



Illuminating Impact

YMCA of Southwestern Ontario 2024 Annual Report

Connecting in our communities to
create health, happiness and belonging.



A YEAR OF CONNECTION AND POSSIBILITY: Reflections from Our Leadership

Dear Friends,

As we reflect on 2024, we are filled with gratitude and pride. This past year, YMCA of Southwestern Ontario supported more than **240,000 individuals** across our region. This is proof of the growing need for inclusive, community-based services that promote connection, health, and opportunity.

From a child's first camp experience to a newcomer's first job, to a senior finding friendship through fitness, and a young person stepping into leadership, your Y was there. Thanks to your support through fundraising events, grants, and community giving, we were able to deliver critical services across youth programs, health and fitness, licensed child care, employment and newcomer support, and enriching camps.

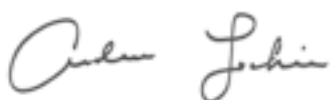
Together, we raised more than **\$2.8 million** to expand access to these programs, ensuring financial barriers don't stand in the way of participation. Events like **Jordan's Run the Runway**, which raised over **\$180,000** across three communities, exemplify the power of community generosity.

One of the most exciting milestones this year was the launch of **Shine On**, our first-ever national YMCA brand platform. This powerful campaign reached **millions of Canadians** via television, radio, and digital platforms, sharing a unified message of hope, belonging, and potential. Here in Southwestern Ontario, the results exceeded expectations, amplifying awareness of the Y and reinforcing the impact of our mission.

Every story shared, every dollar raised, and every smile at a YMCA paints a larger picture: thriving communities where everyone has the opportunity to shine. None of it would be possible without the dedication of our staff, volunteers, donors, partners, participants, and members.

Thank you for being part of this incredible journey. As we look to the year ahead, we remain committed to being a place of possibility and belonging for all.

With gratitude,

A handwritten signature in dark ink that reads "Andrew Lockie".

Andrew Lockie
CEO
YMCA of Southwestern Ontario



Kristina Shaw
2024 Board Chair
YMCA of Southwestern Ontario



GUIDING OUR MISSION:

Board of Directors & Community Leaders

2025 Board of Directors

Alison Ewart, Board Chair
Carlos Henriquez, Vice-Chair
Kristina Shaw
Gillian Heisz
Hoda Chehab
Kara Heddle
Katie Osborne
Ken Whiteford

Jodi Younger
Tolu Edunjobi
Michael Oates
Silvia Di Cicco
Steve Kay
Tony Jacobs
Zach Weese

2025 Board Committee Community Members

Casey Dockendorff
Michael Herbert

Michael Noh
Abe Oudshoorn





BUILDING BRIGHT FUTURES:

Empowering Early Learning Through Partnerships

Our Indian Creek YMCA Child Care Centre in Chatham-Kent recently welcomed Ontario Education Minister Jill Dunlop and MPP Trevor Jones for a special visit. The tour showcased St. Clair College early childhood education students completing their work placements and highlighted the Y's commitment to high-quality child care and play-based learning.

"As a mom of three, I know how vital access to quality child care is for families," said Minister Dunlop. "Seeing the happy faces of children learning and playing here shows the incredible dedication of educators. Our government is proud to support their work through better wages and expanded training."

Elizabeth De Santis, the child care director and a proud St. Clair College graduate, led the tour. With 19 years in the field, De Santis champions student placements, helping future educators grow through hands-on experience. In 2024 alone, the centre hosted 15 St. Clair ECE students, many of whom joined the team after graduating.

"Our student placements aren't just about teaching—they're a chance for reflection and growth for everyone involved," said De Santis. "It's how we stay innovative and deliver the best care."

YMCA Playing to Learn™ Curriculum, rooted in brain development research, provides a rich environment for children to thrive. This curriculum aligns seamlessly with St. Clair's teachings and the Ontario early learning framework, preparing children for kindergarten and beyond. Together, YMCA and St. Clair College continue to nurture the next generation of early childhood educators and the young learners they serve. Shine On!

“ As a mom of three, I know how vital access to quality child care is for families, Seeing the happy faces of children learning and playing here shows the incredible dedication of educators.

— Ontario Education Minister Jill Dunlop



FINDING PURPOSE AND BELONGING: **Indira's Y Journey**

Life has a way of guiding us—even when we can't see it. That's how I feel about my journey with the YMCA of Southwestern Ontario.

In October 2023, while studying Business Marketing at St. Clair College, I was thrilled to land a part-time job at the Y. It gave me stability and my first real work experience in Canada. I thought I'd leave it behind once I graduated in May 2024, expecting that my diploma would quickly open doors in my field.

But things didn't go as planned. The job market had changed. I applied everywhere, with no success. My confidence faded, and each shift felt like a reminder of the opportunities I hadn't yet reached. I began to question my place and my progress.

What I didn't realize then was that this job was never just a placeholder, it was a pathway.

It led me to Kristie, a YMCA Employment Services Case Worker who walked into the Y one day as a customer. Her kindness, energy, and sincere

desire to help stayed with me. We met the next day at the Windsor Y, and from that point forward, I had a champion in my corner.

Kristie helped me refine my job search tools, shared YMCA resources, and stayed connected through every step of the journey. Her encouragement, persistence, and faith in me never wavered. And eventually, I landed a role in my field as a Marketing Coordinator.

Even now, Kristie continues to check in. Her support didn't end when I got the job—because at the Y, care doesn't come with conditions.

To anyone currently job hunting: I've been there. It can be exhausting, lonely, and disheartening. But keep going. Stay open. And know that places like the Y—and people like Kristie—exist to help you shine.

Thank you, YMCA of Southwestern Ontario, for being a place of possibility, and for the people who help others believe in their own potential.

- Indira, Y Employment Services Client

COMMUNITY WELLNESS IN ACTION: Stories of Healing and Hope

Mary's Y Story

"I retired from teaching at Medway High School and then I joined the YMCA as a member. I live close by, and I wanted to stay healthy and get more active. I walked in one day and asked about the membership. I usually talk about what brought me here and the classes I like to make people feel more comfortable about it.

My favourite classes are Group Active and Centergy. Group Active does a little bit of everything so you have cardio and weights, balance, and core. I like that because it works all parts of your body. Then Centergy is good because it's more stretching. It has core and balance as well, but movements are a bit slower. It's like a combination of Yoga and Pilates. What I love most about the Y is when you go to a class, the instructor motivates you and the people beside you as well."



Meet Euna! Membership Services Representative

Hi, I'm Euna! I've been a Y member since 2019, and I'm a mom to three kids. My kids have always loved the programs here, and one day, while they were in their activities, I saw my neighbour Christina at the Y's front desk. I asked her, "What are you doing there?" and she replied, "I work here." I was so surprised! "You do?" I said, and we ended up chatting about her role. It sounded so interesting that I thought, Maybe I could do that too someday!

Fast forward a bit, and Christina had just been promoted to supervisor. I asked her, "Who's taking over your position?" and she told me they hadn't filled it yet. That was my moment - I sent in my resume, went for an interview, and got the position!

Now, I love being part of the Y team. I can't get over how dedicated our members are. Sometimes I open the doors at 5:30 am and there's already a line of people waiting. It's amazing and inspiring to see so much dedication, so early in the morning. Good for them!



**I'm so grateful for
this opportunity
and the sense of
community here.**

EMPOWERING YOUTH, EXPANDING POSSIBILITY:

Creating Spaces to Belong and Thrive

YSWO Expands Access to CAS Families Across Southwestern Ontario

We were proud to announce the expansion of our partnership with Children's Aid Societies (CAS) in 2024 to include Family and Children Services of St. Thomas and Elgin. With this addition, we reached a major milestone, providing access to YMCA programs for CAS families across every corner of our service area.

This expansion opened the door to vital Health, Fitness, & Aquatics services for kinship and care provider families in London-Middlesex, Huron-Perth, Oxford County, Chatham-Kent, Sarnia-Lambton, and now, St. Thomas-Elgin.

More than a geographic milestone, this step

reflects our commitment to equity, inclusion, and opportunity. By collaborating with CAS organizations throughout Southwestern Ontario, we created welcoming spaces where children and caregivers could grow, connect, and belong.

"This expanded access ensured that children and families, no matter where they were from, had a welcoming space at the YMCA to grow physically, emotionally, and socially."

— Andrew Lockie, CEO, YMCA of Southwestern Ontario

Together, we made a lasting impact—helping more children shine and strengthening our communities one family at a time.



A New Space for Youth to Shine: Komoka Youth Centre Opens

The Komoka Youth Centre officially opened its doors on September 13, 2024, with a ribbon-cutting celebration attended by Mayor Aina DeViet, Councillor Sue Cates, YMCA and Middlesex Centre branch staff, and local families. The centre is a collaborative initiative between the Municipality of Middlesex Centre and YMCA of Southwestern Ontario, designed to provide youth with a safe, welcoming place to connect, learn, and grow.

“ This space offers youth a safe, engaging environment to grow and have fun. It reflects our mission to support young people and strengthen community through inclusive, positive experiences.

— Soyuth Sok, VP of Health, Fitness & Aquatics, YMCA of Southwestern Ontario

Funded by the Canada Healthy Communities Initiative, the centre fosters a more inclusive community by creating opportunities for youth to belong and thrive.

Located at 133 Queen Street in Komoka, the centre offers free drop-in and specialized programming for youth ages 9 to 17. From art classes and gaming to sports drop-ins and leadership training, the space supports personal development and social connection.

📍 Visit: middlesexcentre.ca/facilities/komoka-youth-centre

Shine On: A National Message of Hope and Belonging

In fall 2024, YMCA of Southwestern Ontario proudly joined YMCAs across the country to launch Shine On, our first-ever national awareness campaign. This bold, unified effort reached millions of people across Canada through television, radio, and digital platforms.

The goal? To increase understanding of the YMCA not just as a place, but as a charitable organization committed to strengthening community, dedicated to igniting potential in others. Shine On illuminated the Y's role as a vital connector: a place where people of all ages and backgrounds come together to find support, purpose, and belonging.

This campaign marked a milestone for YMCAs across Canada, amplifying our message and mission coast to coast.

 Watch the ad that inspired a nation to Shine On: <https://youtu.be/oqF2LudfdBs>



Shining Through: A Staff Perspective on the Shine On Campaign



I wanted to take a moment to share my thoughts on the "Shine On" brand awareness campaign. As a membership services representative and child and youth instructor at the YMCA, I found the video to be incredibly inspiring.

The message of igniting the spark to help potential shine truly resonates with the core values of our organization. It was heartwarming to see the diverse range of individuals featured, each showcasing how the YMCA's programs have positively impacted their lives. The camera work and editing effectively captured the spirit of community and inclusivity that we strive for every day.

I felt a deep sense of pride watching the video and realizing how our programs create welcoming spaces for everyone. It's a beautiful reminder of the vital role we play in helping individuals, especially children and youth, discover and nurture their potential.

Thank you for putting together such a powerful campaign. It reinforces why I love being a part of the YMCA family and motivates me to continue supporting our mission.



Best regards,

Renee S.

Membership Services Representative

Goderich-Huron YMCA

Jordan's Run the Runway Takes Off with Community Spirit: Expands Across the Region

YMCA of Southwestern Ontario extends heartfelt thanks to everyone who made the first-ever **Jordan's Run the Runway** event series a resounding success in 2024. Held at airport runways in Chatham, Sarnia, and London, the series brought together hundreds of participants who ran, walked, poled and rolled their way through a 5K with a purpose.

Thanks to the incredible support of participants, sponsors, volunteers, and cheering fans, the series raised critical funds for YMCA's financial assistance program, ensuring more individuals and families can access camps, programs, and services, regardless of financial barriers.

Each community contributed in a big way:

- **Chatham:** Nearly \$15,000 raised
- **Sarnia:** Over \$18,000 raised
- **London:** An incredible \$150,000 raised

“ We couldn't have done it without each and every person who took part. From runners and walkers to sponsors and volunteers, every single contribution made this event series an unforgettable success.

— Christina Harley, VP of Development, YMCA of Southwestern Ontario

Every event wrapped up with a high-energy hangar celebration complete with refreshments, community connection, and a unique airport setting that made the day even more memorable.

YSWO looks forward to building on this momentum and continuing the [Jordan's Run the Runway](#) tradition in years to come. Thank you for helping our community shine.



BY THE NUMBERS

Impact That Shines



\$2,880,000

financial assistance
for health & fitness
memberships



29,393

health & fitness members



42%

participants require financial
assistance to access Y
programs & services



303

lifeguards accredited



12,242

weeks of day camp provided
to campers across the
region



4,499

newcomers connected to Y
services



2,037

kids in child care
(full/half day)



4,097

children participated in
our before & after school
programs



81%

employee engagement
score



645,657

unique visitors to
www.ymcaswo.ca



1,513,536

health & fitness member
card swipes



1323

campers attended one of
our two overnight camps



\$218,000+

in financial assistance
for Summer Day Camp
experiences



82%

overnight camper
satisfaction



\$138,000+

in financial assistance for
overnight camp adventures



45

employees trained in
mental health first aid

Your generosity ignites potential at YMCA Camp!

New friends, super-fun adventures, and memories to last a lifetime. What's not to love about YMCA Camp?

For many families, camp is a key source of child care over the summer – making the need for financial assistance (subsidies) that much more important. This is where the YMCA Fill the Bus Campaign comes in!

Thanks to our awesome partner Mainstreet Credit Union, and the 600+ community members and businesses who gave, the Y raised **\$172,000** in support of financial assistance for YMCA Camp.

This generous support has funded an amazing **860+ weeks** of subsidized summer camp – the equivalent of **26 buses** full of excited kids creating summertime memories. Thank you to everyone who helped us Fill the Bus in 2024!



Total Impact in 2024

The Y raised more than **\$2.8 million** in 2024 through the generosity of our fantastic supporters, including:

- Three action-packed Jordan's Run the Runway events, reaching 1,500+ community members.
- The 800+ family members and friends who supported YMCA Move-a-Thon at our child care and school-age sites.
- The 600+ individuals and businesses who helped us Fill the Bus.
- 50+ local businesses who partnered with the Y as event or initiative sponsors.
- The 15+ foundations who ignited potential through grants.
- The 10 donors who jumped in to support our emergency campaign – supporting YMCA Camp Queen Elizabeth's ongoing operations – following an unexpected camp closure in Summer 2024.

Collectively, with the exception of the CQE emergency campaign, these contributions have supported priorities like financial assistance for people who are unable to afford Y memberships or YMCA Camp; staffing for Y programs and services; and facility updates to keep our branches safe and fun for everyone.

The Y is a charity – and donors like you are the spark, igniting growth and belonging for people of all backgrounds, beliefs, and abilities. We're very grateful!

Financial Highlights

YMCA of Southwestern Ontario Summary Statement of Financial Position For the years ending December 31, 2024 and 2023

	2024	2023
Assets		
Current assets		
Cash and cash equivalents	6,724,655	10,946,434
Accounts receivable – net of allowance of \$200,000 (2023 – \$150,000)	5,786,164	3,792,288
Prepaid expenses and supplies	618,298	498,685
Short-term investments	3,102,781	2,110,000
	<u>16,231,898</u>	<u>17,347,407</u>
Investments	10,850,430	9,417,609
Property, plant and equipment	20,184,014	20,415,104
	<u>47,266,342</u>	<u>47,180,120</u>
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	9,381,639	9,418,973
Unearned revenues	7,818,160	10,437,873
Current portion of capital lease obligation	6,061	5,671
Current portion of long-term debt	806,723	840,959
	<u>18,012,583</u>	<u>20,703,476</u>
Capital lease obligation	22,733	28,794
Long-term debt	12,571,429	13,343,915
Deferred capital contributions	12,712,329	13,391,411
	<u>43,319,074</u>	<u>47,467,596</u>
Fund Balances		
Capital asset reserve	3,646,678	2,907,658
Child care reserve	3,000,000	-
Operating	(8,459,920)	(8,403,380)
Endowment and restricted	5,760,510	5,208,246
	<u>3,947,268</u>	<u>(287,476)</u>
	<u>47,266,342</u>	<u>47,180,120</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.

Statement of Revenues and Expenses

For the year ended December 31, 2024

	2024	2023
Revenue		
Child care	46,177,638	36,526,211
Memberships	14,142,854	13,095,515
Camp and youth	4,695,534	4,809,513
Immigrant services	12,921,417	12,177,633
Program service fees	3,740,158	4,666,167
Amortization of deferred capital contributions	2,489,209	2,650,927
Donations and fundraising	2,626,804	2,465,447
Ancillary revenue	1,065,625	1,273,403
United Way	163,791	159,610
TOTAL REVENUES	88,023,030	77,824,426
Expenses		
Salaries and benefits	60,662,778	52,867,996
Facility	8,042,478	8,764,428
Amortization of property, plant and equipment	3,801,210	4,655,279
Program costs	7,982,842	8,234,558
Bank, professional and other fees	1,462,819	1,537,248
Travel and development	891,035	977,521
Office	1,207,805	956,200
Other operating expense	220,202	259,264
Association dues	858,108	804,406
Promotion	583,335	361,796
HST rebate	(753,749)	(721,550)
TOTAL EXPENSES	84,958,863	78,697,146
	3,064,167	(872,720)
Realized and unrealized gains on investments		
Net unrealized gain on investments	198,869	164,361
Net realized gain on investments	232,656	54,841
	431,525	219,202
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR	3,495,692	(653,518)

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Shine On

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