

# Annual Report 2023

*Embracing Change*



**YMCA of  
Southwestern  
Ontario**

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# EMBRACING CHANGE THROUGH A YEAR OF TRANSITION

## Message from our Board Chair and CEO

It is often said that change is hard, but it can also be inspiring. In 2023, emerging from the impact of the pandemic, YMCA of Southwestern Ontario embraced change, turning challenges into opportunities for growth and resilience that have enabled us to fulfil our mission to ignite the potential in everyone.

By embracing change wholeheartedly, we've found new ways to thrive as a charity dedicated to fostering vibrant communities by welcoming people of all backgrounds, beliefs, and abilities.

Throughout the year, we created and adapted programs to engage young people, families, and seniors in our communities, both in-person and virtually.

We are proud and delighted to share stories from members and program participants who were happy to tell us how the Y sparked positive change in their lives. We hope you enjoy reading about Daniel, who reignited his career through the Y Power of Trades program, Kendra, whose self-confidence and fitness levels have soared after six months at a Y Health & Fitness branch, and Liam, our newest camp director, whose lifelong connection with the Y has shaped his journey.

These are just some of the stories that have emerged from every department, location, and program, highlighting how embracing change has helped our participants, employees, and organization thrive.

These stories matter. That's why last year, we increased efforts to share these narratives, raising community awareness of the Y as an inclusive charity that serves everyone, no matter

their financial circumstances. Donors sustain our mission, supporting initiatives like Move-a-Thon, Fill the Bus, Jordan's Run the Runway, and Giving Tuesday. And our dedicated employees, exemplifying resilience and generosity, drive our success through enthusiastic participation in fundraising and community-building, along with their and unwavering commitment to their work.

Despite a challenging post pandemic operating environment, we remain steadfast in our commitment to serving as sustainable leaders in employment services, newcomer services, child care, camps, community programming, and health, fitness, and aquatics. Notably, our association has embarked on a journey to establish a comprehensive five-year strategic plan beginning in 2024, aimed at fortifying our position and addressing the dynamic needs of our community.

Last year, we advanced our objective to spark the potential of young people in all our communities, by launching new mental and physical fitness programs, like Y Connect, and establishing an organization-wide Youth Advisory Council.

Your support makes all this possible. By backing the Y, you help create opportunities that ensure no one in our community gets left behind.

Together, we're building healthier, more connected communities, where everyone has the chance to shine.

**Andrew Lockie,**  
CEO



**Kristina Shaw,**  
Board Chair



## 2023-24 BOARD OF DIRECTORS

Kristina Shaw, Chair

Alison Ewart, Vice-Chair

Lesley Cornelius

Carlos Henriquez

Linda Nicholls

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Jennifer Ho

Katie Osborne

Kara Heddle

Steve Kay

Nawaz Tahir

Gillian Heisz

Steve Millar

Zachary Weese

## BOARD COMMITTEE COMMUNITY MEMBERS

Michael Oates

Michael Noh

Abe Oudshoorn

Jodi Younger

Micheal Herbert

Casey Dockendorff

# Y STORY

## Camp Henry's New Director and Lifelong Y Member

"I've been connected to the YMCA since I was three months old. When I was a kid, I stayed active at the Y, and then as a teenager, I volunteered with child and youth programs. These positive experiences led to a 10-year career journey that included work as a lifeguard, swim instructor, camp counsellor, inclusion counsellor, boating instructor, program coordinator, wellness coordinator, and now as the new director of YMCA Camp Henry. We often say the Y is more than a gym. And to me, it's also so much more than a workplace. I'm so grateful to be part of an organization dedicated to community, wellness, and inclusivity, impacting lives every day.

But let's talk camp! As the 2024 Camp Director, I strive to cultivate an inclusive environment for campers and staff, prioritizing personal growth and meaningful connections. I wholeheartedly support inclusive initiatives like all-gender cabins, and welcoming Y policies that ensure everyone, including 2SLGBTQIA+ campers, feels a sense of belonging. I love the variety of outdoor activities and the fun games and camp

traditions - like the talent show. The diversity of campers and staff contributes to the vibrant tapestry of the camp experience. And I value the camp's dedication to partnering with Indigenous knowledge keepers and Elders who continuously help deepen Camp Henry's understanding and appreciation of the land.

I first went to Y overnight camp the summer after I turned eight, and it's been a cornerstone of my life. My goal as director is to create a well-rounded experience that resonates with campers of all ages and ensures participants leave with positive and lasting memories, newfound skills, and a sense of personal growth."

- Liam

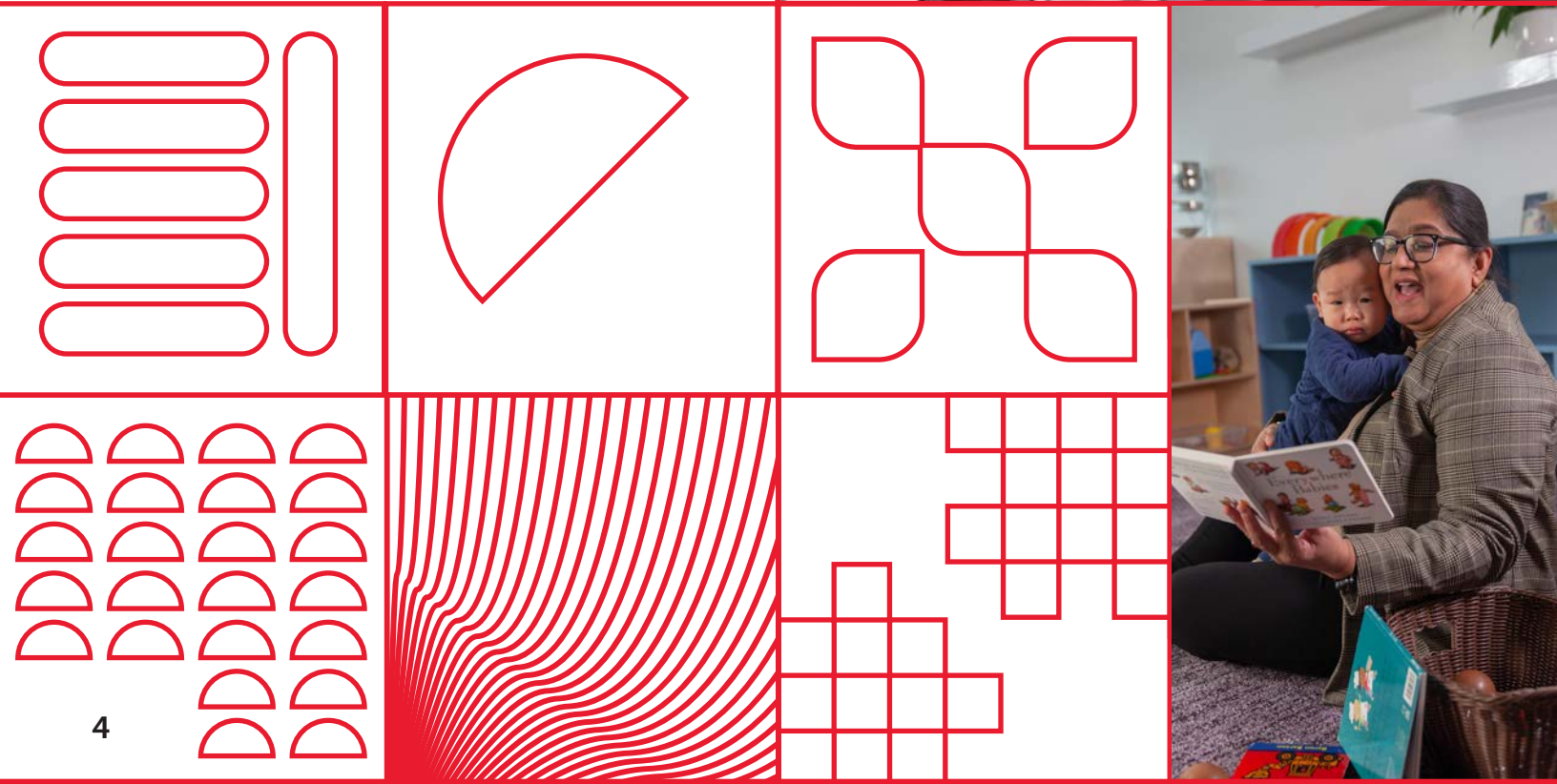


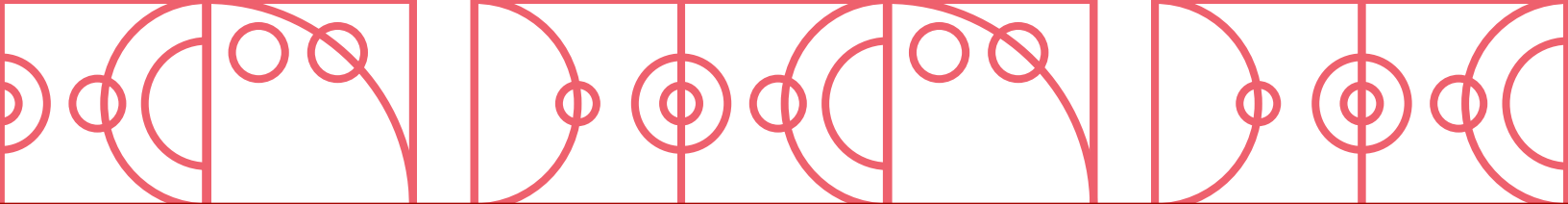
# CREATING A BRIGHTER AND MORE PROSPEROUS FUTURE FOR NEWCOMERS

YMCA of Southwestern Ontario's WE Value Partnership program, which assesses newcomers' needs and talents to help them build connections to services, opportunities, and people in Canada, has reached a big milestone. In September, the program first piloted by the Windsor Y and local partners, celebrated its launch at nearby South Essex Community Council (SECC) in Leamington and the YMCA of the National Capital Region in Ottawa.

At its heart, this partnership is about using technology to build and strengthen communities by helping newcomers make good connections. The technology, K2 Pathway to Settlement System, includes a custom designed client management system that houses an assessment questionnaire and settlement plan builder that generates referrals.

YSWO launched WE Value in 2019 and our collective work is far from over! Together, communities can create a brighter and more prosperous future for all where newcomers can thrive and reach their full potential.





## YSWO Putting its Focus on Youth into Action

In 2023, the Y hired a Youth Engagement Co-ordinator to develop and strengthen programming for young people in our communities. They have been working on initiatives such as the Youth Advisory Council (YAC), Project North, and Y Connect.

We also reintroduced the Youth Advisory Council in 2023. The youth selected are representatives from current staff teams, volunteers, program participants, and community members. YAC will serve a multitude of purposes including; giving youth a voice, getting involved with community events, and working as a team.

Project North was a success in 2023. It is a leadership program to create change in the lives of youth in Sarnia and surrounding First Nations through learning, collaboration, and community service.

Y Connect is a small group program with additional emphasis on mental health, suicide prevention, and addiction prevention. The skill-based strategies promote healthy relationships and target a wide range of adolescent risk behaviours. Assisting youth in making responsible choices can play a crucial role in promoting positive mental health and reducing harmful behaviours.

Through free programs such as YAC, Project North,

and Y Connect, youth build the skills they need to succeed in school, work, and life. They also find a sense of community and belonging as they meet new friends and adult allies.

## A Great Environment with Great People

To say the Y community has been a source of light for Shy over the past quarter of a century is an understatement. During the decades that the Aamjiwnaang First Nation dad has been a member of Sarnia-Lambton YMCA Jerry McCaw Family Centre, his kids have joined him wholeheartedly. "They love it," he says. "From coming here, all my sons ended up getting into health and fitness." Over the years, his sons swam in the pool, tried sports, and exercised in the gym to get healthier while they embraced change to make new connections, meet new friends, and try new things.

"It's a great environment with great people. I love it. Highly recommend it," Shy says.





## Financial Assistance Helps Ignite Potential in Children

During her two years as an Early Childhood Educator, Dominique has seen how YMCA of Southwestern Ontario's financial assistance program can benefit little ones and their entire families.

"Many of the children here are able to be here because their families accessed the financial assistance program, and we see every day how that program helps bring the community together and how it gives opportunities to kids who may not otherwise have the chance to play with other kids," says Dominique. "This program is a great benefit to a lot of our families. It really does help the community so much."

## Y STORY

### Power of Trades Sparks Hope

When Daniel first arrived in Canada to work on a farm in Leamington, he put his career on hold. Back in Mexico, he had been running his own electrical business for six years after earning his degree in electrical engineering. But when looking to Canada for safety and opportunity, Daniel willingly accepted employment as a farm labourer, a role he kept for eight years.

While taking English classes and connecting with community organizations, he progressed to a supervisor role in agriculture, but remained focused on his long-term goal to return to his electrician career. Then, last year, Daniel found a ray of hope in the Y's Power of Trades program, which partners with local businesses and provides training and certifications for newcomers who want a career in skilled trades. Power of Trades helped Daniel secure an apprenticeship as an electrician and re-ignite his career passion. His story is one of many successes fostered through the program.



# FACE OF Y

“I Embraced the Y and Let the Y Embrace Me ”

When Kendra agreed to share her story as part of the **‘Face of the Y’ Campaign**, she had no idea how much this would impact her life – and the lives of many others. But six months after the Y first started to share Kendra’s story of her mental and physical fitness journey on social media and campaign posters, she wrote in her journal that participating in the campaign had already been the “most encouraging and empowering experience of her life.”

**“Being honest and vulnerable has allowed me to welcome others into my life and supported me in ways I never knew I needed.”**

These days, it’s not uncommon for people to not only recognize Kendra, but to approach her and tell her how much she has inspired their own health and wellness journeys. Meanwhile, she has continued to surpass her own goals since first sharing her Y story in September 2023 which at that time, Kendra had lost 75 pounds, and had been working to achieve her wellness and fitness goals. She had been running and would sometimes complete five kilometres but had not tried free weights. Six months later, Kendra is now a regular 10km runner who often adds strength-training after her group fitness classes. With all that said, the biggest growth she’s experienced in the past six months has been to her confidence.

“For the thousands of others who I let see me through this campaign... I began to really see myself in the last few months,” she said. “Being honest and vulnerable has allowed me to welcome others into my life and supported me in ways I never knew I needed.”



# 2023 STATS

**12,178** weeks of day camp provided to campers across the region

Employee Engagement - WorkWell score of **80**

**1685** children participated in child care full or half day care programs

Overnight camp NPS (Net promoter score) @ CQE: **76**

**4123** children participated in our before and after school programs

Overnight camp NPS (Net promoter score) @ Camp Henry: **73**

**5039** Newcomers connected to Y services

Financial assistance for health & fitness memberships: **\$2,800,000+**

**200,000+** total of members and participants across the region



# FUNDRAISING REPORT

How Community Members are Igniting the Potential at the Y



## Move-a-Thon

120 Child Care and School Age sites got moving and raised **over \$53k** to offer financial assistance to anyone who wants to join a paid YMCA program but can't afford the fees.



## YMCA Women of Excellence Awards

1,000+ community members attended the awards ceremony where eight incredible women were honoured. **Over \$127k** was raised helping to create opportunities so no one gets left behind.



## Fill the Bus

Our Health & Fitness branches raised **\$111k+** providing 746 weeks of subsidized summer day camp. We believe participants build confidence and independence through Y camps.



## Jordan's Run the Runway

In 2023, we celebrated our 10th anniversary, bringing our total raised to over \$1 million. This year **\$142k** was raised, and over 700 runners were registered. It was an amazing celebration!

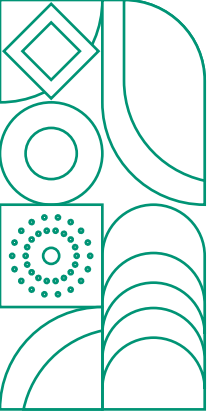


## Ontario Trillium Foundation

Provided over **\$250k**, supporting an Aquatics Leadership Program to recruit, train, and employ new aquatics staff to meet needs for swimming lessons and indoor pool-related updates at the Chatham-Kent YMCA.

## Total Impact

In 2023, more than **\$26 million** in funding assisted people across Southwestern Ontario in accessing Y programs and services. We believe everyone has the right to participate. So many of our charity's programs and supports are essential, and we offer financial assistance to anyone who wants to join a program but can't afford the fees.



# FINANCIAL HIGHLIGHTS

YMCA of Southwestern Ontario  
Summary Statement of Financial Position  
For the years ended December 31, 2022 and 2021

	<b>2023</b>	<b>2022</b>
<b>Assets</b>		
<hr/>		
Current assets		
Cash and cash equivalents	10,946,434	5,960,262
Accounts receivable	3,792,288	3,514,388
Prepaid expenses and supplies	498,685	449,703
Short-term investments	2,110,000	1,100,000
	<hr/> 17,347,407	<hr/> 11,024,353
Investments	9,417,609	10,446,514
Property, plant and equipment	20,415,104	22,880,705
	<hr/> 47,180,120	<hr/> 44,351,572
<b>Liabilities</b>		
<hr/>		
Current liabilities		
Accounts payable and accrued liabilities	9,418,973	7,994,639
Unearned revenues	10,437,873	6,649,415
Current portion of capital lease obligation	5,671	5,306
Current portion of long-term debt	840,959	806,723
	<hr/> 20,703,476	<hr/> 15,456,083
Capital lease obligation	28,794	34,465
Long-term debt	13,343,915	14,184,874
Deferred capital contributions	13,391,411	14,919,138
	<hr/> 47,467,596	<hr/> 44,594,560
<b>Fund Balances</b>		
<hr/>		
Capital asset reserve	2,907,658	2,659,186
Operating	(8,403,380)	(7,536,131)
Endowment and restricted	5,208,246	4,633,957
	<hr/> (287,476)	<hr/> (242,988)
	<hr/> <b>47,180,120</b>	<hr/> <b>44,351,572</b>

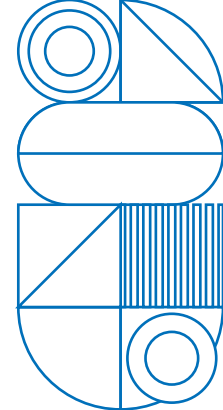
The above is excerpted from the audited financial statements of YMCA of Southwestern Ontario.

Audited financial statements are available upon request from the office of the SVP, Finance.

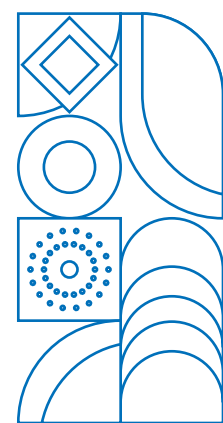


# FINANCIAL HIGHLIGHTS

YMCA of Southwestern Ontario  
Summary Statement of Revenues and Expenses  
For the years ended December 31, 2023 and 2022



	<b>2023</b>	<b>2022</b>
<b>Revenue</b>		
Child care	36,526,211	29,681,866
Memberships	13,095,515	8,622,106
Camp and youth	4,809,513	4,361,327
Immigrant services	12,177,633	11,316,810
Program service fees	4,666,167	4,279,081
Amortization of deferred capital contributions	2,650,927	2,947,086
Donations and fundraising	2,465,447	2,393,573
Ancillary revenue	1,273,403	933,926
United Way	159,610	126,167
Canada Recovery Hiring Program and other Federal wage subsidy	-	2,222,139
<b>TOTAL REVENUES</b>	<b>77,824,426</b>	<b>66,884,081</b>
<b>Expenses</b>		
Salaries and benefits	52,867,996	43,442,594
Facility	8,764,428	8,012,450
Amortization of property, plant and equipment	4,655,279	5,427,993
Program costs	8,234,558	7,274,980
Bank, professional and other fees	1,537,248	1,058,215
Travel and development	977,521	801,200
Office	956,200	863,711
Other operating expense (recovery)	259,264	(262,236)
Association dues	804,406	641,183
Promotion	361,796	334,444
HST rebate	(721,550)	(497,734)
<b>TOTAL EXPENSES</b>	<b>78,697,146</b>	<b>67,096,800</b>
	<b>(872,720)</b>	<b>(212,719)</b>
<b>Realized and unrealized gains (losses) on investments</b>		
Net unrealized gain (loss) on investments	164,361	(308,020)
Net realized gain on investments	54,841	22,300
	219,202	(285,720)
<b>DEFICIENCY OF REVENUES OVER EXPENSES FOR THE YEAR</b>	<b>(653,518)</b>	<b>(498,439)</b>

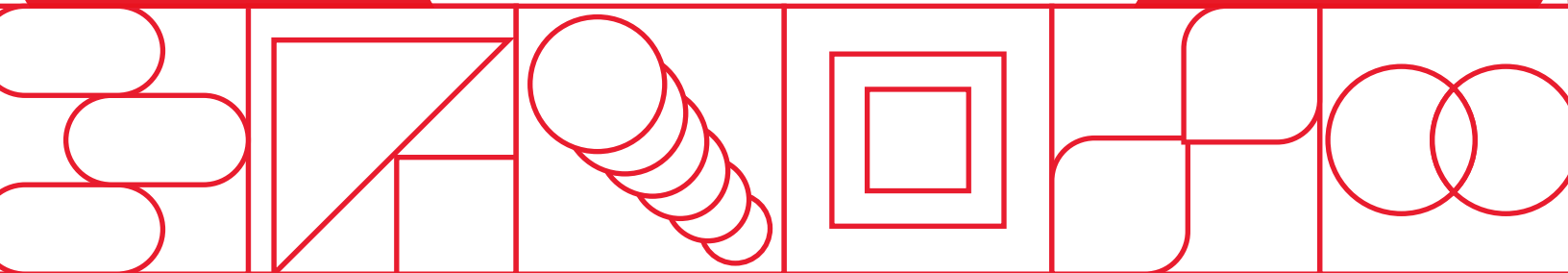


## Land Acknowledgement

We would like to acknowledge that the land on which we gather, learn, grow, and play is the traditional ancestral territory of the Attawandaran, Anishinaabeg, Haudenosaunee, and Huron Wendat Peoples.

We acknowledge that this land is traditional in its original occupation and use by Indigenous peoples of Canada. We are aware of the impact that colonial actions have had on Indigenous Peoples and feel it is important for all of us to acknowledge our own unique, personal truth, and relationship to this land, and remain committed to understanding past injustices to move forward for a better future.

At YMCA of Southwestern Ontario, we are dedicated to building healthy communities for people of all backgrounds, beliefs, and abilities. We acknowledge the connection and contributions of the Indigenous peoples of this region to the work we strive to do at the YMCA. In upholding our values of honesty, respect, caring, responsibility, and inclusiveness we are committed to placing a special and intentional focus on Canada's relationship with Indigenous Peoples. We invite you to reflect upon this land acknowledgement, what it means to your personal story, and what the Truth and Reconciliation Commission's Calls to Action mean to you.



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