



*Connecting in our  
communities to create  
health, happiness  
and belonging in  
Southwestern Ontario*

# **TOGETHER, WE THRIVE**



**YMCA of  
Southwestern  
Ontario**

**2022 Annual Report**

# Message from our Board Chair and CEO

Despite constant change in 2022 our Y remained committed to connecting people to one another and helping everyone reach their full potential. We are here, as a charitable organization, to help build healthy communities and to create opportunities for our participants to achieve greater health, belonging, and potential. Through the course of the pandemic, we have continuously adapted our programs and services to allow us to serve our participants and our communities, whether it be virtually, or returning to in-person programming.

It's our mission to provide opportunities for growth in spirit, mind, and body for people of all backgrounds, beliefs, and abilities. Inspired by you, we are proud to say that we've done exactly that, and that we are now stronger than ever as an organization. We are also inspired by our incredible employees, and proud and grateful that our employee engagement remains very high despite the pandemic. This year we were recognized by Forbes as one of Canada's Best Employers for the second year in a row.

We have continued as a leader in health, fitness, aquatics, camps, child care, community programs, and newcomer services. We remain heavily focused on our youth and their mental well-being, and we are proud to provide free, effective tools and support to youth who are facing negative mental health impacts as they emerge from the pandemic. The YMCA is passionate about the health of young people, and especially in helping youth build the skills that act as a foundation for mental and physical wellness.

The pandemic changed the way we operate, but also highlighted opportunities where we could evolve and grow. This year, we focused on an improved digital experience for Y members and participants. This, along with our new membership model allows us to keep our Y communities strong, healthy, and connected.

You make this work possible! When you support the Y, you are helping create opportunities that ensure that no one in our community gets left behind. We know that when people feel a sense of belonging, their health improves - physically, mentally, emotionally, and socially. And our communities benefit too. There is less illness, violence, and inequality, and more giving, connection, and happiness. With your help, through our Community Starts Here campaign, we continue to focus on health and wellness, strong communities, thriving kids and youth, and amazing camp experiences.



*Andrew Lockie,  
CEO*

*Linda Nicholls,  
Board Chair*

# 2022 Board of Directors

Linda Nicholls, Board Chair

Kristina Shaw, Vice-Chair

Lesley Cornelius

Gillian Heisz

Arifa Serter

Silvia Di Cicco

Steve Kay

Nawaz Tahir

Alison Ewart

Manoj Mehta

Zachary Weese

Anthony Fields

Katie Osborne

Jimmy Trieu

Nancy Russell

## Board Committee Community Members

Abe Oudshoorn

Carlos Henriquez

Jennifer Ho

Steve Millar



## My Y Story: Katie

### Katie Osborne, Member – Board of Directors

The Y has had a presence in every stage of my life. I grew up in Sault Ste. Marie and was a member of the Sault Y as far back as my memories go. I made my first lifelong friends in the Sault Y childcare programs and later during before- and after-school care. I got my start in volunteering at the Pro Shop and membership counter, and I got my first job as a Day Camp Counsellor, which felt all the more special after looking up to my own counsellors for years as a camper myself. Through the classes, camps and programs at the Y, I learned to swim, tumble, craft, cook (with not much success, for which I do not hold the Y accountable!) and to play soccer, basketball, lacrosse and any number of camp field games. I learned the value of creativity through art classes and gained confidence in the theatre programs, while learning leadership through the babysitting course, coaching gymnastics, and as a counsellor-in-training.

The Y was truly my home-away-from-home, and the leaders, counsellors, child care workers, coaches and instructors, support staff, fellow campers and members were my second family. The YMCA gave me a place to belong before I understood how valuable that really was. To me, this is at the heart of what the YMCA does – it creates a sense of community and togetherness. Not just as a physical space where community members can gather together, but as an organization that promotes community values and a sense of kinship at every level, across all identities. When I moved to London, it was a joy to see that the feeling of community that my one-branch YMCA gave me is somehow still present in a region as wide as Southwestern Ontario, and it's the people – the staff, the volunteers and the members – that make it so.

The YMCA has grown significantly since my Y story started, but that sense of purpose remains unchanged. It is an honour to serve the Y as a member of the Board of Directors to help bring that feeling, and the opportunity to learn, grow, and connect to others.

# Belonging at the Y

At the YMCA, our people are central to delivering our mission, and everyone has adapted to cultivate change as we go forward to offer our programs and services to our communities. Despite extended periods of time not being able to train and certify people for specialized roles, such as lifeguards and camp instructors, our employee engagement remains very high. As our staff are working hard to build healthy communities, our focus is to be a collaborative, supportive group that thrives, learns, and grows together. With a focus on mental health, we are proud to say that 54 staff are trained in mental health first aid. We are grateful to work with incredible staff and volunteers that continue to improve the health of our community.

This year, we were recognized by Forbes as one of **Canada's Best Employers**. The internationally renowned business magazine partnered with market research firm Statista to compile the list of 300 employers by surveying more than 10,000 Canadians working for businesses with at least 500 employees. The respondents were asked to rate how likely they would be to recommend their employer to others and to nominate organizations other than their own. Key factors distinguishing Canadian employers include corporate social responsibility and the creation of an inclusive culture. With our mission to create opportunities for everyone to grow in spirit, mind, and body regardless of background, beliefs, and abilities, and a focus on creating a strong and inclusive work culture based on our core values (Caring, Honesty, Respect, Responsibility, Inclusiveness), YMCAs across Canada are proud to be recognized with this distinction. By striving to improve our employee experience, we have all made the Y a great place to work while doing great work in the communities we serve.

The YMCA has always been a place of meaningful work experiences, not only because of the opportunities we offer, but because of why we're here. When success is measured by how many people you have helped, it adds a deep sense of purpose to a person's life.

**When success is measured by how many people you have helped, it adds a deep sense of purpose to a person's life.**



# Creating Opportunities for Children and Youth

**Children and youth need to be at the center of our communities,** and we know that when they feel like they belong, children and youth are more likely to reach their full potential. Despite 2022 being a year that still had pandemic safety restrictions, our Y was there to ensure children and youth thrived through quality, safe, and reliable child care and camps, youth leadership opportunities, and online programs. We had 10,332 children in day camp, 1,552 in child care and 3,801 in school age programs. As we continue to recover from the pandemic, we are more driven than ever to serve our communities and nurture the potential of the next generation.

The amount of change and uncertainty in recent years has led many of our youth to experience mental health challenges. The Y, along with many of our youth-focused programs and services, now offers a program specifically created to help youth thrive called Y Mind. **Y Mind** was developed in response to a need for free and accessible mental wellness support for youth. This program has been youth-informed and adapted based on evaluation and community feedback to ensure that it meets youth and communities where they are. It is focused on reducing anxiety and increasing a sense of wellbeing. Youth can access the Y Mind program at no cost, no diagnosis, and no referral, further helping us focus on reducing stigma and increasing access to programs and supports like this.

YMCAs across Canada received \$4 million in funding to improve student success through the Government of Canada's Support for Students Learning Program, and our **YMCA Youth Transitions Program (YTP)** is available for students in the Sarnia and London-Middlesex regions. YTP is a voluntary program offered free of charge to vulnerable youth ages 12-19 that are struggling academically. This funding will make it possible for the Y to empower students to reach their full potential, by building their capacity to engage and succeed in their studies and transition to higher levels of education. YTP creates a sense of belonging that many youths were lacking before entering the program, from factors such as isolation from COVID, being new to Canada, and more. This program has been especially impactful for newcomer youth who were feeling isolated and uneasy about their transition to Canada. The program connects students with support they need for educational attainment, future success, and acquiring life skills.



# Camp

Our two overnight camps (Camp Queen Elizabeth and Camp Henry) introduced the option of all gender cabins to our campers. Upon registration, campers had the choice to sign up for an all gender or single gender cabin, ensuring our campers and families have the ability to choose an accommodation that makes them feel most comfortable and aligns with their gender identity. All gender cabins are open to everyone – it is a welcoming place for campers who want to share a space with campers of different genders, who have friends or siblings who are different genders, and for campers who identify as non-binary, gender diverse or who feel they would be most comfortable in an all-gender setting. All camping staff participate in extensive training each year, and our all-gender cabin staff will receive additional resources and training focused on creating positive spaces for our campers.

We are proud to be a camp that encourages friendship, belonging, and inclusiveness and we want to ensure that we continue to grow and support the needs of all our campers and families.



# Connecting Communities

At the Y, we are a centre of community. We are a place where families come together, and communities grow stronger. Using technology has helped us connect in new and exciting ways.

In 2022, the Y was the grateful recipient of a \$150,000 grant from Ontario Trillium Foundation to implement effective and sustainable data management and digital solutions to better meet the needs of the community. The Resilient Communities Fund grant is helping the Y with its pandemic recovery, allowing for an improved digital experience for Y members and participants. The pandemic changed the way we operate in many ways, but it also highlighted opportunities where we could evolve, and this grant allows us to keep our Y communities strong, healthy, and connected.

To provide more flexibility to our individuals and families, we introduced a new membership model to better suit the diversity of needs, including the ability to purchase (and manage) memberships online. Allowing members to manage their membership allows Y staff to engage with members in new and different ways.

Other digital enhancements are helping us manage and create efficiencies and more meaningful communications, from marketing campaigns to improved communications, and increased reach into the communities we serve. As a charity, this helps us tell our story and ensure nobody gets left behind.

**Investing in digital enhancements to connect our communities.**



# Bringing Communities Together

In 2022, the Y partnered with the East Lambton Community Complex, creating a place where health and collaboration were celebrated, bringing families together for fun and fitness. The East Lambton YMCA will serve hundreds of community members and provide opportunities for people to learn, participate, make connections, and improve their overall health and wellness. This facility offers a full-size gymnasium, state-of-the-art fitness equipment, a fitness studio, child-minding service, personal training and individual workout programs, fitness classes and family programming, and camp programs including PA day camps and summer day camp.

**Scaling our operations to meet the needs of more communities.**

Supporting those who are new to Canada remains a focus for the Y, and our Language Skills Program helps newcomers learn English at no cost. We also complement this program by offering Care for Newcomer Children (CNC) so that participants can engage in class while their children (aged 7 months to 6 years old) are cared for. This year, through our settlement support, we've connected 4,400 newcomers to various settlement services, in order to help them thrive in Canada.



# Big Impact

## Stats that Show the Y Way

*the Y is committed to making our communities healthier, and ensuring everyone can have access.*

**33%** **of members receive financial assistance**

*the Y creates amazing camp experiences for all, helping change lives through friendships, learning experiences, connection to nature, and the independence young people find at camp.*

**90%** **overnight camper satisfaction rate**

*the Y works to create strong communities, and we're here to help make our community a better place, where every individual has a chance to succeed.*

**4,400** **newcomers connected to Y services**

*the Y helps nurture the potential of the next generation, helping kids and youth thrive, and making sure youth feel connected and stay active.*

**\$30,000** **scholarships awarded from Celebration of Youth Awards**

# A Stronger Future Together



**We are proud  
to help our  
community  
thrive.**

In June 2022, our Y partnered with StarTech.com on a **\$1.5 million** naming sponsorship for the Community Centre, Library, and YMCA on Southdale Road West in London. StarTech.com is helping the Y and its partners create healthier communities. Funds will be used towards the highest priority programs and services which will evolve over time based on community needs, including the Y's charitable mission to be open to all regardless of ability to pay. This community recreation facility is jointly operated by the YMCA and London Public Library, under an agreement with the City of London. It features a public library, twin-pad arena, walking track, community kitchen, and two swimming pools.

When you support the Y, you are supporting a charity. You are helping create opportunities so no one in our community gets left behind. In 2022, more than **\$20 million** in funding assisted people across Southwestern Ontario in accessing Y programs and services. **25,000+ children, youth, adults and seniors** took part in the Y at a reduced or no cost, ranging from newcomer services, to camps, to health and fitness memberships. **39 weeks** of amazing overnight-camp experiences at YMCA Camp Queen Elizabeth were offered to youth at no cost thanks to fundraising efforts with Jordan's Run the Runway, allowing for amazing experiences for all. **33% of Y health and fitness members** received financial assistance to participate and focus on their health and well-being. **182 weeks** of adventure and fun at YMCA Summer Day Camp were provided to newcomer children with generous support from TD. With improved health and wellbeing through Y experiences, we are proud to help our community thrive.

# Financial Highlights

## YMCA of Southwestern Ontario Summary Statement of Financial Position For the years ended December 31, 2022 and 2021

	2022	2021
<b>Assets</b>		
Current assets		
Cash and cash equivalents	5,960,262	9,182,965
Accounts receivable	3,514,388	2,145,845
Prepaid expenses and supplies	449,703	335,019
Short-term investments	1,100,000	-
	<u>11,024,353</u>	<u>11,663,829</u>
Investments	10,446,514	10,738,061
Property, plant and equipment	22,880,705	25,048,074
	<u>44,351,572</u>	<u>47,449,964</u>
<b>Liabilities</b>		
Current liabilities		
Accounts payable and accrued liabilities	7,994,639	8,945,455
Unearned revenues	6,649,415	5,438,897
Current portion of capital lease obligation	5,306	4,964
Current portion of long-term debt	806,723	1,153,316
	<u>15,456,083</u>	<u>15,542,632</u>
Capital lease obligation	34,465	39,771
Long-term debt	14,184,874	15,055,999
Deferred capital contributions	14,919,138	15,150,719
	<u>44,594,560</u>	<u>45,789,121</u>
<b>Fund Balances</b>		
Capital asset reserve	2,659,186	2,969,166
Operating	(7,536,131)	(7,025,231)
Endowment and restricted	4,633,957	5,716,908
	<u>(242,988)</u>	<u>1,660,843</u>
	<u>44,351,572</u>	<u>47,449,964</u>

The above is excerpted from the audited financial statements of YMCA of Southwestern Ontario.  
Audited financial statements are available upon request from the office of the SVP, Finance.

# Financial Highlights

## YMCA of Southwestern Ontario Summary Statement of Revenues and Expenses For the years ended December 31, 2022 and 2021

	2022	2021
<b>Revenue</b>		
Child care	29,681,866	24,931,673
Memberships	8,622,106	3,046,626
Camp and youth	4,361,327	2,089,104
Immigrant services	11,316,810	9,105,220
Program service fees	4,279,081	3,671,944
Donations and fundraising	2,393,573	2,859,009
Ancillary revenue	933,926	470,831
United Way	126,167	128,000
Canada Recovery Hiring Program and other Federal wage subsidy	2,222,139	7,590,740
Amortization of deferred capital contributions	2,947,086	2,593,946
<b>TOTAL REVENUES</b>	<b>66,884,081</b>	<b>56,487,093</b>
<b>Expenses</b>		
Salaries and benefits	43,442,594	36,219,091
Facility	8,012,450	6,630,655
Program costs	7,274,980	6,453,256
Bank, professional and other fees	1,058,215	786,458
Travel and development	801,200	386,103
Office	863,711	745,419
Other operating (recovery) expense	(262,236)	373,405
Association dues	641,183	509,628
Promotion	334,444	166,816
HST rebate	(497,734)	(157,753)
Amortization of property, plant and equipment	5,427,993	5,938,304
<b>TOTAL EXPENSES</b>	<b>67,096,800</b>	<b>58,051,382</b>
	<b>(212,719)</b>	<b>(1,564,289)</b>
<b>Realized and unrealized gains (losses) on investments</b>		
Net unrealized loss on investments	(308,020)	(256,196)
Net realized gain on investments	22,300	678,933
	<b>(285,720)</b>	<b>422,737</b>
<b>DEFICIENCY OF REVENUES OVER EXPENSES FOR THE YEAR</b>	<b>(498,439)</b>	<b>(1,141,552)</b>

The above is excerpted from the audited financial statements of YMCA of Southwestern Ontario.  
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# My Y Story: Abdul

## A Positive Impact with Newcomer Support

Abdul arrived in Canada as a refugee from Iraq with his wife and infant daughter. In Canada, his nursing credentials were not transferable so he worked as a cleaner at various locations.

He accessed the Y's settlement and integration services for newcomers, which helped him develop a personalised settlement plan. Our services help guide, inform, and equip families with the information and resources they need to settle into their new life in Canada.

With this support and guidance, Abdul enrolled in school and graduated with a diploma in Social Service Work. He and his wife also created their own cleaning business.

In May 2022, Abdul joined the Y as the Housekeeping Supervisor, supporting numerous locations. He can now use his new passion for social services while giving back to the Y that helped him when he needed it most.





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