

Community Campaign Presentation

**National Capital Region
YMCA-YWCA**

**Capital Campaign:
“Strengthening the Heart of Our
Community”**

January 2010



History

- Founded in Ottawa in 1867
- YMCA & YWCA amalgamated in 1964
- Largest provider of licensed child care in Canada
- Provider of licensed child care since 1890
- 1942 started Carleton University
- Founding member of United Way
- First to introduce residence camping in Eastern Ontario

The Y Brand

- The Y has the second most recognizable brand in the world – second only to Coca-Cola!
- We are the most recognizable brand among charitable organizations – Red Cross comes second after the Y

Y Core Values

➤ Our Core Values set us apart:

Caring

Honesty

Respect

Responsibility

Inclusiveness

They are key to everything we do.

Program Areas

- Health, Fitness and Recreation
- Child care
- Housing and Accommodation
- Employment, Enterprise and Newcomer Services
- Camping and Outdoor Education
- International Development

Community Impact

- Serve more than 70,000 people annually at 36 locations across the National Capital Region
- Assist 10,000+ new Canadians in the Ottawa area
- Provide 11,000+ unemployed and underemployed people with counseling and skills training

Community Impact

- House 2,500 people in affordable housing, emergency housing and accommodation facilities
- Provide 700 children with child care through quality, not-for-profit, licensed child care programs

Community Impact

- More than 35,000 people face economic barrier and turn to our Y for help each year
- Some 50% of children attending our child care and after school programs come from families living at or below the poverty line

Employment, Enterprise and Newcomer Services

- Employment Counseling
- Youth Internship Program
- Job connect
- Employment Resource Centres
- Language Assessment
- Newcomer Information Centre
- Community Mediation
- Youth Entrepreneurship
- Youth Gambling Awareness

Health, Fitness and Recreation

- Y Kids Fit
- Strong Women Program
- Fitness Education Program
- Group Fitness Classes
- Personal Training
- Recreational Programs
- Learn to Swim to Advance Aquatic Certification
- Backyard Pool Program
- And much more...

Camping and Outdoor Education

- Camp Davern for Girls (near Perth, ON)
- Bonnefant Y Outdoor Centre (near Dunrobin, ON)
- Y Neighbourhood Camps
- Y Outdoor Day Camps

Housing and Accommodation

- Emergency Housing
- Monthly Housing
- Second Stage Housing
- Shenkman Residence

Child Care

- After School Care Programs
- Domestic Violence Program
- Kinderkids
- Licensed Child Care
- Playcare

International Development

- Children International Centre
- Y Focus
- Togo, Central Africa

Key Partners

A sample of our 30 partners:

- Algonquin College
- Children's Aid Society
- CHEO
- City of Ottawa
- Ottawa Heart Institute
- Shirley Greenberg Women's Health Centre
- United Way
- University of Ottawa
- Youth Services Bureau

Key Alliances

A sample of our 95 close alliances:

- Carleton University
- Department of Justice
- La Cité Collégiale
- Ministry of Health Promotion
- Ottawa Chamber of Commerce
- Ottawa Hospital
- St. Paul University
- Women's Business Network

Y Funding

Funding comes from a variety of sources:

- Y program revenue
- Generosity of our members through Annual Giving and support of other Y endeavours
- Support from Government and other charitable sources (i.e. United Way funding)

Y Support = Good Value for Money

- 88 cents per dollar at the Y goes directly into programming or towards subsidizing children, adults and families
- The Y rarely turns to the community at large for major contributions
- Our fundraising has been directed principally at our members
- Y Administration cost is 12% as compared to an average of 35% with hospitals, universities and the United Way

Annual Giving

Annually, we raise about \$1.1 Million from our Annual Giving program, which includes:

- United Way - \$450,000
- Strong Kids Campaign - \$200,000
- Special Events: Women of Distinction and Y Women Tee Up for Kids - \$70,000
- Major Gifts program - \$300,000
- Planned Giving – early stages of program

Growing Community Need

- Families are under mounting stress to balance work and family responsibilities
- Almost 71,000 families live below the poverty line in the National Capital Region
- Over 40,000 people use foodbanks – 39% of them are kids
- Unemployment is highest among visible minorities
- Alcohol and drugs remain a major concern
- 50% of Canadians are out of shape; 55% admit they never exercise

Other Concerns

- Women and girls still lag behind men and boys in involvement in sport
- Today's kids are the least fit since we started tracking fitness
- Our population is aging and will require greater access to health services

Community Challenges Align with Y Mission

- Physical health and well-being of Ottawans
- Welcoming and integrating newcomers
- Healthy child development
- Supporting marginal populations, especially those living in poverty

Strategic Priorities

- Improve the health of individuals
- Promote child and youth development
- Facilitate individual self-reliance
- Develop healthier communities and vital neighbourhoods

We Need Community Help: Capital Campaign

- In 2008, the Y Board approved a Capital Campaign to raise \$15 Million towards a \$35 Million redevelopment plan of Y facilities and programs in the National Capital Region
- Our last Campaign was in 1991 for a goal of \$6 Million

Capital Campaign: “Strengthening the Heart of Our Community”

The Campaign projects are:

- Expansion of the Orléans Y facilities
- Revitalization of the Metro Central Y facility
- Redevelopment of our Camps
- Introduction of new programs and services

Campaign Results as of Jan. 2010

- \$6 Million from Federal and Provincial governments
- \$7.7 Million raised of the \$15 Million including:
 - \$1,060,000 from Board and Senior Leadership of the Y!
 - \$1,000,000 from John Ruddy – largest gift every from a single donor
 - \$1,000,000 Legacy gift – largest ever

Metro Central Branch: Serving a Diverse Community

- Residence – 2,000 people
 - Youth
 - Family in conflict
 - Marginalized men and women
- Child care and After School – 1,000 families
- Employment Services – 10,000 people
- Day camps – 200 families
- Fitness and recreation – 20,000 people
- International Development and community Services – 2,000 people
- Corporate Head Office

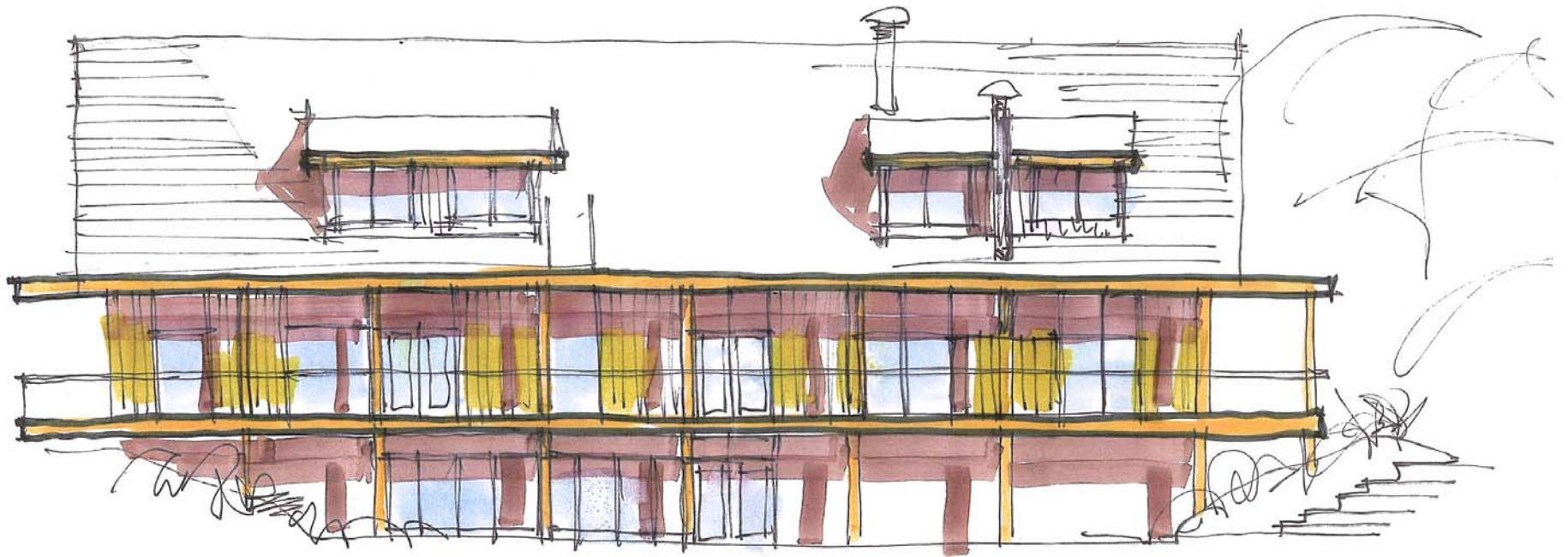
The Metro Central Branch



Bonnenfant Y Outdoor Centre: Serving our Children and Youth

- 12,000 children and youth annually attend programs here
- Specialized Leadership program – 450 youth
- Day Camps – 3,600 kids
- School Groups – 6,000 kids
- Short Courses – 2,000 people
- 30% anticipated individual to receive subsidies for programs

Bonnenfant Y Outdoor Centre



The Ruddy Family Centre: Service a Growing Community in Orleáns

- Children and youth – 8,000 people
- Adults – 5,300 people
- Seniors – 2,000 people
- 20-25% anticipated individuals to receive subsidies
- Services to include: health, fitness and recreation, child care, day camps, community and education

The Ruddy Family Centre YMCA-YWCA



Thank you!

With your help, we can continue the legacy of building strong kids, strong families and a strong community.