



YMCA Calgary

Building healthy communities



## PHILANTHROPIC REPORT

2018 Year in Review

*February 13, 2019*

# Thank You

Since its inception in 1902, YMCA Calgary has been a hard-working charitable organization that responds to the needs of Calgarians. YMCA Calgary has evolved into a vibrant charity where thousands of Calgarians are involved each and every day through health and wellness programs, leadership and community outreach programs, child care, volunteering and day and overnight camps.

YMCA Calgary delivers quality programs and services that positively affect the lives of Calgarians. And we couldn't do it without philanthropic support. Through our annual campaign we provide financial assistance to support vulnerable children and youth to stay active and connected to our caring community. Research shows those with the least are less likely to lead healthy, active lives due to their financial burden. Therefore, providing financial assistance to participate at YMCA Calgary remains one of our top priorities.



Never has there been a time when the work of the YMCA has been more important than now. The Canadian participACTION Report Card on Physical Activity for Children and Youth found only 35% of kids aged 5 to 17 meet the physical activity recommendation within the Canadian 24-Hour Movement Guidelines. Additionally, the report sites evidence that physical activity is an effective tool in alleviating social and academic stress, improving self-esteem and helps lower feelings of anxiety.

We are proud of all we have accomplished in 2018, it was a year filled with growth and transformation for YMCA Calgary. Early 2018 was marked with the opening of the Shane Homes YMCA at Rocky Ridge and incredible enthusiasm from Calgarians making it a vibrant community hub for all. Across the city we experienced unprecedented growth in membership and program participation, as well as an increased need for financial assistance. All of which has enabled the YMCA to create more opportunities for individuals and families to be healthy, active and engaged in impactful and meaningful ways.

Every day, at every location across Calgary the YMCA raises health, community, belonging, confidence, understanding, hopes, spirits and potential. We are grateful for the incredible leadership of our staff, volunteers, partners and donors who stand beside us in our mission; thank you for all your support.

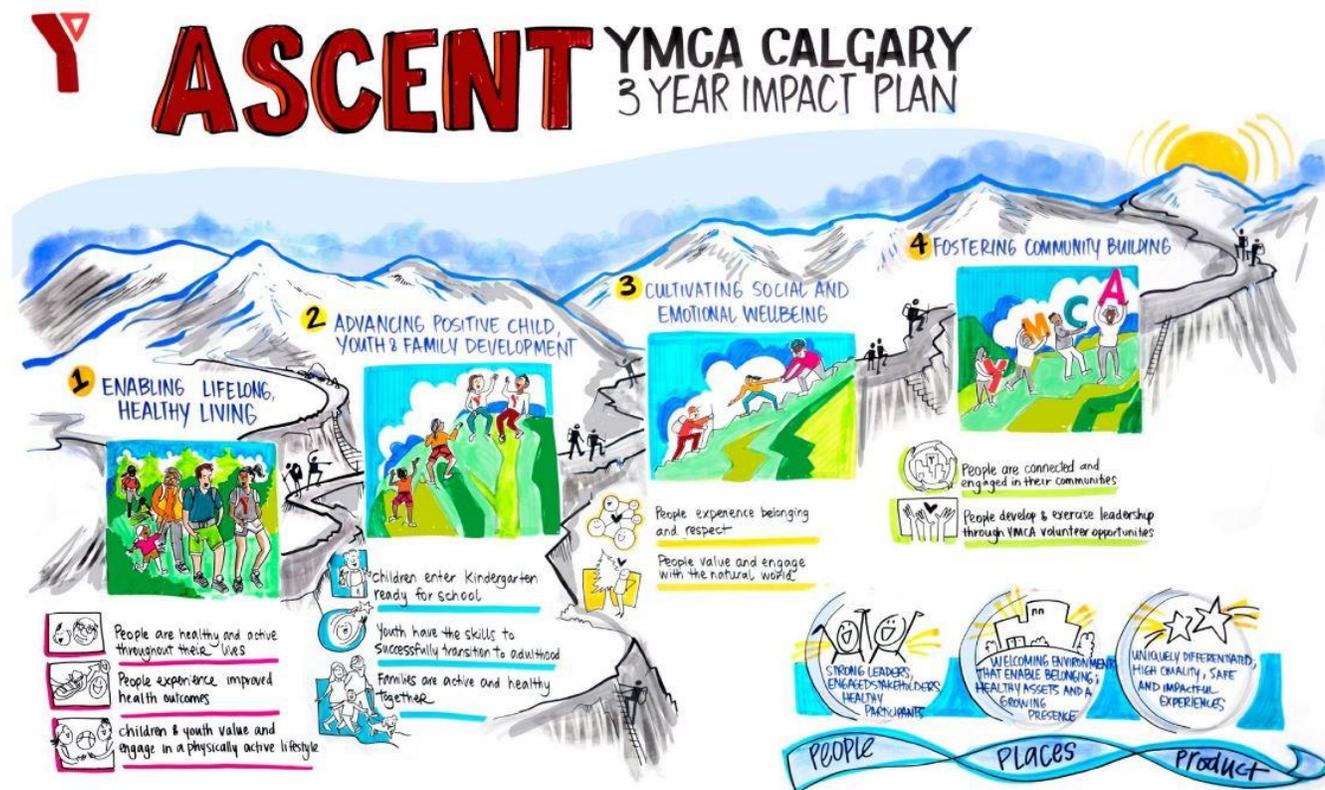
Sincerely,

A handwritten signature in black ink, appearing to read 'Shannon Doram'.

Shannon Doram  
President and CEO

## YMCA Calgary – Impact Plan

As a charity that has been in Calgary for over 116 years, YMCA Calgary continues to strive toward impactful and meaningful experiences for all Calgarians. Through the aspiration of having a community that is connected, vibrant and healthy, the 3-year impact plan known as ASCENT was derived. Rooted in research, the plan supports YMCA Calgary in addressing critical needs facing our communities through four pillars of work: Enabling Lifelong Healthy Living, Advancing Positive Child, Youth and Family Development, Cultivating Social and Emotional Wellbeing and Fostering Community Building.



## 2018 Impact

The 2018 YMCA Calgary membership survey results included the following:

**92%** OF CHILDREN AND **82%** OF YOUTH WERE MORE PHYSICALLY ACTIVE

**92%** OF PARENTS WITH CHILDREN IN YMCA CHILDCARE REPORT THEIR CHILDREN ARE READY FOR KINDERGARTEN

**82%** OF CHILDREN AND **78%** OF YOUTH REPORTED INCREASED SELF-ESTEEM

*\*after coming to the YMCA*

**35%** OF YMCA PARTICIPANTS REPORT AN INCREASED INTEREST IN COMMUNITY ENGAGEMENT  
*(eg: donations, volunteering and local community events)*

**83%** OF PARTICIPANTS REPORTED AN INCREASED SENSE OF HAPPINESS AND VITALITY

## Philanthropic Highlights

In partnership with our donors, children and youth are gaining a sense of belonging, building lifelong community connections and developing critical skills through their engagement with YMCA Calgary. In 2018, we are proud to share the impact of the **Strong Kids Campaign** which ensures no child or youth is turned away due to financial limitations.

**33,485** SUBSIDIZED YMCA PROGRAMS & MEMBERSHIP EXPERIENCES were provided in 2018 with the **WITH THE SUPPORT OF OUR DONORS.**

PROVIDED **\$1,453,101** IN SUBSIDY

**9%**  **IN SUBSIDY FROM 2017**  
INCREASE

## YMCA Calgary Highlights

YMCA Calgary is a city-wide force for community building. Creating places and spaces for all Calgarians to belong, grow, thrive and lead.

### In 2018:

**3.4** million  
YMCA visits

**4.8** million  
in financial assistance  
*provided to children, youth, and adults*

**61,160**  
Members

**2500**  
Staff and  
Volunteers

*As of December 31, 2018*

### Child Care

YMCA Calgary was successful in its application to become part of the new Alberta Early Learning and Child Care (ELCC) initiative which is a three-year initiative that caps fees for child care at \$25/day. The YMCA will receive funding through to March 2019, with an option to renew for two additional years.

### Children and Youth

Intentional programs continue to be refined and developed in this area of focus. Areas of sport, day camps, climbing, aquatics, arts and leadership are playing an important role in the healthy development of children and youth in Calgary.

### Outdoor Camp Experiences

Last summer, Camp Chief Hector YMCA had a record number of campers, 2,836. And another 10,897 participated throughout the year in outdoor school and weekend programs. In 2018, with the generous support of our donors, 1,087 children and youth were provided with subsidy to participate in programs at Camp Chief Hector YMCA.

## YMCA Calgary Highlights Continued...

### YMCA Membership

Memberships are on the rise at YMCA Calgary, especially with the addition of new facilities. This year alone, the Shane Homes YMCA at Rocky Ridge had 16,345 new members join the YMCA family. Memberships continue to be accessible for all children, youth and adults through subsidy opportunities.

### Community Programs

Supported by the generosity of donors, 1,000 participants a day are served in 60 community-based programs throughout the city of Calgary. Programs include YMAP, Alternative Suspension, Math Tutoring, School Support Program, Leadership, Kids In Motion, Indigenous, Community Action Network and Language Instruction For Newcomers to Canada (LINC).

### Endowment

The YMCA Calgary Endowment exists to ensure children, youth and adults will benefit from YMCA programs long into the future. The current total of the endowment fund \$6.8 million dollars and in 2018 its generated revenue supported child and youth subsidy, staff scholarships, access to Camp Chief Hector YMCA programs and educational support for newcomer and indigenous youth.

## Impact Stories

*"I wanted to let you know that my son Fred\* had the most wonderful three weeks of his life at the one week of overnight camp and two weeks of day camps. Coming from the Brenda Strafford facility (second stage shelter for domestic abused women and children) and living there for the past 9 months, this opportunity would not be possible without the gesture of support. As a single mother that wants to overcome challenges where budget and isolation can be a factor, this has been an amazing opportunity for my son."*

\*Name changed for confidentiality



Yonas was always an extremely kind and sweet person, however one that appeared unsure about the YMAP program on the first day. He seemed reserved and tended not to talk to other individuals in the program.

However, as the weeks went on, his confidence and interest in forming relationships and being involved in the community became clear.

When a YMCA branch tour was facilitated for the YMAP youth, his interest in activity was sparked! He decided to take an introduction to swimming, which he loved and was able to grow his confidence in as well as began using the gym regularly. Yonas now attends program each week and is a consistently kind, respectful, and engaged

participant. His conversations with other YMAP youth are increasing and when the group attended Zoolights he had friends to walk and talk with. Yonas has also

shown great initiative by travelling to the Gray Family Eau Claire YMCA to receive additional support with resume building. Additionally, Yonas' increased confidence has enabled him to volunteer at Heritage Park where he helped children shop for Christmas gifts for their families. It has been incredible to observe the transformation in Yonas over the school year.

~Written by Danielle Vasicek, YMAP Staff



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For more information, please contact:

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[ymcocalgary.org](http://ymcocalgary.org)