

Community

Impact Report 2014-2015

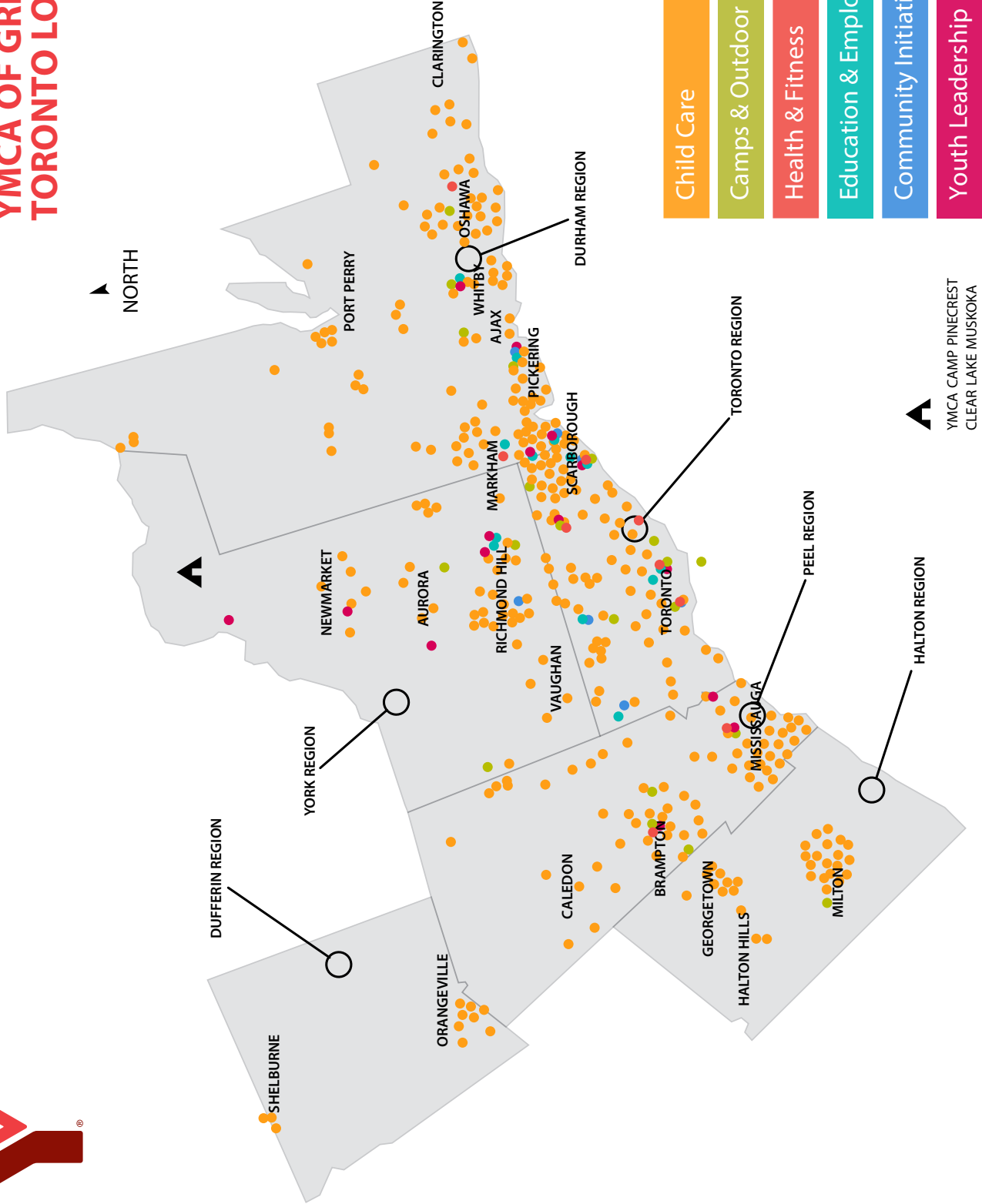


YMCA of
Greater Toronto

*Building healthy
communities*



YMCA OF GREATER TORONTO LOCATIONS



370  locations
across the
GTA

5,023 
dedicated employees

6,101 
compassionate volunteers

\$6.4 million
provided in financial assistance

52,429 
people received financial
assistance from the Y

13,927
generous donors

YMCA Camps	54,230
YMCA Child Care	68,046
YMCA Education & Training	3,273
YMCA Employment Services	30,153
YMCA Health & Fitness	160,989
YMCA Global Initiatives	23,689
YMCA Immigrant Services	60,354
YMCA Family & Youth Services	83,799
YMCA Youth Leadership	13,375
Total Connections	497,908

COMMUNITY LETTER FROM BOARD CHAIR AND PRESIDENT & CEO

Dear Friends and Supporters,

Last year, the YMCA of Greater Toronto touched the lives and impacted the health of children, youth, adults, seniors and families across our communities. Throughout the pages of this report, you'll read about our extended reach, greater impact and the increase in support needed to help people in our communities. You'll find out more about our *Strong Start, Great Future* Campaign and the impact the opening of our first new YMCA Centre of Community is already having on youth. We want to thank you, our donors, volunteers, members, community and government partners for making this all possible. Together, we make a difference in so many people's lives.

As we near the mid-point of our ten-year strategic vision –To make the GTA home to the healthiest child, teens and young adults– we are reflecting on what we've accomplished and thinking about what still needs to be achieved. This year we made some headway towards achieving this goal, but we know our work is far from over.

We know there are more critical needs in our communities to be met. Children continue to struggle with inactivity and many still live in poverty. Youth drop-out rates remain relatively unchanged and youth unemployment is still high. Many children, youth, adults, and seniors feel a sense of social isolation.

That's why the YMCA decided to step up and expand our reach through the GTA. Your ongoing support of our programs and commitment to our *Strong Start, Great Future* Campaign, is helping make it happen. Look at everything we accomplished together this past year:

- This past winter, the first of our ten new **YMCA Centres of Community – the Toronto Vanauley Street YMCA** – officially opened. Like all our future new centres, the Vanauley Street Y offers programming unique to the needs of the surrounding neighbourhood – in this case, homeless and street-involved youth. Read more about the impact of this incredible centre inside this report.
- More than **20 new YMCA child care centres** opened and **75 expanded their services**, giving even more parents the comfort of knowing their children are learning, growing and thriving in the YMCA's unique *Play to Learn*TM curriculum.

- **9,695 youth** found summer employment through the Summer Jobs Program, with an additional 830 youth employed with Y summer camps.
- **More than 31,000 children** 0-12 accessed our Health & Fitness programs, 29% received financial assistance and 11,449 learned life savings techniques to keep them safe around water
- The Y added **10 new day camp locations**, increasing registrations by **17%** from last year.
- Construction was completed on our **Cooper Koo Family YMCA** which was used as the athletes' training facility during the Toronto 2015 Pan Am/Parapan Am Games. It will be refitted to open as a YMCA Centre of Community in the spring of 2016 and provide support to individuals living in this new neighbourhood.

As we celebrate this program growth and these construction milestones, we remain strongly focused on the positive health impact we envision having on communities across the GTA. Thank you for helping us get to where we are today. We hope you will continue to support the **YMCA of Greater Toronto** and our *Strong Start, Great Future* Campaign so we can make our vision a reality.

Thank you.



Tim Penner
Chair of the Board
YMCA of Greater Toronto



Medhat Mahdy
President & CEO
YMCA of Greater Toronto



BUILDING LEADERS FOR TOMORROW

Thanks to your support, the YMCA is able to give more children, teens and young adults the opportunity to discover who they are and what they can achieve. This is why our programs are focused on values and activities that lead to positive behaviours, better health and enhanced educational achievement. Many of our adult members, staff and volunteers are integral to this success.

YMCA STATS

11,955 teens had a safe place to participate in healthy activities on the weekends for free at YMCA Teen Night™.

1,420 youth developed leadership skills, made friends and participated in their community to earn volunteer hours.

830 youth were employed with YMCA summer camps.

57 teens attended the YMCA Academy, our alternative high school for students with learning disabilities and learning style differences.

4 YMCA Peace Medallions were awarded to young people in our communities for peace-building work and inspiring others.

HIGHLIGHTS

The Y completed the first round of impact measurement surveys for our youth programs. We're invested in researching our programs to ensure they're meeting and potentially exceeding the health outcomes in our communities. Some results from the survey are:

93% of Newcomer Youth Leadership Development participants reported a positive impact on their ability to feel connected to their community.

44% of participants come from households with annual incomes less than \$60K (GTA benchmark=39%)

55% of participants explored potential new interests at Teen Nights.

Youth unemployment rate in the GTA is one of the highest in Ontario. Through 15 Employment Service sites, the YMCA:

- Helped **11 youth** start a summer business.
- Assisted **9,695 youth** find a summer job.

“The Y has changed my life.”

Matthew’s Story

When Matthew first discovered the Y’s youth programming, he was an introverted 13 year old who really only wanted to earn his volunteer hours. “I was a very shy person,” he explains. “If I didn’t know you, I didn’t talk to you. I didn’t approach people.”

Being part of the Y’s Youth Leadership Development (YLD) Program and Teen Council changed all that.

“I’ve become the opposite of what I was before,” he says.

Matthew is now comfortable talking with others and helping them. As part of the Teen Council, which is comprised of youth from across the GTA, Matthew helps plan and run the Y’s successful weekend Teen Nights– something he finds very exciting.

“For each monthly meeting, we are encouraged to research different opportunities that will bring more youth to the program and give them what they need and want.”

“Teen Night really is a program that’s driven by youth for youth,” he says, adding this helps make Teen Night what kids really want.

Now also a lifeguard and swim instructor at the Y, Matthew plans to go to university for engineering after he finishes high school next year. “The Y has given me the essential skills I need for the future,” he says.





CREATING HEALTHY LIVING

The vision that inspires everything we do is that our communities will be home to the healthiest children, teens and young adults. Because of your support, the Y can make a measureable impact on the physical, mental and social health of the GTA. The Y is a welcoming place to get healthy, learn, play and belong.

YMCA STATS

160,989 people stayed active at the Y.

27,354 children accessed high-quality licensed child care.

10,222 children made new friends, built self-esteem and had fun throughout the summer at camp.

Received Financial Assistance:

58% YMCA Academy students

24% YMCA Health & Fitness members

16% YMCA Child Care children

20% YMCA Day Camp participants

HIGHLIGHTS

- As the largest non-profit child care provider in Canada, the **YMCA GTA operates 276 child care locations**. This past year we opened **20 new locations** and **expanded 75 centres** to meet the needs of families in the GTA.
- Our unique Values Beads program **expanded to 28 locations**, rewarding day campers who exhibit positive behaviours.
- The YMCA launched its first report focused on the challenges parents of children 0 to 6 face. **67%** reported it's hard to find quality time.
- **13,000** kids participated in the YMCA Kids Challenge and raised more than **\$150,000!**

“The Y is like a family.”

Suzette’s Story

“I was always that kid standing on the side of the pool,” says Suzette, remembering what it was like being the only one who didn’t know how to swim. “So, I decided I was going to teach my kids.”

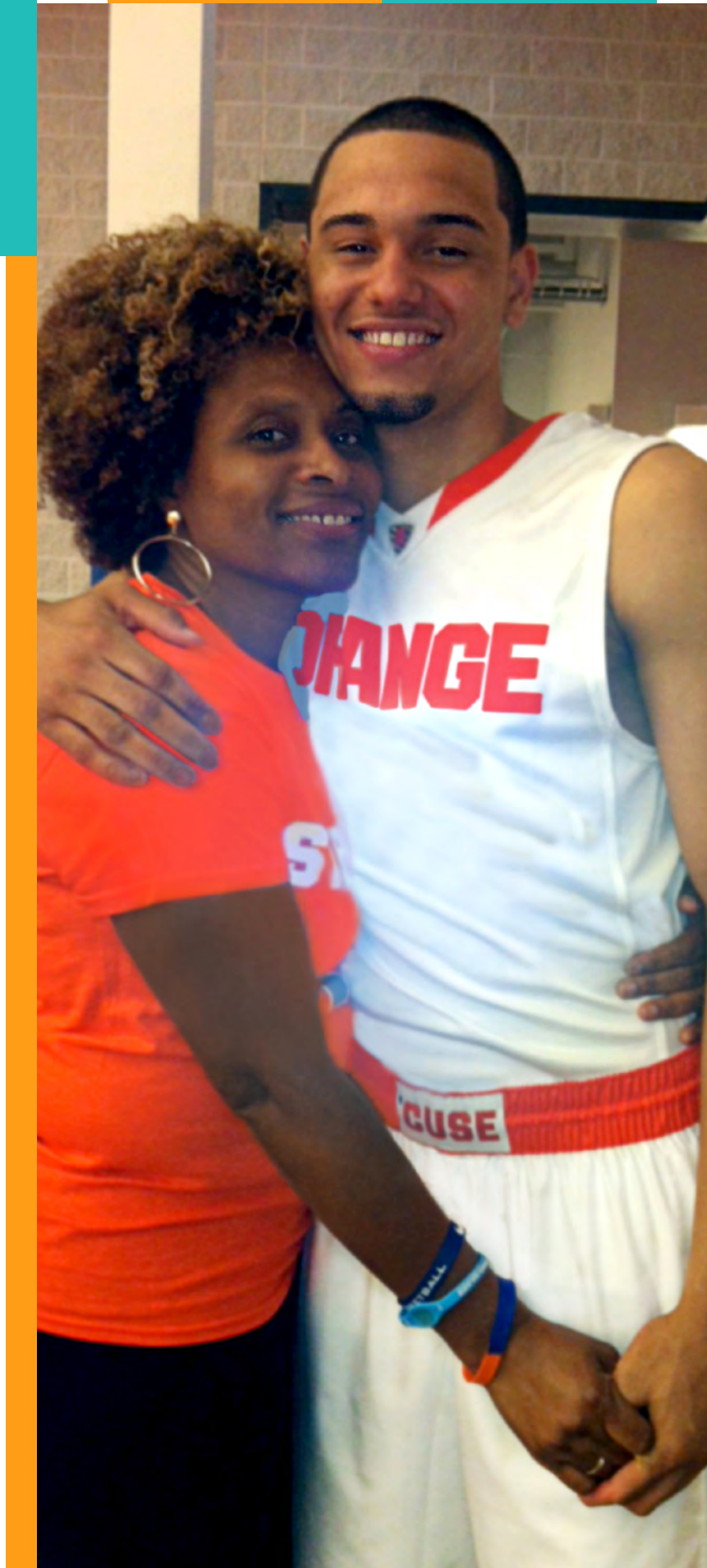
“My husband didn’t think we could afford it,” she explains, adding that when her friend told her about financial assistance, she went and signed up immediately. Her family have been members ever since.

Now, 13 years later, the busy mother, her husband, Tony, and their seven kids, have participated in so much more than swimming lessons at the Y. From dance to basketball, the kids are always active. And during their activities, Suzette and Tony enjoy some “kid-free” time working out.

“The Y was there for our family. It was somewhere we could go to be together, have family time, and also have fun and be healthy at the same time.”

Every member of Suzette’s family has felt the Y’s impact, including her sons Tyler (right), who plays in the NBA for the Milwaukee Bucks, as well as Dylan and Brandon, who both play college basketball in the United States.

“It shows kids this is what can happen if you have a place like the Y to come do active things and keep healthy.”





SUPPORT THE MOST VULNERABLE

For more than 162 years, the YMCA has been responding to our communities' critical social health needs, with a focus on vulnerable citizens and underserved populations. Our vision was born out of deep concern for young people's health. We believe everyone deserves a chance to lead a healthy and prosperous life. Thanks to your support, we continue to do more for vulnerable youth.

The first of our ten new YMCA Centres of Community is open! Our Toronto Vanauley Street YMCA brings our emergency shelter, youth drop-in, medical and employment services all under one roof.



YMCA STATS

83,799 youth (14-24 year olds) received counselling, referrals or awareness sessions about substance use or gambling.

14,647 nights of emergency shelter was provided to youth experiencing homelessness.

7,060 street youth found a safe place at the Toronto Vanauley Street YMCA drop-in centre.

82% of students from the YMCA Hospitality Training Program found employment within two months of graduating.

HIGHLIGHTS

- **Toronto Vanauley Street Y** is a new location for the Streets to Homes program. Outreach workers travel to areas where youth are living outside and distribute basic needs, help them find housing, and connect them with relevant community services to sustain housing.
- Our **YMCA Sprott House** – Walmer Road, will become the first **LGBTQ2S and allies transitional housing program for youth in Canada**, supported by funding from the City of Toronto.
- Our **YMCA Academy**, our alternative high school, adopted mindfulness training into its school day, encouraging a more holistic approach to education.

“It’s their first foot out the door.”

Prince’s Story

Prince was 21 years old, living in Montreal, when he suddenly lost his job in the food service industry. After months of looking for work, he decided to try a fresh start in Toronto. He moved in to Y House – our emergency shelter in June 2014.

“It’s always hard to find places to stay,” says Prince. “The staff at Y House are really supportive. They all help you to get out. But, really, it’s up to the homeless person to decide if they are willing to accept the help.”

Prince wanted the help – and he quickly learned there’s no shortage of it. From employment programs to medical services, the Y is offering multiple services for youth at the new Toronto Vanauley Street YMCA. It’s a holistic facility.

Prince says he feels safe and has privacy with the private en-suite bathroom and the dorm style rooms that host two youth.

“The Y helps people advance themselves out of their situation,” Prince says thoughtfully. “It’s their first foot out the door.”

For Prince it’s been more than a hand out. Now working in the kitchen of a child care, he has plans to go back to school and one day open his own restaurant.



This YMCA participant has shared his story, but for privacy reasons is not depicted in this photo.



BUILDING HEALTHY COMMUNITIES

The YMCA is focused on improving community health. With the population of the GTA expected to grow by more than one million people in the next 10 years, the Y will play a vital role as an anchor in the community. With the help of supporters to our *Strong Start, Great Future* Campaign, we are building new YMCA Centres of Community so we can serve more people who need us.

YMCA STATS

\$9.4 million in total philanthropic contributions (see p.13 for details)

\$3.5 million gift by an anonymous donor to the endowment fund will provide long-term sustainable funding to help the Y meet the ever-changing needs of our communities.

\$423,000 was raised as part of the 2015 YMCA Megathon to help more people get healthy and active at the Y.

10 YMCA Volunteer Awards were given to individuals, groups and corporations.

HIGHLIGHTS

STRONG START, GREAT FUTURE

- We received a **\$1 million gift** from BMO Financial Group to our *Strong Start, Great Future* Campaign. This commitment will help us bring our programs and services to more children, teens, adults, families, and communities who need support.
- Construction was completed on our **Toronto Vanauley Street YMCA** and doors opened in January 2015.
- Construction on the new **Cooper Koo Family YMCA** finished in winter 2015. A legacy from the Toronto 2015 Pan Am/Parapan Am Games, this new Y will open in Spring 2016.
- **Eric Tripp** and **Maria Smith** have made a **\$500,000 gift** in support of our new **Toronto Kingston Road YMCA**. Construction on this new YMCA Centre of Community will begin fall 2015.
- 100% of the YMCA GTA Board made a personal financial contribution to our *Strong Start, Great Future* Campaign.

“This is my Everest to climb”

Raymonde’s Story

When Raymonde’s husband, Justin, 47, passed away from an aggressive form of colon cancer, she was devastated. But, she was committed to keeping his memory alive for their children Chloe and Jasper. She started by asking friends and family to honour Justin’s memory with a donation to the YMCA of Greater Toronto’s Camp Pine Crest.

“Justin truly loved the outdoors and his passion for canoeing was sparked during his days at Pine Crest.” explains Raymonde fondly.

Justin attended Camp Pine Crest in the mid-1980s as a Counsellor in Training, counsellor and canoe guide. Raymonde says camp helped Justin, a contractor by trade, developed entrepreneurial and leadership skills.

This year, Chloe and Jasper were excited to follow in their father’s footsteps as campers at Pine Crest. Raymonde says they were proud to see Justin’s staff photo on the wall.

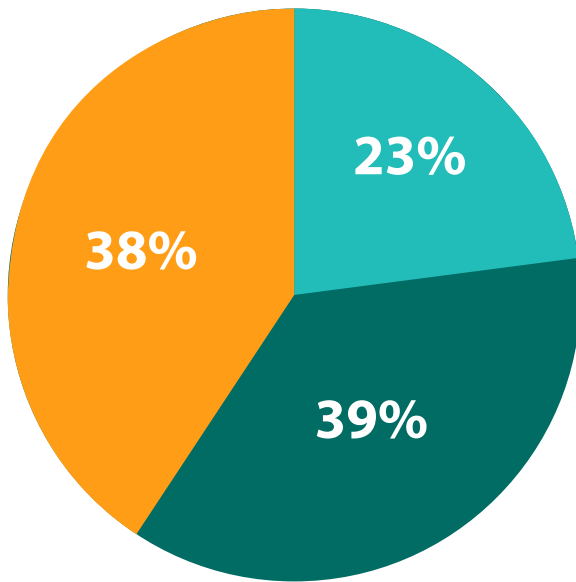
“They loved camp and have wonderful memories to share. Justin gave them the foundation -- the love of the outdoors and nature. They have the opportunity to pick up where their dad left off.”

As for Raymonde, she says it’s easy to get stuck but is adapting and the kids are propelling her forward. “This is my Everest to climb.”

“I just hope more kids have the chance to experience Pine Crest because of Justin.”



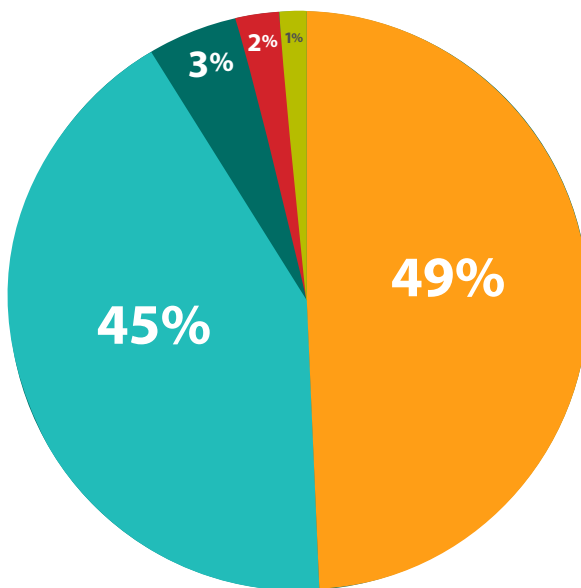
Total Philanthropic Contributions



- Total Dollars Raised Annual Giving (\$2.2 million)
- Total Capital Raised and Pledges (\$3.6 million)
- Total Value of Gifts to Endowment (\$3.6 million)

Total Contributions \$9.4 million

Sources of Revenue



- Memberships and program fees
- Revenue from programs run on behalf of government
- Other
- Philanthropy
- United Way support

A complete set of financial statements is available upon request by calling 1-800-223-8024 or by email. Imagine Canada also provides information on all registered charities in Canada on their website charityfocus.ca.

MEMBER OF
MEMBRE D' Imagine Canada

As a member of Imagine Canada™ we adhere their ethical guidelines outlined at ymcagta.org. Imagine Canada™ sets the standards for charitable organizations in managing and reporting their financial affairs.

STATEMENT OF FINANCIAL POSITION

For the year ended March 31, 2015
(in thousands of dollars)

	2015 \$	2014 \$
Assets		
Current assets		
Cash and cash equivalents	3,788	13,875
Accounts receivable	7,490	4,960
Prepaid expenses	899	820
	12,177	19,655
Investments	19,325	15,463
Capital assets	79,978	78,206
	111,480	113,324
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	15,716	18,561
Deferred revenue	5,153	4,806
Deferred annual giving campaign contributions	390	266
	21,259	23,633
Long-term liabilities	35	35
Capital lease obligation	-	17
Deferred capital contributions	26,360	26,728
	47,654	50,413
Fund Balances		
Unrestricted	(17,534)	(14,852)
Internally restricted	8,075	10,928
Invested in capital assets	53,960	51,411
Endowment	19,325	15,424
	63,826	62,911
	111,480	113,324

STATEMENT OF OPERATIONS

For the year ended March 31, 2015

(in the thousands of dollars)

	2015 \$	2014 \$
Revenue		
Government	88,911	76,332
Program fees	61,090	53,050
Membership fees	34,965	35,753
Other	3,435	3,792
Contributions	2,531	2,201
United Way	1,656	1,855
Amortization of deferred capital contributions	2,654	2,470
Investment income	686	540
	195,928	175,993
Expenses		
Salaries and benefits	122,715	110,225
Program costs	47,806	41,104
Occupancy costs	19,580	18,554
Allocation to YMCA Canada	1,436	1,322
Amortization of capital assets	8,165	10,187
Management fees	57	50
	199,759	181,442
Excess (deficiency) of revenue over expenses before below noted items	(3,831)	(5,449)
Fair value changes in investments	1,172	2,002
Gain on sale of capital assets	-	7,905
	(2,659)	4,458
Excess (deficiency) of revenue over expenses for the year		

STATEMENT OF CHANGE IN FUND BALANCE

For the year ended March 31, 2015

(in the thousands of dollars)

					2015	2014
	Unrestricted	Internally	Endowment	Invested	Total	Total
	\$	restricted	\$	in capital	\$	\$
		\$		assets		
			\$	\$		
Fund balance - Beginning of year	(14,852)	10,928	15,424	51,411	62,911	58,333
Excess (deficiency) of revenue over expenses for the year	1,176	-	1,676	(5,511)	(2,659)	4,458
Net change in investment in capital assets	(7,701)	-	-	7,701	-	-
Interfund transfers	3,843	(2,853)	(1,349)	359	-	-
Endowment contributions	-	-	3,574	-	3,574	120
Fund balance - End of year	(17,534)	8,075	19,325	53,960	63,826	62,911

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\$2,000,000 - \$2,999,999

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\$1,000,000 - \$1,999,999

BMO Financial Group
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Province of Ontario - \$11,000,000

City of Toronto - \$6,600,000

Recognizing commitments of March 31, 2015.

ANNUAL DONORS

\$100,000+

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The PepsiCo Canada Foundation

\$50,000 - \$99,999

Anonymous
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RBC Foundation
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The YMCA of Greater Toronto is a charity offering opportunities for personal growth, community involvement and leadership.

Our Vision

Our communities will be home to the healthiest children, teens and young adults.

Our Values

The YMCA of Greater Toronto is guided by values that inform the way we act and the decisions we make:

- Caring
- Health
- Honesty
- Inclusiveness
- Respect
- Responsibility

YMCA OF GREATER TORONTO

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