



YMCA-YWCA of the
National Capital Region

Building Healthy
Communities
2014 Annual Report



The Y is a Charity

Founded in 1867, the Y is a registered charity working to advance the health and well-being of children, youth and families in the National Capital Region. The Y provides vital services that have a positive impact on our community's most urgent social issues – children's health, unemployment, social isolation, homelessness and inequality.



\$1.2 million

in financial assistance
to people in need



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Message to Our Community

For 148 years, the Y has been at the center of the National Capital Region. With a commitment to nurturing the potential of children, promoting healthy living and supporting vulnerable people, the Y ensures that individuals have access to the essentials needed to learn, grow and thrive.

We do this by working directly with people in our community to provide them with opportunities for achieving a healthier lifestyle, notably, by encouraging positive choices in kids so they can build a healthy foundation for the future. Children who develop into strong and confident adults have immeasurable benefits to our community; healthy kids grow up to become healthy adults.

We also offer our community's most vulnerable people new hope for the future, helping them stabilize and thrive. The Y's programs and services provide the support, encouragement and resources necessary for people to succeed, regardless of their financial situation.

This is how we build a healthy community, together.

As we reflect on 2014, we know that our Y continues to play a pivotal role in the lives of 71,800 people in the National Capital Region. 1 in 5 children, from families right here in our community, required financial assistance to join a Y program, and the need is growing. In 2014, we provided \$1.2 million in financial assistance, allowing families to grow stronger, more confident and most importantly, to believe in their own potential.

The Y itself has not been immune to many of the same difficulties facing our clients and members. The National Capital Region has

been experiencing significant changes, including challenging economic conditions and new and shifting government priorities. As you will read in this report, it was necessary for us to make some difficult decisions in 2014, and there is still more work ahead.

The Y's commitment to our community is as strong today as it was 148 years ago. But we can't do it alone. We need the help of our donors, staff, members, volunteers and community partners to ensure that the Y effectively serves our community, today, tomorrow and into the future. Together with your support, we are shaping the community we want: a community comprised of strong, vibrant and healthy children, youth and adults.

As we look to the future, strengthening our Y to meet these changing needs will be central to our 2015 strategic plan. Thank you for inspiring us as we move forward together to build a healthier community.



A handwritten signature in black ink, appearing to read "Todd Cain".

Todd Cain
Chair, Board of Directors



A handwritten signature in black ink, appearing to read "Deirdre Speers".

Deirdre Speers
President and CEO

Building the Foundation for a Healthy Future

Goal

To promote healthy living by ensuring more children, youth and adults have the opportunity to achieve a healthy lifestyle.

Strategies

- ▶ Help children build the foundation for a healthy future so they grow into healthy adults.
- ▶ Provide low-income families, and those experiencing hardship, with financial assistance to participate Y health and fitness programs.

2014 Highlights



37,519

people participated in Y health and fitness programs.

Last year, 37,519 people, including 9,158 children, achieved a healthier lifestyle through health, fitness and aquatics programs at the Y. Our financial assistance program provided 5,058 people the opportunity to achieve a healthier lifestyle, regardless of their means.

2014 saw the closure of the Kanata Y as we continued to focus on facilities better positioned to meet the needs of children and families in our community. Our services for families expanded as we celebrated

3,226

children learned water safety skills for life.

18

partners worked with the Y to improve children's health.



5,058

people in need received financial assistance.

the opening of a new Y to support the healthy development of a growing and underserved neighborhood in the Carlingwood community.

The Y Kids Academy, a program offered free to all grade six students that inspires leadership and teaches the importance of a healthy lifestyle expanded its impact. Last year we reached 777 children across seven school boards, furthering our action to improve the health of children.

2,190

total Y Kids Academy graduates since the program's inception.

15%

of Y memberships are subsidized.



Tracie and Madison Murray

Tracie had just been diagnosed with type 2 diabetes; she knew she needed to do something to improve her overall health. A small notice in her daughter's school agenda changed both of their lives...

[Learn more about
Tracie and Madison's story](#)



Keeping Kids on the Path to Success

Goal

To nurture the potential of children and youth by engaging young people and encouraging positive choices.

Strategies

- ▶ Positively influence children's lives by providing access to essential social recreation and leadership programs.
- ▶ Help young people feel accepted and become meaningfully engaged in their community.

2014 Highlights



17,476

children served in child care, recreation programs and camp.

Last year, 17,476 children developed powerful social and leadership skills through our high quality licensed child care, Y recreation programs, neighborhood and outdoor camps, and before and after school programs.

Y donors generously gave \$163,525 to our Y Strong Kids Campaign, helping children who required financial assistance to participate in Y programs and flourish in a healthy and positive environment.

1 in 5

kids required financial assistance to join a Y program.

2,372

children in need were able to experience camp through Y financial assistance.



\$163,525

raised for Y Strong Kids Campaign.

The Kindergarten and School Age Licensed Child Care programs at the Taggart Family Y were closed as the Y adapted to the introduction of the Ontario Full-Day Early Learning Kindergarten program in 2014.

The Y Recreational Before and After School program at the Taggart Family Y was expanded, as the Y continued to evolve to meet the changing needs of our community.

586

families depend on Y child care every day.

122

children developed skills and confidence in Y leadership programs.



Olivia Crysler

Since taking part in the Y's Junior Leaders Corp, 12 year old Olivia feels excited and prepared to reach her goals ...

**Learn more about
Olivia's story**



Providing New Hope for the Future

Goal

To support vulnerable people by helping them stabilize, develop future options and lead healthier, more secure lives.

Strategies

- ▶ Provide safe, supportive places to live for families who are in need of emergency shelter, high risk youth who are no longer able to live at home, and women who are homeless or at risk of becoming homeless.
- ▶ Provide essential child and family focused supports under one roof.

2014 Highlights



683

people who needed a home, found a safe place to live at the Y.

Last year, 498 people, including 251 infants, young children and youth, found a safe haven and caring support through the Y's Family Shelter.

In 2014, the Y confirmed an expanded partnership with the City of Ottawa that will enable us to serve 34 more families per night. This will help more people access shelter, counselling, employment programs, community health referrals and social recreation – all under one roof.

211

people sleep at the Y on any given night.

\$1,003

raised for the Y by women in the TRY Supportive Housing program.



50%

of people living at the Y's Family Shelter are children and youth.

73 women who were homeless or at risk of homelessness, found housing and a caring community in the TRY Supportive Housing for Women program.

The Y had continued success in our youth housing program. 45 at risk youth turned their lives around and transitioned to independence through the Y's Second Stage Housing for Youth program.

34

children living at the Y's Family Shelter experienced camp.

100%

of youth in the Second Stage Housing program are in school, training, treatment or working.



Christopher Morin

Christopher was homeless, scared and struggling with anxiety. He needed a place he could feel secure. That's where the Y came in...

**Learn more about
Christopher's story**



Helping People Achieve Their Dreams

Goal

To inspire personal success by providing access to essential training and resources.

Strategies

- ▶ Help individuals explore new career paths, access employment and language programs and launch new businesses.
- ▶ Provide vital information and supports to newcomers in our community.

2014 Highlights



25,280

people participated in employment, training and referral services.

Last year, 25,280 people gained the skills and experience required to thrive and feel connected to our community. 6,523 job seekers completed Y employment programs and 217 employers received support with their human resource needs.

Working with Employment Ontario, the Y delivered the Canada-Ontario Job Grant, a program which provides an opportunity for employers to invest in their workforce, with help from the government.

Our Language Assessment and Referral Centre continued to address community needs for



8,922

people accessed resources through our Newcomer Information Centre.

language classes and support services for immigrants. In 2014, services were expanded to deliver the Coordinated Language Assessment and Referral System serving both federally and provincially funded language programs.

Power of Trades, a program providing training for immigrants who want to work in the skilled trades, served 672 people, helping more new Canadians find and secure employment. Our Y Enterprise Centre continued to deliver the Ontario Self Employment Benefit Program (OSEB) launching 206 new small businesses last year.

\$20 million

in first year sales generated from OSEB entrepreneurs in the past ten years.

35%

of all immigrants to Ottawa visit the Y Newcomer Information Centre.

\$1,157,750

in hiring incentives provided to local employers.

22

different languages spoken by Y staff.

A portrait of Dejene Tememew, a middle-aged man with a mustache, wearing a white t-shirt. He is looking directly at the camera with a slight smile. The background is a blurred workshop or store with shelves and various items.

Dejene Tememew

After fleeing persecution in East Africa and starting a life in Canada, carpenter Dejene Tememew was struggling to support his family as a dishwasher. His life changed when he visited the Y...

**Learn more about
Dejene's story**



Community Leadership

Board of Directors

Todd Cain, Chair

Executive Director,
Inspection Review,
Health Canada

Ian Cullwick, Past Chair

Partner, Mercer Consulting

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and Secretary**

Partner, FOTENN Planning &
Urban Design

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Vice-Chair**

Principal,
MacBride-King and Associates

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Chief Financial Officer,
The Perley and Rideau
Veterans' Health Centre

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Pharmacist, Founder and
Former Owner, Glebe Apothecary

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Owner and Partner,
Huntington Property Group

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Vice President,
People and Organization,
VON

Simone Rose-Oliver

Superintendent of Student Success
Elementary and Early Years Lead,
Ottawa Catholic School Board

Executive Team

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Vice President, Financial Development

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and Newcomer Services

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Associate Vice President, Child Care,
Camping and Youth Engagement

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Associate Vice President, Sales,
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Tanya Mendes-Gagnon

Senior Director, Newcomer Services

Kelly Shaw-Swettenham

Associate Vice President,
Health, Fitness and Aquatics

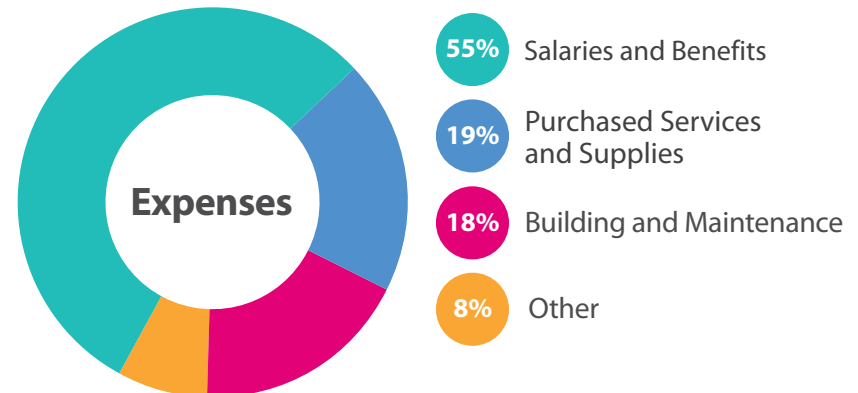
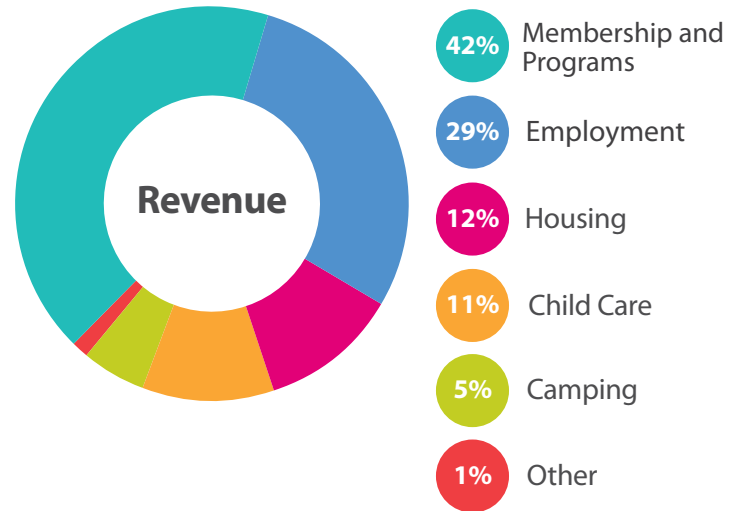
Summarized Financial Results

Statement of Operations (in \$000's) for the year ended December 31, 2014

| Revenue | |
|-------------------------|---------------|
| Membership and Programs | \$9,801 |
| Employment | 6,672 |
| Housing | 2,638 |
| Child Care | 2,530 |
| Camping | 1,229 |
| Other | 264 |
| Total Revenue | 23,134 |

| Expenses | |
|---------------------------------|---------------|
| Salaries and Benefits | 13,092 |
| Purchased Services and Supplies | 4,571 |
| Building and Maintenance | 4,280 |
| Interest | 1,072 |
| Other | 698 |
| Total Expenses | 23,713 |

| | |
|--|------------------|
| Deficiency of revenue over expenses for the year before undernoted items | (579) |
| Capital asset related items including amortization and loss on sale | (1,660) |
| Deficiency of revenue over expenses for the year before the Capital Campaign | (2,239) |
| Net excess (deficiency) over expenses for the Capital Campaign | - |
| Deficiency of revenue over expenses for the year | (\$2,239) |



Working Together to Make a Difference

Strong partnerships are essential to our ability to offer life changing programs and services. Partners work collaboratively with the Y to share our mission and lend their guidance, resources and expertise to deliver vital services to the most vulnerable people in our community.

Funders

Borealis Foundation
Canadian Tire Jumpstart Foundation
Citizenship and Immigration Canada
City of Ottawa
Ministry of Citizenship, Immigration and International Trade
Ministry of Economic Development, Employment and Infrastructure
(Coordinated by YMCA Simcoe/Muskoka)
Ministry of Training, Colleges and Universities
Ontario Ministry of Education
Ontario Ministry of Health Promotion
Ottawa Hospital
Prosper Canada
United Way Ottawa

Sponsors

Accolade Reaction
Allegra Printing Ottawa - Bank Street
Allegra Printing Ottawa - Carling Avenue
Alterna Savings and Credit Union Limited
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The Loft Hair Salon
The McCarney Family Foundation
The National Arts Centre
The Ottawa Construction Association
The Regional Group of Companies Inc.
The Running Room

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Valley Utilities Ltd
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WCPD Foundation
Windmill Development Group Ltd.

Partners

Acclaim Ability Management
Action Logement/Action Housing
Algonguin College
Alliance to End Homelessness
ALSO (Adult and Family Literacy)
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Apprenticesearch.com
BMI
Boys and Girls Club
Caldwell Family Centre Inc.
Canada Revenue Agency
Canadian Apprenticeship Forum
Canadian Centre for Language Benchmarks
Canadian Diabetes Association
Canadian Hearing Society
Canadian Information Centre for International Credentials
Canadian Mental Health Association
Canadian Tire Jumpstart Foundation
Carleton University

Carrefour Jeunesse Emploi
 Casino Lac Lemy
 Catholic Centre for Immigrants
 Catholic District School Board of Eastern Ontario
 Causeway Work Centre
 Center 454
 Centre 507
 Centre des services communautaires Vanier services d'emploi
 Centre for Canadian Language Benchmarks (CCLB)
 Centretown Community Health Centre
 Children's Aid Society
 Children's Hospital of Eastern Ontario
 Children's Integrated Support Services
 Christie Lake Kids
 CISOC (Cultural Interpretation Services for our Community)
 City of Clarence-Rockland
 City of Ottawa
 Community Coalition for Literacy
 Community Employment Resource Centre (John Howard Society)
 Confederation Court Community House
 Conseil des écoles catholiques du Centre-Est
 Conseil des écoles publiques de l'Est de l'Ontario
 Conseil Economique et Social d'Ottawa-Carleton
 Conseil scolaire de district catholique de l'Est ontarien
 Cornerstone Housing for Women
 Credit Counselling Bureau of Eastern Ontario
 Dave Smith Youth Treatment Centre
 Department of National Defense
 Dress for Success
 Eastern Regional Group
 Elizabeth Fry Society of Ottawa
 Employment Networking Group
 Employment Ontario Ottawa Network
 Entraide budgétaire Ottawa
 E-Sax
 Federal Consumer Agency of Canada
 Graybridge Malkam

Healthy Babies Healthy Children
 Hire Immigrants Ottawa (United Way)
 Housing Help
 Hub Ottawa
 Hydro Ottawa
 Immigrant Women Services Ottawa
 Information and Communications Technology Council
 Interior Finishing Systems Training Centre
 International Credentials
 Invest Ottawa
 ITO 2.0 (Youth Services Bureau)
 Jewish Family Services
 John Howard Society of Ottawa
 Kanata Ski Club/ Kanata Sailing Club
 Kanata West Community Centre
 La Bonne Affaire
 La Cité
 Labour Market Ottawa
 Language Training Centre
 LASI World Skills - Ottawa Job Match Network
 Latin American Women Support Organization
 Lebanese and Arab Social Services Agency
 L'Escafe High School
 Literacy Coalition of Eastern Ontario
 Maison Fraternité
 March of Dimes Ottawa
 Merivale High School
 Military Family Resource Centre
 National Arts Centre
 National Capital Business Alliance
 Nepean, Rideau and Osgoode Community Centre
 Northern Lights Canada Employment Services
 Odawa Native Friendship Centre
 Ontario Council of Agencies Serving Immigrants
 Ontario Disability Support Program
 Ontario Industrial Skills and Finishing Centre
 Ontario Lottery and Gaming Corporation

Ontario Works
 Ontrac Employment Resources Services
 Operation Come Home
 Options Bytown
 Ottawa Carleton District School Board
 Ottawa Catholic School Board
 Ottawa Chinese Community Service Centre (In-Tac)
 Ottawa Community Immigrant Service Organization (OCISO)
 Ottawa Community Loan Fund
 Ottawa Heart Institute
 Ottawa Hospital
 Ottawa Immigration Portal - City of Ottawa
 Ottawa Inner City Health
 Ottawa Inncity Ministries
 Ottawa ISAP Advisory Committee (Immigrant Settlement Adaptation Programs)
 Ottawa Job Match Network
 Ottawa LAC (Language Advisory Group)
 Ottawa Life Magazine
 Ottawa Local Immigration Partnership (OLIP)
 Ottawa Police Association
 Ottawa Police Services
 Ottawa Public Health
 Ottawa Public Library
 Ottawa Rape Crisis Centre
 Ottawa Sportspage
 Ottawa Supportive Housing Network
 Ottawa Withdrawal Management Services
 Paralympic Canada
 Parkwood Hills Stakeholders Committee
 People, Words & Change
 Peter's New Jobs
 Pinecrest Queensway Community Health Centre Employment Services
 Probation, Ministry of Youth Justice Services
 Rideau-Carleton Raceway
 Rideauwood Addictions and Family Services
 RISE Asset Management
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Royal Ottawa Hospital
 Running Room Canada Inc.
 Service Canada
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 Social Housing Registry
 Somali Centre for Family Services
 South East Community Health Centre
 St. Joe's Women's Centre
 St. Joseph Communications
 St. Lawrence College Employment Services
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 The Ottawa Mission
 The Well
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 University of Ottawa Heart Institute
 Upper Canada District School Board
 U-Turn
 Valoris
 Vanier Employment Services
 Volunteer Ottawa
 Wabano
 Welcoming Communities Initiative
 Women's Business Network of Ottawa
 Woodroffe High School
 YMCA Canada
 YMCA of Greater Toronto
 YMCA Ontario Employment Ontario Managers Working Group
 Youth Services Bureau
 YWCA Canada
 YWCA Toronto

Impacting Lives

As a Y donor your support allows us to eliminate the financial barriers families face so that more children, youth and adults can have the opportunity to thrive. Your donation gives us tremendous power to change lives.

Chair's Round Table

The Chair's Round Table is a recognition program that acknowledges the caring community members and organizations that support the YMCA-YWCA of the National Capital Region at the \$1,000 donation level and above. The Chair's Round Table celebrates the vision, leadership and philanthropy that shape our association and the quality of life in our community.

Leaders (\$10,000 and greater)

Alterna Savings and Credit Union Ltd.
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Bellai Brothers Construction Ltd.
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Canadian Tire Jumpstart
Canyon Foundation
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Urban Capital Property Group
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General Mills Canada Corporation
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KPMG Foundation
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 1117121 Ontario Inc.
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Planned Giving and Endowment

Heritage Club Members

The YMCA-YWCA of the National Capital Region Heritage Club is comprised of individuals, families and businesses who support our mission and have included the Y in their planned giving. Through their care and commitment, they are helping ensure our Y has a secure future and that Y programs continue to address the most urgent needs in our community.

Anne Bouey
 Ronald Larkin Brown
 Kim Canary and Al Hatton
 John Campbell and Susan Kusiar
 Nancy Cook Johnson
 Frances Donegan Estate
 Christine Gibbard

Fiona Gilfillan
 Clare Gillespie
 D. Mary Hackett
 Charles Hurst*
 Jim Kenward
 Gavin Lumsden
 Gerry and Bill Marsh*
 Richard Martin
 Catherine Mason
 Richard J. Moore
 Judy and Don Noble
 Wilda Phillips and Thomas Lahey
 Robert Slipp
 Bill* and Karen Whillans
 *Deceased

Endowment Funds

Some donors have chosen to make a planned gift to the Y by way of creating an Endowment Fund where the capital remains intact. Only the net allocable income earned is used, thus perpetuating their gift to provide help and hope to people in need for generations.

Ann Pearson Fund,
 International Leadership

Anne Bouey Fund,
 Youth Leadership

Annie Robina Gray Keith Fund,
 Sponsorship for Girls and Women

Bill and Karen Whillans Fund,
 Community Leadership Development

Bill Marsh Fund,
 Y Volunteer Camp Leadership
 Opportunity

Canoe Club Fund,
 Campership

Don Noble Legacy Leadership Fund,
 Leadership Skills Bursaries

**Donnie Fraser Campership
 Memorial Fund,**
 Campership for Girls

**George Jackson Youth
 Leadership Fund,**
 International Leadership

Gerry Marsh Fund,
 Y Female Volunteer Camp Leadership
 Opportunity

James Looney Fund,
 General Y Needs

John Eagleson Estate Fund,
 Campership for Boys and
 Y Capital Needs

John Patterson Fund,
 General Y Needs

June Craig Memorial Fund,
 Campership and Housing

Kemis & Gladys Allen Estate Fund,
 General Y Needs

Louis Bonnenfant Fund,
 Campership

Mary Hackett Fund,
 Camp Davern

Mildred Millicent Groh Fund,
 General Y Needs

Rolla Law Crain Fund,
 Youth Leadership Carlingwood Y

Rowell K. & Evelyne E. Lashley Fund,
 Campership

Sean Egan Ascent for Y Kids Fund,
 Y Kids Fit Program

T. Seaton Ewart Fund,
 Campership for Boys

**Wilda Phillips Leadership
 Bursary Fund,**
 Post Secondary Bursaries for Y Kids



A sincere effort has been made to accurately acknowledge each donor, family member and friend in this publication. If names have been inadvertently omitted or incorrectly listed, please contact us so we may correct our records.

Thank you.

Together we are shaping the community we want; a community comprised of strong, vibrant and healthy children, youth and adults.

**YMCA-YWCA of the
National Capital Region**

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Charitable Registration Number: 11907 2072 RR0001