



YMCA of
Southwestern
Ontario

Y IMPACT

A twice-yearly update on how you're helping communities shine

Welcome to the very first Y Impact donor newsletter! If you're receiving this, it means you're one of the wonderful donors igniting the potential in people at the YMCA of Southwestern Ontario. Thank you so much.

We're planning to send this out twice yearly as a way of keeping you up to date on the impact of your generosity.



The YMCA of Southwestern Ontario development team (L-R): Angela Franceschino, Christina Harley, Kaitlin Brotzel and Shankar Sundarrajan (on leave: Tracy Ranick)

Natalie's Story

Our family is immensely thankful for the generous donations that help make day camp and exercise feasible for our family. My kids love camp and I appreciate being able to work whilst knowing my kids are receiving great care. Without a subsidy, I likely wouldn't have been able to work outside of the home when my kids are on school break. Without the YMCA, our kids would have had less fun and been less active.



Natalie and her family

When I collect the kids at the end of the day, they have smiles on their faces and want to tell me about their friends and activities. They look forward to returning. Our kids come home tired, in a good mood, and ready to eat dinner!

My daughter passed her swim test yesterday and it was so encouraging to see her conquer her fears. Regardless of whether she passed or failed, we were immensely proud she tried. This experience has bolstered her confidence and she learned she can do hard things. There is value in trying, in failing, in perseverance, and in conquering goals – what a wonderful place to learn these lessons!

My daughter keeps recounting how her friends and the staff were there with her and cheering her on when she felt like it was getting too hard and she wanted to quit. I think she will remember this moment for a long time.

The YMCA has a positive impact on many dimensions of life. It's individuals and families like ours that put the 'Y' in why it's important to support your local YMCA. It's places like the YMCA and people like you who help make our community stronger and better. Never underestimate the value you add.

We hope to see you at your local YMCA so that you too can experience wonderful camaraderie, fun, and health.

– Natalie, Family YMCA of St. Thomas-Elgin

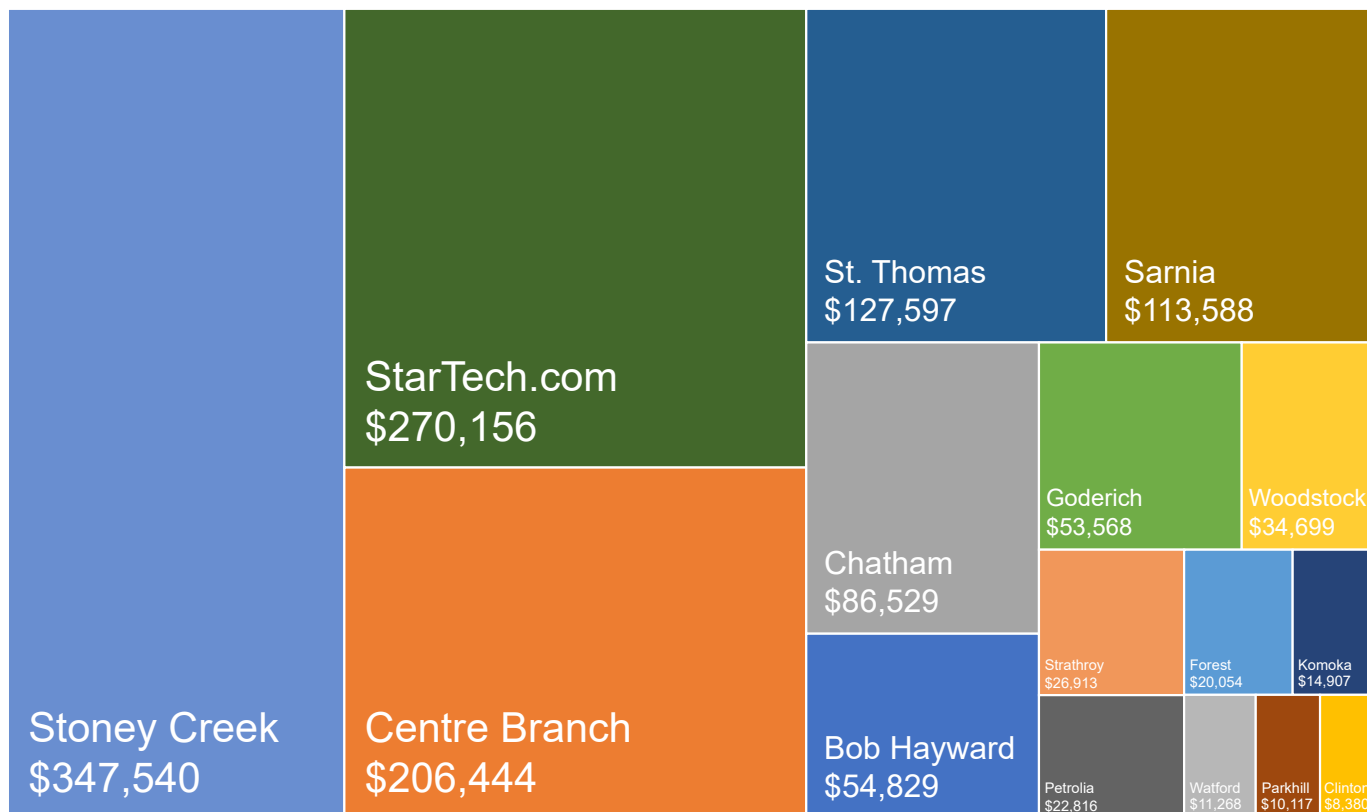
Your Impact – Financial Assistance by Community

The YMCA touches the lives of 240,000 people across Southwestern Ontario, but we want you to know that your donations to the YMCA community you cherish the most are set to work locally as directed by you.

This includes the YMCA Financial Assistance Program. Thanks to you and your fellow donors, the one in three health and fitness members who require financial assistance (subsidies) in order to participate have the opportunity to connect with others, be active, gain new skills, and unlock their potential at their local YMCA.

Here's a snapshot, by community, of the \$1.4 million in financial assistance provided for health and fitness memberships thus far in 2023:

■ Bob Hayward	\$54,829	■ Komoka	\$14,907	■ Stoney Creek	\$347,540
■ Centre Branch	\$206,444	■ Parkhill	\$10,117	■ Strathroy	\$26,913
■ Chatham	\$86,529	■ Petrolia	\$22,816	■ Watford	\$11,268
■ Clinton	\$8,380	■ Sarnia	\$113,588	■ Woodstock	\$34,699
■ Forest	\$20,054	■ St. Thomas	\$127,597		
■ Goderich	\$53,568	■ StarTech.com	\$270,156		



Honouring Our Donor, Bill Stewart

At our YMCA Annual Community Gathering in June, we were delighted to present the William Bowman Award for commitment and service to the YMCA of Southwestern Ontario to a truly inspiring member of our community and a spark who makes our impact possible: Bill Stewart.

As an early member of Centre Branch and longstanding YMCA participant in London, Bill embodies everything the Y stands for. He's helped raise contributions for Centre Branch, Camp Queen Elizabeth, financially assisted memberships, and sending kids to camp. Bill is a trusted advisor and fantastic ambassador, sharing his Y story to encourage others to consider including the YMCA in their estate plans.



Bill Stewart with our VP Development, Christina Harley

Congratulations, Bill, and thank you for everything you do for the YMCA!

Connect with us on social media!



@YMCAofSWO



@YMCAofSWO



@ymcaofsw



ca.linkedin.com/company/ymcaofsw

Please do reach out to share your thoughts, update your communication preferences, or just say hello. We'd love to hear from you.

YMCA of Southwestern Ontario
165 Elmwood Ave East
London, Ontario N6C 0A8
519-907-5500
donations@sw.ymca.ca
www.ymcaswo.ca

