A message from Chair, Board of Directors

Remaining relevant, sustainable and responsive to the community we serve requires a commitment to continuous evolution and change. This year, we embarked on a number of changes designed to enhance our programs and services across Niagara.

From the opening of new YMCA Employment & Immigrant Service Centres in Thorold and Niagara Falls to the introduction of new specialty health and fitness programs for children and adults, we’re positioned to welcome more Niagarans to YMCAs across our region.

You’ll read more about the impact of new programs like YMCA Kick Start and YMCA Kid Fit and the positive changes they’ve influenced in the lives of YMCA participants like Mary-Lou, Dhan and Kyul through this Report to Community. We are grateful for the community partners, government funders and generous donors who make these new initiatives possible for people from all backgrounds and abilities across Niagara.

We are looking ahead with a continued commitment to service and a renewed perspective.

Along with new programs and services, we’re committed to exploring new models of leadership and service to community.

As we look to the future, we’re pleased to welcome our new Chief Executive Officer (CEO), Kyle Barber. As Shared CEO, YMCA of Niagara & YMCA of Oakville, Kyle brings extensive experience from YMCAs across Canada. This leadership direction creates new opportunities to enhance our service, innovate our program delivery and strengthen our overall impact on the health and wellness of the Niagara Region.

Change starts here...
Mary-Lou Slobodian

Mary-Lou Slobodian makes the most of every day. After dedicating her time as a stay home Mom to three children, she launched a new career and at the height of her success, is busier than ever. Given the time and energy devoted to building this success, Mary-Lou recognized she’d neglected her personal health. With her husband and kids active in the YMCA, she understood firsthand, the importance of exercise and healthy eating, but finding the time and motivation to get started was a challenge. The desire was there, but life and work kept getting in the way. Then her husband told her about YMCA Kick Start. It proved to be a perfect match for her health and fitness needs. The combination of fitness strategies and recipes for healthy nutrition along with the elements of goal setting and accountability got her started and helped her see immediate results.

Supported through the Ontario Trillium Foundation, and offered in partnership with Niagara Region Public Health, YMCA Kick Start is a 12-week program offered at all six YMCA of Niagara branches focusing on physical activity, healthy nutrition, goal setting, mentoring and achievement for adult participants.

“There were many reasons, many excuses for not being physically active,” Mary-Lou explains, “The reality was the longer I put off exercising, the more I became afraid to start.”

Mary-Lou and her YMCA coach set three realistic goals based on achieving a healthy weight, building her confidence to participate in fitness activities and making time to add exercise into her day.

“The changes were holistic. I lost weight and through the increased activity and healthy eating I had more energy and more confidence. But most importantly, I was happier.”

The results were virtually immediate. “My confidence escalated as Brandon, our YMCA coach, accompanied us to our first group power class that I’d previously been too nervous to attend. After completing the first one, I was hooked,” says Mary-Lou. “Now I think nothing of completing a workout on my own or in a class setting. My eating habits changed, I’ve lost weight and despite a hectic schedule, I make fitness a priority. YMCA Kick Start is exactly what I needed to get started on a path to better health.”

Mary-Lou’s experience through YMCA Kick Start is consistent with other YMCA participants.

“Positive eating habits, regular physical activity, particularly with others, are evidence-based habits of healthy, active living,” says CathyAnn White, Vice President, Health, Fitness & Aquatics, YMCA of Niagara. “Supported with a knowledgeable trainer, manageable goals and accountability, YMCA Kick Start provides the perfect foundation for permanent lifestyle changes to support healthy, active living. The YMCA Kick Start program welcomed 395 participants in its first year. The program continues to welcome new participants at all YMCA branches across the Niagara Region.

Surveys of YMCA Kickstart participants reveal important outcomes:

• 96% of participants were able to be active at least one other day each week during the 12-week program
• 89% of participants feel they are eating better since beginning the 12-week program
• 100% of participants said the program provided them with tools and strategies that will help them work on both their physical activity and their healthy eating goals in the future
• The program is available to YMCA members at YMCAs across the Niagara Region.
Yemi and Bunmi Okuwa and their two children Larry and Lola settled in Niagara in August 2015 from Nigeria. The move to a new country and new culture came after years of research and preparation to ensure their children could live in a society free of oppression and economic and political instability.

The difficult decision to leave everything behind, including their professional careers, came with a mixture of fear and hope. Fortunately, much of their fear was alleviated with the help they received from YMCA Employment and Immigrant Services in St. Catharines, which played a key role in helping them find work, get their children settled in school and find connection in their new community.

Yemi and Bunmi were matched with YMCA employment coaches who updated their resumes and cover letters to align with Canadian standards. “YMCA staff helped us with our job search and prepped us for interviews. My wife and I both secured jobs within 2 months of our arrival providing us with much needed income and the Canadian work experience we need to find work in our professions,” said Yemi. “We were also referred to a mentorship program with professionals in our areas of expertise to help with networking and further development.”

Through the mentorship program, Yemi was able to secure a job in his professional field as a systems analyst at Brock University. Bunmi has also secured a job in her profession.

“Bunmi and I are overwhelmed with gratitude for the help and support we received from the YMCA,” says Yemi. “We are settled in our home, have secure jobs, the children are happy in school and we feel like we are a part of the community. We were very determined to make our life changing move to Canada successful and the support from the staff and opportunities provided through the Y have played a key role in that success.”

Expanding Reach, Deepening Impact:

An additional 1,500 job seekers and recent immigrants to Canada will find support at the YMCA as part of the opening of new YMCA Employment & Immigrant Services programs in Niagara Falls and Thorold. Supported by funding from the Ministry of Citizenship and Immigration and the Ministry of Advanced Education and Skills Development, these additional sites will offer individualized employment counselling, and employment workshops as well as specialty programs such as Youth Job Link for teens aged 15 to 29 and Youth Job Connection for people aged 15 through 29 with multiple and/or complex barriers to employment.
Nine year old Dhan and his six year old sister Kyul are active and healthy kids. They are part of a family who believes that good health and happiness are the two most important elements of a rewarding life.

It is for that reason that along with swimming, hockey and tae kwon do, their parents enrolled them in YMCA Kid Fit, a program focused on fundamental movement skills through yoga and cardio activities.

Erin Graybiel, General Manager of Youth Outreach for the YMCA of Niagara explains the concept behind the Kid Fit program.

“Kid Fit promotes children’s physical literacy skills; the confidence and competence related to fundamental movement skills such as running, jumping and skipping. Evidence shows that children with positive physical literacy skills early in life are more confident in organized sports and recreation activities and more likely to stay active throughout their lifetime.”

Launched in 2016, the YMCA Kid Fit pilot welcomed 750 children ages 3-12 across Niagara. Children took part in activities that promoted coordination, endurance, flexibility, and fun. 100 per cent of participants experienced increased fitness levels and physical literacy.

“It is important for us to ensure our children have every opportunity to develop the skills they need to lead active and healthy lives,” says Soo Riew, Dhan and Kyul’s father.

“YMCA Kid Fit has helped both our children with their coordination and cardio, two of the main tools they need for any activity or sport they decide to pursue.”

What is YMCA Kid Fit?

YMCA Kid Fit is a youth fitness program for children ages 3 to 12 that helps children develop fundamental movement skills through play-based activity focusing on flexibility, strength and muscle memory. Available in YMCAs across the region, YMCA Kid Fit involves an 8-week yoga (balance, flexibility) and cardio (endurance, strength) providing activities geared to 3 age groups: 3 to 5, 6 to 8, 9 to 12 years of age. While developing fundamental movement skills children are setting the foundation for a lifetime of active living.
The report includes selected financial information extracted from statements audited by KPMG. Complete financial statements are available upon request.

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Notes:
1. The Child Care Fund was established by the Board of Directors for the purpose of reserving cash to enhance child care stability and quality assurance initiatives over the next two fiscal years. The current year's balance is $857,000.
2. In keeping with the charitable purpose of the YMCA, the Board of Directors has determined that the excess of revenue over expenses will be re-invested in the Capital Development and Strategic Plan of the Association.
3. The Child Care Fund was established by the Board of Directors for the purpose of reserving cash to enhance child care stability and quality assurance initiatives over the next two fiscal years. The current year's balance is $857,000.

YMCA of Niagara Annual Report to the Community 2016-17

YMCA of Niagara Financial Highlights

Year Ended August 31, 2017

STATEMENT OF OPERATIONS

2017 (000's) $  2016 (000's) $

Revenue
Programs & services  20,703  21,247
Gift revenue  9,175  7,069
Donations - Strong Kids  440  191
Other  766  327
Financial assistance  30,884  29,720
Total revenue  29,428  28,359

Expenses
Wages and benefits  10,636  16,196
Occupancy and facility maintenance  5,311  5,010
Program and support costs  2,905  2,895
Participant wages and subsidies and training supports  1,921  1,524
Total expenses  27,973  27,615

Excess of revenue over expenses before net amortization 413  730
Amortization of deferred capital contributions  1,175  1,378
Amortization of capital assets (2,966) (2,993)
Excess of expenses over revenue (2,154) (2,175)

REVENUE EXPENSES

50% Health, Fitness & Aquatics
5% Children’s Services
17% Farmers’ Market & Community Outreach
2% Donations - Strong Kids
5% Other

65% Wages and benefits
10% Occupancy & facility maintenance
1% Program & support costs
1% Participant wages and subsidies and training supports

STATEMENT OF FINANCIAL POSITION

2017 (000's) $  2016 (000's) $
Assets
Current assets  4,728  5,057
Cash internally restricted fund (new)  837  584
5,565  5,641
Investments  1,354  1,533
Capital campaigns pledges receivable  252  313
Total assets  11,946  12,794
Liabilities
Current liabilities  3,344  3,742
Deferred capital contributions  18,781  19,632
Total liabilities  22,125  23,374
Net assets (deficit)  (10,179) (10,580)

Fort Erie Multicultural Centre
Hamilton Health Sciences
Hamilton Niagara Health Board
Local Health Integration Network
Healthy Kids Community Challenges
Healthy Living Niagara
Heart Niagara Inc.
Local Partnerships & Community Development
Immigration, Refugee and Citizenship Canada
JobConnect Society
Learning Disabilities Association of Niagara
Locality Integration Partnership - Niagara
McMaster University
Ministry of Advanced Education and Skills Development
Ministry of Citizenship and Immigration
Ministry of Education
Ministry of Health and Long Term Care
Ministry of Tourism, Culture and Sport
Niagara Catholic District School Board
Niagara Children’s Planning Council
Niagara College
Niagara Frontier Transportation Authority
Niagara Falls Community Health Centre
Niagara Falls Arts Multicultural Centre
Niagara Health
Niagara Poverty Reduction Network
Niagara Regional Children’s Services
Niagara Regional Library Council
Niagara Regional Native Centre
Niagara Regional Public Health
Niagara Regional Social Assistance and Employment Opportunities
Niagara Support Services
Niagara Women's Enterprise Centre
Niagara Triathlon Foundation
Port Cares
Regional Municipality of Niagara
Regional Partnerships Resource Centre
Speech Services Niagara
Strive Niagara
Town of Fort Erie
Town of Grimsby
Town of Pelham
Township of West Lincoln
United Way of St. Catharines & District
Welland Harbour Council
World Alliance of YMCAs
YMCA Canada
YMCA Ontario
YMCA of Greater Toronto
YMCA of Hamilton/Burlington/Brantford
YMCA of Oakville
YMCA South Africa
YMCA of Niagara Region

Investing In Your Community

Thank you the local organizations and government bodies with whom we have partnerships, alliances and working relationships, for helping us provide valuable community services.

Alzheimer’s Society of Niagara
Association for Community Living
Fort Erie
Brock University
Canadian Mental Health Association
City of Niagara Falls
City of Port Colborne
City of St. Catharines
City of Welland
Community Addiction Services of Niagara
Community Care of St. Catharines and Thorold
Contact North, Distance Learning
Credit Counselling of Niagara
District School Board of Niagara
Early Childhood Community Development Centre
Employment Help Centre West Niagara
Family and Children Services Niagara
Family and Children Services Niagara

MINISTRY OF HUMAN RESOURCES & SKILLS DEVELOPMENT

Wage supports
Day Camp & Community Outreach supports
Employment & Immigrant Services supports
Health, Fitness & Aquatics supports
Healthy Kids Community Challenges supports
Healthy Living Niagara
Heart Niagara Inc.
Healthy Kids Community Challenge
Hamilton Health Sciences
Hamilton Niagara Health Board
Local Health Integration Network
Healthy Kids Community Challenges
Healthy Living Niagara
Heart Niagara Inc.
Local Partnerships & Community Development
Immigration, Refugee and Citizenship Canada
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YMCA Ontario
YMCA of Greater Toronto
YMCA of Hamilton/Burlington/Brantford
YMCA of Oakville
YMCA South Africa
YMCA of Niagara Region

We would also like to thank the many donors who contributed through a variety of YMCA special events across the Association including:

Children’s Services special events
Camping special events
Move for Kids
Frank’s Friends Swim
Leader Corps special events
Send a Kid to Camp / Fill the Bus
Strong Kids Doggie Dip

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YMCA of Niagara

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Annual Report to the Community 2016-17
2016-2017 Strong Kids Donor List
A Strong Niagara Starts Here

We provide vital services such as health, fitness and aquatics; child care; camping; immigrant services; employment; education; leadership development and volunteerism at 103 sites across Niagara.

Vision
Inspiring health, wellness and community - for life.

Mission
The YMCA of Niagara is a charity, open to all, providing leadership and opportunities for people and their community to grow in spirit, mind, and body.

YMCA of Niagara | 310 Woodlawn Road | Welland, ON | L3C 7N4 | 905-735-6959  ymcaofniagara.org

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Privacy Statement
As a charitable, community based association, the YMCA of Niagara is committed to protecting your right to privacy. The personal information you share with us will be used to support the work of the YMCA. For further information, please visit: ymcaofniagara.org