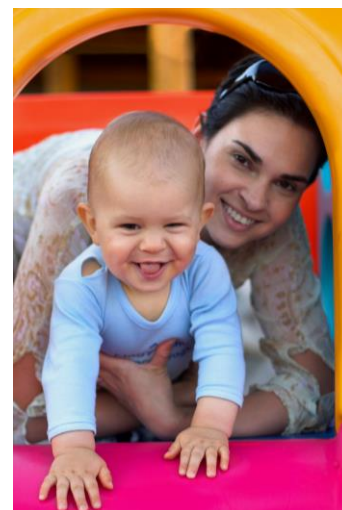
For more than 115 years, YMCA Calgary has brightened lives in Calgary; challenging, inspiring and leading the way for social change and strengthening the foundations of community. We are a hard-working team of more than 2,500 staff and volunteers on a mission to foster social change and impact for those we serve.

YMCA Calgary is a charity which, at its core, is all about community. We believe that everyone, of every age and income bracket, deserves a place to connect. Programs and services include memberships, recreation, childcare, camps, arts, newcomer and indigenous programs as well as personal development opportunities. Guided by the four core values of honesty, caring, respect and responsibility, YMCA Calgary strives to offer meaningful opportunities for children, youth and families in Calgary.

The community we want is connected, vibrant and healthy.

It is one of diversity, inclusion, wellness and learning. With this aspiration, YMCA Calgary will be embarking on a 3-year impact plan focusing on:

- **Enabling** lifelong healthy living
- **Advancing** positive child, youth & family development
- **Cultivating** social & emotional wellbeing, and
- **Fostering** community-building



Philanthropy

YMCA Calgary is a proud charity creating positive change for Calgarians. But we couldn't do it without the generosity of others. Through philanthropy, the YMCA and our donors are removing barriers to help children, youth and adults live healthier lives and achieve their full potential.

Power of Potential

In 2017, YMCA Calgary was pleased to announce it had met its 30-million-dollar Power of Potential Campaign goal. Launched in 2014, the Power of Potential Campaign set out to raise the necessary funds required to support the capital needs to operate three new city-built facilities, expand community programming and upgrade infrastructure at Camp Chief Hector YMCA. The new facilities include Remington YMCA in Quarry Park (2016), Shane Homes YMCA at Rocky Ridge (2018) and the Seton YMCA (2019).

Strong Kids

Our annual Strong Kids Campaign gives children and youth the opportunity to participate in YMCA programs that positively influence their health and well-being and connects them to a caring community. Strong Kids dollars go towards fee subsidies of families in need.

Planned Giving

Donors include the YMCA Calgary in their estate plans or donate a living endowment gift, supporting present and future initiatives in health and wellness of individuals through the YMCA in the city of Calgary.

Shane Homes YMCA at Rocky Ridge



YMCA Calgary and the City of Calgary have a shared commitment to impact the health and wellness of Calgarians, build strong communities and develop leadership potential in individuals. This partnership has enabled YMCA Calgary to open the Shane Homes YMCA at Rocky Ridge on January 15, 2018. This 300,000 sq. ft city-built facility offers a variety of programs and services for all ages and abilities.

Through the Power of Potential Campaign, YMCA Calgary was pleased to partner with Shane Homes Ltd. as the naming sponsor of the building. This is the second of three recreation facilities to open in Calgary as a part of the Power of Potential Campaign.

Community YMCA

The Community YMCA operates in 60 different sites throughout the city of Calgary. Programs focus on supporting life transitions, educational supports, social skill development, connection to culture and creating a sense of belonging. Programs engage children, youth and adults in their community through volunteer experiences such as helping out at a YMCA branch or in their school, food bank or salvation army.

Over 2,200 YMCA experiences were provided in 2017 through programs offered by the Community YMCA. All programs are offered to participants at no cost as they are generously supported by donors. Programs include YMAP, Alternative Suspension, Math Tutoring, School Support Program, Leadership, Kids In Motion, Aboriginal Buddies, Vision Seekers, YMCA 7th Generation, Aboriginal Active Life, Aboriginal Day Camps and Language Instruction For Newcomers to Canada (LINC).

"John was a different student walking in the room. He kept his head up, he did some work and he approached me with work to hand in. It was nice to have him in class, he was not the same kid that was here last week."

~Teacher (Alternative Suspension Program)

Camp Riveredge

Nestled by the Elbow River, YMCA Camp Riveredge is a unique outdoor summer day camp and year-round site in the heart of Calgary. Riveredge summer campers, ages six to fifteen spend their days learning and exploring their natural surroundings, trying new things, meeting friends and creating positive, lasting memories. Last year the site served over 1,800 participants, 80 being directly supported through the Strong Kids Campaign.

This year camp Riveredge piloted a new program called Forest Play. A youth education program that is focused on immersing kids into a natural setting to explore the space and make use of investigation and discovery skills to become familiar with the natural world. The children work in small self-directed groups that build relationships with each other and nature



Gray Family Eau Claire YMCA



This year the Gray Family Eau Claire YMCA started up a new and exciting partnership. Campus Calgary/Open Minds (CC/OM) is a dynamic, inquiry-based learning experience that takes teachers and students into the community and connects them with disciplinary experts who are committed and passionate about experiential learning. Classrooms are transported to a unique community site for a week of community embedded learning.

For 2 weeks in the fall, the Gray Family Eau Claire YMCA was an alternative classroom for 57 elementary aged students. They focused on health, taking part in conversations with personal trainers and participating in group fitness classes. Students had the opportunity to dive deep into their own health as well as the health of the city around them.

At the Gray Family Eau Claire YMCA in 2017, the need for financial assistance for children and youth memberships tripled and there was an increase of 8% in need for program support.

South Health Campus

YMCA Calgary and the Wellness Centre at the South Health Campus is a place where people can connect with an array of fitness, health & lifestyle programs, family & community support services information and support to help them on their path to health and wellness. Therefore, unique partnerships have developed over the first 5 years of operating the South Health Campus YMCA. Ongoing programming with the adolescent addictions and mental health unit through Alberta Health Services and the Alberta Cancer and Exercise Program, in partnership with the University of Calgary Thrive Centre have been very successful in 2017.

Funded by Scotiabank and opened in 2017 was an innovated space with a sport court. The sport court provides unique opportunities for both YMCA Calgary and Alberta Health Services. This incredible addition to the Wellness Centre, within the South Health Campus Hospital, has meant more diverse opportunities to support the health and healing of Calgarians. Since opening, the court has been consistently accessed by patients, Alberta Health Services and YMCA staff, children, youth and members from the surrounding community.

In 2017, the South Health Campus YMCA saw the need for financial assistance for programs increase by 23% and 10% in memberships for children and youth.



Camp Chief Hector YMCA

At Camp Chief Hector YMCA, children and youth belong, grow, thrive and lead. In a safe, positive and encouraging environment, young people learn about teamwork, making choices, social skills, responsibility, taking risks/realizing personal limits, independence and finding their place in the world. This leads to increased self-esteem, confidence, creativity, self-sufficiency and leadership skills. For many of these children, it's the first time they experience camping, canoeing, swimming in a lake, hiking and horseback riding. These experiences are transformative for many children, allowing them to build and develop critical life skills and an appreciation of the outdoors that will last them a lifetime.



Operating year round, Camp Chief Hector served over 14,000 participants through outdoor schools, weekend groups and summer camp. 1,220 participants received financial support through the Strong Kids Campaign to access Camp Chief Hector programs.

I was given the opportunity to attend Camp Chief Hector the first summer my family moved to Canada. I remember I was nerve-cited a combination of nervous and excited, my younger brother and I had no clue what it was going to be like. But the moment we stepped foot on the muddy dirt and hot sun, we knew this was going to be an unforgettable experience.

~Strong Kids Recipient

Shawnessy YMCA



The Shawnessy YMCA is a dynamic community hub operating in partnership with Bishop O'Byrne High School, Calgary Public Library, the City of Calgary and the South Fish Creek Recreation Association. With a consistent membership of over 10,000, the Shawnessy branch is a place for all community members to belong, grow, thrive and lead.

Active in community partnerships, the Shawnessy YMCA is a part of the Cobs Bread Doughraiser program at both the Shawnessy and Okotoks stores. Through this program, members simply mention the Shawnessy YMCA and Cobs will donate 15% of every purchase to the YMCA Strong Kids Campaign.

At the Shawnessy YMCA in 2017, the need for financial assistance for programs increased by 13% and 12% in membership. In total, 6,154 subsidized YMCA experiences were provided.

Saddletowne YMCA

Located within the Genesis Centre of Community Wellness, the Saddletowne YMCA offers unique opportunities to communities in northeast Calgary.

Day camps continue to be a growing success at the Saddletowne YMCA. During multi-activity camps, participants will play sports, sing songs, get artsy, and participate in a variety of traditional camp games, both in and outside the YMCA facility. Camps also include activities that support the development of physical literacy skills. This past summer, approximately 45% of campers were supported by the Strong Kids Campaign.



"Being able to send them to camp at the YMCA was life changing for them as they experienced older youths and adults as mentors, they were in a group environment with many other children and they got to do activities they don't normally get to do." -Strong Kids recipients

In 2017, Saddletowne YMCA saw the need for financial assistance for programs increase by 42% and 15% in memberships for children and youth. This location provided 5,166 subsidized YMCA experiences throughout the year.

Remington YMCA in Quarry Park



The Remington YMCA in Quarry Park has become an integral part of the community that increases opportunities for community to gather and create social connections. Children, youth and adults are regularly accessing this amazing facility and participating in activities that support their health and overall wellbeing. By December 31, 2017, the Remington YMCA reached 8,886 members.

During the annual impact survey, Remington members reported:

- 91% experienced improvement in physical health
- 84% have increased a sense of happiness and vitality

Additionally, this branch has developed some unique partnerships with local business, school groups and the Calgary Fire Department who have all utilized the Remington YMCA to achieve their wellness needs.

In 2017, the need for financial assistance increased by four times from the 2016 opening year of the branch. This equated to 2,884 subsidized YMCA experiences provided at the Remington YMCA.

Melcor YMCA at Crowfoot

The Melcor YMCA at Crowfoot is positioned to meet all the needs of the community. Offering services to a wide cross section of the community in the areas youth, preschool, senior and adults with varying needs. With strong partnerships such as local schools and the library, the Melcor YMCA strives to create meaningful impact within the community.

In an effort to ensure that everyone can access YMCA services, partnerships with local community associations have been established. Within the community of Arbour Lake, the Melcor YMCA offered Yoga in the Park for all community members to join. It was a huge success!



In 2017, the Melcor YMCA saw the need for financial assistance for programs increase by 34% and 17% in memberships for children and youth. This location provided 5,523 subsidized YMCA experiences throughout the year.

Childcare at YMCA Calgary

The YMCA Early Years Programs aim to foster formative stages of child development through intentional experiences that provide children with the best possible start in life. Within that philosophy, our childcare centres are helping children create a foundation for healthy learning through an enriching play-based program that is developmentally appropriate and provides the essential building blocks in early learning.



The YMCA Playing to Learn Curriculum, which is utilized in over 300 centres across Canada, is the basis for all programming. The foundation for the curriculum is children's play, which research shows is essential for the healthy social and cognitive development of all children. We understand play to be the primary way all children learn and that during the first six years of life, all aspects of development advance through engaging in play. Play ensures a sound basis for healthy development and future academics; including reading, writing, mathematics and science.

In 2017, at childcare centres at YMCA Calgary the need for financial assistance doubled from 2016, to support our youngest members and learners.

"We placed our twins at the ECCO Child Care in Remington YMCA because of the small family feel to the centre. We truly feel that this is a tight knit group of families and our children are thriving in this environment. They have grown and learned so much over the past year, we are amazed at the new information our kids bring home to use each day."

~Child Care Parent

Strong Kids Impact Story – Shawnessy YMCA

The YMCA was the first place I went when I came to Calgary six years ago. I was hoping to find a place to take my little girl to play, and found so much more inside these doors. I still remember walking in with a baby on my hip and meeting Mary, whose energy and kindness made me feel so welcome.

I took my little girl to Variety and Twist & Shout each week, connecting with other moms and building my village one preschool drop in at a time. I made some lifelong friends in those days. There was always a bright, warm place to bring my child, be it sports class or swimming lessons or dance. Our family grew and our second little girl learned to climb and kick a ball, dance and love her camp counsellors at the Y.

My husband and I danced away our Thursday nights and I ran around the track with a baby in stroller. So many days of our lives were touched by the YMCA – the facility, the programming, the people. Our children grew and began to become a part of the fabric of the Y like all of the staff and volunteers have become a part of our story.

I remember one night when my second child was a newborn. It was after 9pm and I couldn't get her to settle. I took her for a drive and ended up at the Y. I remember chatting into the night with a staff member at the front desk while my little one happily took in the sights. It has always been a familiar and enriching place; I feel proud to have brought my children up here.

The YMCA also supported us through the opportunity fund when I became ill. For a time now, I have struggles with health issues that impact my ability to work and at times, my energy and stamina. Knowing that my family, especially my children, can continue to do the activities they love and that keep them healthy is reassuring when I am not able to contribute as much.

The YMCA continues to play a significant role in our daily lives. It provides us with recreation, fun, friendship and support. Our children's memories will be of the place and the people who cared about them. It feels like a family.



Thank you for your support!



YMCA Calgary

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ymcocalgary.org