

GROWING STRONGER TOGETHER

NATIONAL CAPITAL REGION YMCA-YWCA | 2009 ANNUAL REPORT



YMCA-YWCA

We build strong kids,
strong families, strong communities.

A MESSAGE TO THE COMMUNITY

Dear Friends,

It is our pleasure to present the National Capital Region YMCA-YWCA's Annual Report for 2009. It comes to you at the conclusion of our 142nd year of providing continuous service to children, families and communities of the National Capital Region.

Every day we strive to improve the health of individuals, promote child and youth development, facilitate self-reliance, and develop healthier communities and vital neighbourhoods. We do this through innovative programs and services in five core areas; Health, Fitness and Recreation, Child Care, Housing and Accommodation, Camping and Outdoor Education, and Employment, Enterprise and Newcomers Services.

We believe no other organization offers the level, the quality, and the variety of programs that the Y does. As our community continues to grow, so does the demand for our programs and services. To address these increasing needs, we have approved a redevelopment plan to invest more than \$35 million into our facilities and programs.

In 2009, we made significant strides in ensuring the success of this redevelopment plan. Despite a downturn in the economy, we received outstanding financial support from community leaders in support of our Capital Campaign — *Strengthening the Heart of our Community*. The federal and provincial governments also endorsed our plan with a major contribution towards the three campaign projects. This support enabled us to commence renovations of the Bonnenfant Y Outdoor Centre and the Ruddy Family Centre Y (formerly the Orleans Y). In addition, we invested over \$1 million in upgrades to our Carlingwood and Nepean facilities.

Every dollar invested in the Y is a dollar invested in the future wellbeing of our community. In 2009, financial support enabled us to serve over 70,000 people through our various programs and services. As you read through this annual report, you will meet four inspiring people whose lives have been positively affected by the Y. These are just four of the thousands of people in whose lives we take pride in being a part of each year.

These are important times for our Y and we are excited about how much more we can and will accomplish in the years ahead. 2010 will usher in a new decade of unprecedented organizational growth and reach for our Y, and we look forward to sharing this with you.

We continue to be grateful and inspired by our donors, board members, staff and volunteers for their commitment to our mission and passion for the people we serve. Thank you for your continued support.

With your help, we will continue to grow stronger together.



Tony Pacheco
President and CEO



Jeremy Farr
Chair, Board of Directors





**“Y Child Care has allowed us,
as parents, to go to work every
day and not fear for our son’s life.”**

- Rhonda Henry

Conor has severe food allergies. So much so, that eating or even coming into contact with the wrong food could cause a life-threatening anaphylactic reaction.

When Conor’s parents, Rhonda and Chris, started looking for daycare for their little boy it proved very challenging. No one they contacted could guarantee they could safely accommodate Conor’s special dietary and food handling needs. They were starting to lose hope of their ability to find child care for their son.

Then something happened that would make all the difference for the Henry family. A spot opened up at the Ruddy Family Centre Y Child Care in Orleans. Coordinator Beverly Renaud met with Rhonda and Chris at length and developed special protocols with the child care staff and the centre’s caterer to accommodate Conor’s unique needs and keep him as safe as possible.

It has been nearly two years since the Henrys first came to the Y. Today, Conor is a healthy and active three-year-old boy. Thanks to the special care taken by Y staff, he continues to develop and experience all that child care has to offer, just like every other child.

2009 HIGHLIGHTS

HEALTH, FITNESS AND RECREATION

Clarence-Rockland Y Turns One

In its first year, the Clarence-Rockland Y attracted over 3,000 members and is now offering programming for everyone from toddlers to seniors. Mayor Richard Lalonde of the City of Clarence-Rockland said that establishing a partnership with the Y and bringing the facility to the community “was the best decision they have ever made.”



Investing in Our Facilities

The Carlingwood Y and Nepean Y received over \$1 million in upgrades, which included new fitness equipment and an overall facelift. In addition, programs were enhanced to complement the newly revitalized facilities. As a result of this investment, both facilities saw an increase in membership and program registration.

Introducing the Ruddy Family Centre Y

As part of the Y's Strengthening the Heart of our Community Capital Campaign, John and Jennifer Ruddy donated \$1 million towards the redevelopment of the Orleans Y. In honour of their extraordinary gift and commitment to the Y, the facility was renamed the Ruddy Family Centre YMCA-YWCA. The major expansion of the facility began in late 2009 and will be completed by the end of 2010.

Promoting a Healthy Heart

The Y, in partnership with the University of Ottawa Heart Institute and the County of Renfrew Paramedic Services, received funding from the Ontario Trillium Foundation to expand the Heart Wise program into the Champlain District of Ontario. At the Y, these programs are regular classes and activities that are also heart-friendly. Heart Wise instructors take additional training through the Heart Institute and are able to offer modifications when asked.

DID YOU KNOW?

- We launched a Corporate Wellness Program in 2009
- Membership revenue grew by 15%
- Membership at the Metro Central Y continues to grow – increasing by 18% – since the \$1 million investment in 2008
- The 1st Annual Y Ascent for Kids raised \$43,000 at the Ottawa Race Weekend in support of our Y Kids Fit program

2009 HIGHLIGHTS

CAMPING AND OUTDOOR EDUCATION

Legacy Fund Launched

Through a generous legacy gift left by Evelyne E. Laishley (1913-2008), an annual camp sponsorship fund was established to support children from high priority neighborhoods to attend the Y's Camp Otonabee. In its first year, this fund enabled over 100 children to experience two weeks of camp.

Waterfront Gets Makeover

Supported by funds raised at the 6th Annual Women Tee Up for Y Kids Golf Tournament, a redevelopment was completed at Camp Davern's waterfront-area, including new docks and safety equipment. Funds from the tournament also provided financial assistance so more girls could go to camp.

Bonnenfant Starts Redevelopment

As one of the key projects of the Y's Capital Campaign, the redevelopment of the Bonnenfant Y Outdoor Centre (BYOC) was launched in 2009. Construction of a new boat house and architectural drawings for the new day camp building were completed. At the same time, the BYOC continues to grow, serving over 4,400 school and youth group participants with various outdoor education and leadership experiences in 2009.

DID YOU KNOW?

- *Camp Davern saw a 10% growth in campership in 2009. Parents and campers also reported a very high satisfaction rate*
- *We provided over \$83,000 in summer camp sponsorships in 2009*



2009 HIGHLIGHTS

CHILD CARE

After School Care Programs Continue to Grow

In 2009, two new programs were established, in partnership with the Ottawa-Carleton Catholic School Board. In addition, we continued to expand our existing programs, in partnership with the Ottawa-Carleton District School Board.

Playing to Learn

Staff training commenced in late 2009 in preparation for the implementation of YMCA Canada's Playing to Learn curriculum in early 2010. Playing to Learn is a living curriculum for the early education of children. Understood to be essential in the healthy social and cognitive development of all children, this program provides the means for early childhood educators to protect the child's need to play, ensuring a sound basis for healthy development and future academic success.



DID YOU KNOW?

- We provided licensed child care for 355 children, which represented 92,655 care days and approximately 832,513 hours of care.
- We launched a new licensed child care program in Orleans, in partnership with the Ottawa-Carleton District School Board.

HOUSING AND ACCOMMODATION

Providing a Safe Haven

In response to increased need for emergency shelter, the Y's Emergency Overflow Shelter now provides urgent accommodation on Y hotel floors when the shelter floor is at capacity. In 2009, the shelter provided over 6,242 nights of services with an average of 17 people each night.

Growth in Youth Program

Second Stage Housing, the Y's supportive transitional housing program for youth who are no longer able to live at home, housed over 40 youth. This represents an 18% increase in participation from 2008.

New Program Assists with Transition

The Y's Monthly Housing Service launched a new transitional housing program called TRY. This new program was developed to provide support to individuals as they transition to the community from hospitals, shelters, correctional facilities or the streets.

DID YOU KNOW?

- We provided 57,495 "bed nights," serving 2,458 individuals, through our various housing and accommodation programs in 2009.
- We provided urgent accommodation for 133 children under the age of 12 through our Emergency Overflow Shelter.

2009 HIGHLIGHTS

EMPLOYMENT, ENTERPRISE AND NEWCOMER SERVICES

Entrepreneur Makes History With Record Sales

A participant in the Y's Ontario Self-Employment Benefit program, which provides individuals with financial assistance while they are starting up a new business, had sales in excess of \$667,000 from their dry cleaning business. This is the highest single sales for a Y participant in the history of the program.

Connecting Job Seekers with Employers

The Y's Job Connect provides employment assistance to unemployed adults and specializes in assisting internationally trained individuals. In 2009, the program partnered with World Skills, STEP, La Cité Collégiale, CESOC and the City of Ottawa, to host a career fair which attracted over 700 job seekers and over 26 employers from various fields. In addition, 74% of 2009 program participants succeeded in gaining employment.

Newcomer Services Continue to Gain Momentum

The Y's Newcomer Information Centre (NIC) celebrated its second year of providing information and referral services to help newcomers settle into their new life in Ottawa. In 2009, NIC served over 4,500 clients, exceeding the goal by over 200 people.

More Youth Gain Valuable Work Experience

The Y's Summer Work Student Exchange Program and the CIBC Youth Vision Program (both administered by the Y) worked with a record number of participants in 2009 — a 60% increase from 2008. Participants acquired the experience and skills they need to enter and fully participate in the labour market.



DID YOU KNOW?

- *Employment, Enterprise and Newcomer Services provided assistance to 22,867 clients in 2009 — 67% were from countries outside of Canada.*
- *The Y's Language Assessment and Referral Centre exceeded expectations in 2009 by serving over 1,000 more clients than anticipated.*



“Staying active at the Y helped save my life.”

- Bryan Farr

At 67, Bryan Farr is active and healthy. But this wasn't always the case.

In his twenties Bryan was diagnosed with a heart murmur. Doctors told him the condition was nothing to worry about, so he ignored it. As he got older, Bryan says he was always tired and thought exercise might help him regain some energy. That's why, in 1995, he joined the Y and started working out at the gym.

But in May 2006, Bryan woke up with a pain in his chest and was rushed to the hospital. He underwent open heart surgery to repair the worst leaking mitral valve the doctors had ever seen. His surgeons were amazed he was still alive and credited his exercise routine for keeping him going. After his surgery, he began his rehab at the Y. A year later, Bryan passed a medical check-up with flying colours. He feels better than ever and can be found volunteering or working out at his local Y.

CAPITAL CAMPAIGN

The National Capital Region YMCA-YWCA has embarked on the most ambitious fundraising initiative since we opened our doors in 1867. The *Strengthening the Heart of Our Community* Capital Campaign is part of a \$35 million redevelopment plan that will help refurbish and expand our facilities, programs and services to serve more than 150,000 people each year. It will enable our Y to grow and provide world class programs and services to our community in the areas of health, fitness and recreation, child care, housing, employment, enterprise and newcomer services and Y camps. The Campaign goal is \$15 million.

KEY MILESTONES

A Personal Legacy for our Y

Through both paid and volunteer work, Bill Marsh made a lifelong commitment to our Y. He has also included an extremely generous gift to the Capital Campaign as part of his estate planning – valued at \$1 million! This represents the largest legacy gift ever made to our Y. Bill's gift will be used to build the new aquatic centre at the Ruddy Family Centre YMCA-YWCA in Orleans and to create an endowment fund so that more children and families can enjoy and benefit from Y aquatics programs.

Celebrating an Extraordinary Gift

The Y received a \$1 million gift in support of the Capital Campaign from the Trinity Development Foundation. In recognition of local business leader and philanthropist, John Ruddy, President of his family's Trinity Development Foundation and his wife Jennifer, the Orleans facility was renamed the Ruddy Family Centre YMCA-YWCA.

Charity of Choice

The Y was designated the charity of choice by both the Viennese Winter Ball and the Royal Ottawa Golf Club for a period of three years.

Despite tough economic times, and after only a year of serious fundraising activities, the Capital Campaign ended 2009 with 50% of its goal or \$7,500,233 in pledges – results that came mostly from the Y Family Division, Pacesetter and Leadership level gifts.

With careful planning, while being mindful of economic factors and a downturn in the economy, the Campaign Cabinet decided to move ahead with our efforts with passion and conviction. The Cabinet developed some good strategies for reaching out to our top prospects. The success we saw in 2009 came as a result of these efforts.

Major Gifts Set the Stage for Growth in Orleans

Focusing on a Major Gifts Campaign in Orleans was also a priority in 2009. Following a feasibility study of the local community, a Campaign Committee of local business leaders and community-minded volunteers was formed. Chaired by Gerald A. Dust, the volunteer committee set a goal of \$1 million to be raised in the Orleans community. To launch this effort, the Rotary Club of Orleans made an extraordinary gift of \$100,000, which will be used to create – and name – the Orleans Rotary Kids Zone at the Ruddy Family Centre Y. This new space will be a special place where children and youth can keep active.

In late 2009, a Campaign Committee was also formed to assist with raising funds for the redevelopment of the Metro Central Y. The Committee is set to begin solicitations in 2010.



NATIONAL CAPITAL REGION YMCA-YWCA

STRENGTHENING
the **HEART** of our
COMMUNITY

CAPITAL CAMPAIGN

CAPITAL CAMPAIGN

Planning and Success: The Story of 2009

Given the early success of the Capital Campaign, the Cabinet decided to officially launch the Major Gifts Division in October 2009. Three major initiatives were undertaken, each paying tribute to a dear friend and supporter of our Y.

The Jim O’Grady Tribute was developed to honour the memory of Jim O’Grady who passed away in 2008. With a goal of \$250,000, funds were raised from Jim’s former colleagues, friends and family members. The Y will recognize this initiative with the naming of the Jim O’Grady Health Club as part of the revitalization of the Metro Central Y.

John O’Connor, local businessman, lawyer and developer was also a member of the Metro Central Y at the time of his passing in 2008. With a goal of \$200,000, John’s many friends and family members gave generously to a Tribute in his name. The success of this initiative will be celebrated by the naming of the John O’Connor Racquetball Court at the Metro Central Y.

The third tribute honours a woman who has been involved with our Y for over 60 years, and is still a wonderful ambassador in our community. With a goal of \$50,000, this tribute establishes The Anne Bouey Leadership Program at the Bonnenfant Y Outdoor Centre.

Thank you!

Support from our donors and volunteers is vital to our day-to-day operations and in helping us realize our plans to grow our services. We are forever grateful for the incredible support we continue to receive and want to say “thank you” for your time, attention, generosity, and belief in our mission.

To learn more about the Capital Campaign visit www.ymcaywca.ca

CAPITAL CAMPAIGN PROJECTS

- *Revitalization of the Metro Central Y*
- *Expansion of the Ruddy Family Centre Y (formerly the Orleans Y)*
- *Redevelopment of our Bonnenfant Y Outdoor Centre*
- *Introduction of new programs and services*



*Keith and Jim Taggart
Campaign Co-Chairs*

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“The experience of being nominated for a Y Women of Distinction Award was life altering.”

- Moneca Kaiser

Moneca Kaiser has an award winning and celebrated residential design and construction company, Moneca Kaiser Design Build. In 2009, she received a Y Women of Distinction Award (YWODA) in the category of Entrepreneurship, Trades and Technology.

For Moneca, the experience was profound and life changing.

She says reflecting on her contributions to her community and being recognized amongst her peers has impacted her life in ways she never imagined. She equates the experience to a kind of rite of passage, moving her life into a phase of even deeper commitment to nourishing community.

The YWODA experience has empowered Moneca to take flight as a leader in all aspects of her life. Although a leader by nature, she is now doing it with more confidence. As her business continues to grow and she continues to be an active volunteer in the community, Moneca holds her YWODA experience very close to her heart and is grateful for the incredible effect it continues to have in her life.

SUMMARIZED FINANCIAL RESULTS

STATEMENT OF OPERATIONS (IN \$000'S) FOR THE YEAR ENDED DECEMBER 31, 2009

REVENUE	
Membership and Programs	\$ 8,177
Employment	5,220
Housing	1,744
Camping	853
Child Care	2,742
Philanthropy	378
Other	644
TOTAL REVENUE	19,758
EXPENSES	
Salaries and Benefits	10,838
Building and Maintenance	3,844
Purchased Services and Supplies	3,020
Interest	405
Other	782
TOTAL EXPENSES	18,889
Excess of revenue over expenses for the year before undernoted items	869
Capital asset related items including amortization and insurance	(470)
Excess of revenue over expenses for the year before Capital Campaign.....	399
Excess of revenue over expenses for Capital Campaign for the year	234
Excess of revenue over expenses for the year	\$ 633

COMMUNITY LEADERSHIP

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Cathy Turnbull
Vice President,
Employment, Enterprise and Newcomer Services



THANK YOU

It would be impossible to achieve our mission without the help of our many generous donors. Your gifts helped YMCA-YWCA volunteers and staff provide a place for people of all ages to come and know that they are welcome and wanted. Where children foster relationships and build self-confidence. Where parents are able to find the resources they need to build a better life for their children and themselves. With your help, we will continue to grow stronger together.

ANNUAL GIVING PROGRAM

Leaders (Donations \$10,000 and greater)

Canadian Tire Jumpstart Program
The Frank Cowan Foundation
The Friday Luncheon Discussion Club
George Weston Ltd.
Loch March Golf & Country Club
Ontario Ministry of Health Promotion
City of Ottawa, Community and Protective Services
RBC Foundation
Running Room Canada Inc.
TELUS

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Leaders (\$500,000 to \$999,999)

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THANK YOU



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THANK YOU

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Ross and Sally Wilson
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The Capital Campaign Patrons listed include pledges and contributions



THANK YOU



PLANNED GIVING AND ENDOWMENT

The National Capital Region YMCA-YWCA Heritage Club is comprised of individuals, families and businesses who support our mission and have included the Y in their planned giving. Through their care and commitment, they are helping ensure our Y has a secure future and that Y programs continue to address the most urgent needs in our community.

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Anne Bouey
John Campbell and Susan Kusiar
Kim Canary and Al Hatton
Nancy Johnson
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Richard Martin
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Don and Judy Noble
Wilda Phillips and Thomas Lahey
Robert Slipp
Bill and Karen Whillans

Some donors have chosen to make a planned gift to the Y by way of creating an Endowment Fund where the capital remains intact. Only the net investment income earned is used, thus perpetuating their gift to provide help and hope to people in need for generations.

ENDOWMENT FUNDS

Ann Pearson Fund (International Leadership)
Anne Bouey Fund (Youth Leadership)
Annie Robina Gray Keith Fund
(Sponsorship for Girls and Women)
Bill and Karen Whillans Fund
(Community Leadership Development)
Canoe Club Fund (Campership)
Donnie Fraser Campership Memorial Fund
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George Jackson Youth Leadership Fund
(International Leadership)
James Looney Fund (General Y Needs)
John Eagleson Estate Fund (Campership for
Boys and Y Capital Needs)
John Patterson Fund (General Y Needs)
June Craig Memorial Fund
(Campership or Housing)
Kemis and Gladys Allen Estate Fund
(General Y Needs)
Louis Bonenfant Fund (Campership)
Mary Hackett Fund (Camp Davern)
Mildred Millicent Groh Fund
(General Y Needs)
Rolla Law Crain Fund (Youth Leadership at
the Carlingwood Y)
Rowell K. and Evelyn E. Laishley Fund
(Campership)
Sean Egan Ascent for Y Kids Fund
(Y Kids Fit Program)
T. Seaton Ewart Fund (Campership for Boys)
Wilda Phillips Leadership Bursary Fund
(Post Secondary Bursaries for Y Kids)

FUNDERS

Canadian Tire Jumpstart Program
Citizenship and Immigration Canada
City of Ottawa
Community Foundation of Ottawa
General Mills
Human Resources and
Social Development Canada
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