



# Path to Recovery

YMCA of Simcoe/Muskoka 2021-2022 Annual Report



Throughout this past year, our YMCA has been working toward recovery and stabilization. Recovery efforts focused on assessing the pandemic’s impact on our Association, our employees, and our communities. In spite of public health restrictions and ongoing complications linked to the pandemic, the YMCA movement has persevered and supported the rebuilding of stronger, more resilient communities across the nation.

Last year, the YMCA of Simcoe/Muskoka made significant progress on its path to recovery thanks to staff, volunteers, donors, partners, and participants. We focused on improving organizational culture, strengthening our operations, advancing key priorities from the prior year, and developing a new strategic plan.

Without the support of our Y community, we wouldn’t be where we are today. It’s people like you who understand the importance of belonging and connection who make our community strong. At the Y, we strive to ensure everyone feels strong, safe, and connected through our life-changing programs and services. Thank you for continuing to support our YMCA.

## Message to the Community

Our CEO, Jill Tettmann, and Board Vice Chair, Todd Young, share a message of thanks to our staff, volunteers, and supporters. Scan the QR code to watch!



## Vision for 2025

The YMCA of Simcoe/Muskoka’s new three-year Strategic Plan, **Forward, Together**, launched on July 1, 2022. Over the next three years, we will use this plan as a roadmap to guide us into the future. Our plan will help us to better meet the needs of post-pandemic communities, and fulfill our mission by bringing people together through experiences that build skills and self-confidence, increase health and strength, and create opportunities for exploration and growth.

**Cultivate a great place to work and volunteer.**

**Strengthen the legacy of our Y for future generations.**

**Connect people to meaningful experiences where everyone belongs.**

**Promote the power of the Y.**



In the same way as so many others, the YMCA is looking forward to the future. As we work towards a brighter future using our new strategic plan as a guide, we are confident that we will be able to meet the needs of the communities we serve as we move forward, together.

To learn more, visit [YMCSM.ca/strategicplan](https://YMCSM.ca/strategicplan).

# By the Numbers:

Last year, the YMCA of Simcoe/Muskoka served over 20,000 individuals in our communities across Simcoe, Muskoka, and the District of Parry Sound.

## YMCA Volunteers and Staff



**1,000**

dedicated employees delivered vital programs to our communities.



**95**

volunteers dedicated their time and talent.



**5,594**

volunteer hours helped support YMCA programs.

## Camps



**636**

campers attended YMCA Day Camps.



**2,646**

weeks of Day Camp were experienced by children.



**820**

campers attended YMCA Camp Kitchikewana's virtual and in-person programs.

## Health, Fitness & Aquatics



**9,700+**

members stayed active and healthy while building a sense of belonging and community.



**200+**

members joined Y@Home+, our new, virtual Y community that offers live and on-demand programming.



**2,081**

children and youth learned how to swim at the YMCA, gaining confidence and developing lifelong skills.

## Employment & Learning Services



**1,034**

people were supported to gain meaningful employment.



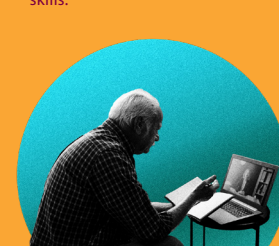
**119**

individuals were given the tools to improve their literacy, mathematics, and computer skills.



**900**

employers posted over 2,600 job vacancies through the Y's job board, encouraging local business growth.



**9,700**

people visited our Employment Services Centres in person and virtually to find support.

## Philanthropy



**\$510,000**

in grants received by our YMCA.



**\$9,000**

awarded in scholarships to 15 local youth, furthering their educational opportunities.



**1,761**

generous donors gave to our Y.



**\$110,000+**

raised by over 1,600 participants through our annual fundraising events.

## Child Care



**3,000**

children were given a safe space to play, grow, and learn through our licensed Child Care and Before & After School Care programs.



Infant: **81**



Toddler: **362**



Preschool: **856**



Before/After School: **2,189**



Emergency Care: **244**



March Break: **160**

## Immigrant & Youth Services



**1,532**

newcomers were welcomed and given support by YMCA Immigrant Services.



**400**

individuals received mental wellness, settlement, employment, and educational supports through the Y's four new community programs – Y Mind, Settlement Worker in Schools (SWIS), Ontario Newcomer Trades Awareness Program (ONTAP), and Early Childhood Educator Assistant (ECEA) Program.



**1,740**

youth gained valuable skills, found jobs, and started their leadership journey with the YMCA.

## Financial Assistance



**\$483,000+**

in financial assistance was provided to individuals and families to participate in health, fitness, and aquatics programs.



**\$17,400+**

in financial assistance went to families so their children could attend summer camp.

**2,000**

families received financial assistance to access YMCA health, fitness, and aquatics programs.

**454**

children and youth attended camp with support from the Y's financial assistance program.

# About the YMCA of Simcoe/Muskoka

## Our Mission

### What is our purpose?

A community-building charity that connects people to each other and to experiences designed to build health and strength, skills and confidence, and opportunities for exploration and growth.

## Our Vision

### What do we want to achieve?

Vibrant and connected communities where everyone belongs.

## Our Values

### What guides our decision-making?

Integrity    Inclusiveness    Kindness    Optimism    Respect

## Our Community Impact

See some of the ways your Y has made a difference in your community over the past year. Scan the QR code to watch!

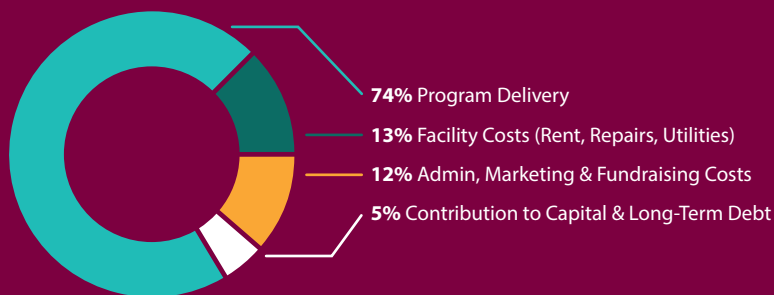


## Financials

### Fiscal Year 2022 (in thousands)

Source of Funding	\$33,580
Expenses	\$34,985
Operating Deficit	(\$1,405)
Gain on Sale of Capital Assets*	\$12,454

### Expenses as % of Revenue



\*To ensure the YMCA of Simcoe/Muskoka's long-term viability, sustainability, and growth, we have established a new Forward Together Fund. With this long-term source of funding, the YMCA will be able to serve our communities in the best possible way for generations to come. Initially the investment income generated by the Fund will be used to support YMCA programs and services across the region in accordance with the priorities in our new three-year strategic plan, which was developed in partnership with our communities. The Fund has been established with the net proceeds from the sale of Geneva Park and has been approved by the Board of Directors. Its total amount is \$12 million. The Fund will be managed by the YMCA of Simcoe/Muskoka Board of Directors, which has been made up of representatives from across the region. As part of a region-wide engagement strategy, starting in January 2023, initial priorities for the fund will be determined, starting with those whose access to YMCA programs and services has changed. The Orillia community will be the first to be engaged, followed by other communities in the region.

## Leadership

### Board of Directors

- |                                     |                  |
|-------------------------------------|------------------|
| <b>Lynn Strachan</b> , Chair        | Derek Lubert     |
| <b>Andrew Lorriman</b> , Past Chair | Sarah MacNeil    |
| <b>Todd Young</b> , Vice Chair      | Rob Mauro        |
| Mary Anne Alexander                 | Emily Parker     |
| Barb Baguley                        | Stefanie Pereira |
| Sarah Hunter                        | Rob Reid         |
| Pam Kinzie                          | Ravella Wiles    |
| Dawn Knuff                          |                  |

### Senior Leadership

- Jill Tettmann**, Chief Executive Officer
- Fiona Cascagnette**, Vice President of Children & Youth Development
- Lianne Gorbell**, Manager of Executive & Association Services
- Laura Kelly**, Senior Director of Philanthropy
- Pamela Marck**, Vice President of Brand Experience & Strategic Initiatives
- Karen Pulla**, Vice President of Health, Wellness & Community Impact
- Kate Venn**, Vice President of Human Resources & Risk Management
- Vimal Vyas**, Vice President of Finance & IT