



Capital Campaign Backgrounder

More than swimming lessons and gym memberships, the National Capital Region YMCA-YWCA is Ottawa's leading resource for health, fitness and recreation. This includes support for new immigrants, emergency and longer term housing, child care, employment, and a huge variety of other social services. The YMCA-YWCA serves over 70,000 people in the National Capital Region every year.

The Y is a not-for-profit organization and for over 140 years, we have been committed to building strong kids, strong families and strong communities. Our programs and services are accessible to everyone regardless of ability to pay.

In 2008, the National Capital Region YMCA-YWCA launched a Capital Campaign entitled "Strengthening the Heart of the Community." The Campaign is expected to raise \$15 million from the public. This money will be used towards a \$35 million redevelopment project that will rejuvenate the Y programs and facilities in the greater Ottawa area. The rest of the funding will come from two levels of government (federal and provincial), operational contributions, and debt financing. The funds will be used to:

- revamp the Metro Central branch on Argyle Avenue;
- expand facilities in Orleans;
- redevelop the Bonnenfant Y Outdoor Centre ; and
- introduce new programs and services.

The Campaign Cabinet includes significant support from notable people in the Ottawa community:

Keith Taggart Co-Chair
Jim Taggart Co-Chair
Dr. Ruth M. Bell, C.M. Honorary Chair
Frederic S. Martin Honorary Chair
Rob Ashe Treasurer
Marion Balla Co-Chair, Y Family Division
Jeremy Farr Chair, YMCA-YWCA Board of Directors
Bruce Hillary Chair, Community Division
Tom Huppert Co-Chair, Major Gifts Division
Steve Lerner Co-Chair, Leadership Division
Gavin Lumsden Co-Chair, Communications Committee

Jocelyn MacKenzie Co-Chair, Major Gifts Division
David Parkes Co-Chair, Leadership Division
Colin Potts Co-Chair, Y Family Division
Brian Scott Member-at-Large
Peter Scrivens Co-Chair, Leadership Division
Tony Pacheco President and CEO, National Capital Region YMCA YWCA
Sylvie Madely Vice-President, Financial Development and
Communications, National Capital Region YMCA-YWCA

Fundraising begins at home and the Campaign has received significant support from the Y family – over \$1 million was raised by Y Board members and senior management in the first year of the campaign. By Christmas 2009, in spite of the economic environment, the Campaign had raised \$7.6 Million towards the \$15 million goal. The Campaign will move to the public phase in the spring of 2011.

For more information about Capital Campaign, visit <http://capitalcampaign.ymcaywca.ca/> or contact Trudy Chapman, Director of Communications and Development, Capital Campaign at 613-237-1320 ex.3998.