



STRENGTHENING
the **HEART** of our
COMMUNITY

CAPITAL CAMPAIGN

NEWS

NATIONAL CAPITAL REGION YMCA-YWCA | CAPITAL CAMPAIGN NEWSLETTER | WINTER 2010

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Campaign Receives Extraordinary Gift!



The confetti flies as the drawings for the expanded Orleans Y are unveiled at a celebration event held at the Shenkman Arts Centre last month. From Left to Right: Keith Taggart (Campaign Co-Chair), Jim Taggart (Campaign Co-Chair), Mariette McIsaac (Trinity Development Foundation), Jeremy Farr (Y Board or Directors), Tony Pacheco (Y President & CEO).

Goal-to-Date

\$7,500,233 in pledges as of
16 November – 50% of goal!

Next milestone: \$10,000,000
by end of February to begin
revitalization of Metro Central
branch

Total Campaign Goal:
\$15,000,000



A \$1 million gift to the Capital Campaign has been received from the Trinity Development Foundation. The extraordinary gift was announced at a gala reception held last month at the Shenkman Arts Centre to celebrate the donation and kick-off construction to expand the Orleans Y, which has now begun.

“This is truly an historic occasion for our Y,” said Jeremy Farr, Chair of the YMCA-YWCA Board of Directors. “This generous donation will enable the Y to meet the needs of the people of Orleans.” The pace-setting level donation has made it possible for work to expand the Orleans Y to start ahead of schedule.

Local business leader and philanthropist, John Ruddy, President of his family’s Trinity Development Foundation, praised the Y and its focus on community, particularly its work with children, families and seniors. “As a young person growing up in Ottawa, I used to head off to the Y every Saturday,” says John Ruddy. “I hope our support of the Ottawa Y will ensure that quality programming continues to be available to the whole community.” In honour of this generous donation, the expanded Orleans Y will be named the “Ruddy Family Centre YMCA-YWCA”.

The expansion of Orleans Y includes the addition of: two new pools, a Kids and Youth Zone, a gymnasium, and an expanded individual strength and conditioning facility. There will also be new community rooms and lifestyle education facilities for coaching, counselling and hosting community events. “John Ruddy is an Ottawa guy who has done very well, and it’s so nice to see someone like that giving back to the community and setting an example for other business leaders in this community who should be considering large donations as well,” noted Keith Taggart, Co-Chair of the Capital Campaign.

President & CEO of the National Capital Region YMCA-YWCA, Tony Pacheco was thrilled with the gift. “This level of support says a lot about our Y and the impact we have on the lives of people from all walks of life”, he noted. “It also says a lot about Jennifer and John Ruddy, their genuine care for people and commitment to the Orleans community.”

Further recognition of the Trinity Development Foundation’s contribution will be made, as appropriate, in accordance with the Campaign’s Donor Recognition Program.

The Rowell K. and Evelyne Laishley Trust to Benefit Y Camps

Evelyne Laishley was a strong advocate of sustainable development and well-known for her generous contributions to the well-being of the community, families, and especially children. Mrs. Laishley was particularly keen on supporting children to ensure they enjoyed positive and enriching experiences in life. She fully recognized — and lived — the Y value of providing equal access to programs that keep children healthy in body, mind and spirit.

For over a century, Y camps have inspired children and youth, helping them to escape the city, develop new life skills and form lasting friendships. Kids love Y camps because they offer fun activities and adventures while building self-esteem and learning new skills. Y camps emphasize participation, fair play, team spirit and leadership skills.

It only seems fitting then, that the Rowell K. and Evelyne Laishley Trust has made an extraordinary gift to the National Capital Region YMCA-YWCA in order for us to enhance further the Y camp experience for children.

Mrs. Laishley's gift will be used toward the revitalization and expansion of the Bonnenfant Y Outdoor Centre. In recognition of this gift, the Y will establish the "Evelyne E. Laishley Campership Fund" which will compliment the Y's subsidy program so that no child is left out because their family cannot afford to pay. The Vail building of the Bonnenfant Y Outdoor Centre will be named in Mrs. Laishley's honour. Redeveloped through the Capital Campaign, the Centre will serve more than 5,000 children year round.



The YMCA-YWCA's innovative camp program is a reflection of the passion that our communities have for making sure our children have every chance to lead successful, healthy lives. This was Evelyne Laishley's passion, which continues on in her kindness to the Y and the kids the Y supports.

Campaign to focus on Major Gifts

The Campaign continues to enjoy great momentum. We are still actively pursuing leads at the Pacesetter and Leadership levels. In fact, we are happy to report that we have already surpassed the Leadership Division goal of \$3.5 Million and are well on our way to raising close to \$5 Million.

Given our impressive results so far, the Campaign is now ready to focus on the efforts of the Major Gifts division. Under the Campaign's strategic plan, major gifts are donations between \$5,000-\$100,000 received from individuals, local businesses and community organizations.

Over the coming months, efforts will be focused primarily on securing gifts designated for the Orleans Y expansion. A major gifts committee — comprised of dedicated leaders from the Orleans community — is currently being recruited. The committee will be reaching out to individuals, local business, service clubs and industry, including the construction industry, to support the Orleans Y. Their goal will be to raise \$1 Million. We are confident the goal can be reached given

the excellent response to our recent call for volunteers and the overwhelming, positive response to the feasibility study undertaken recently to assess the enthusiasm and capacity of Orleans to contribute \$1M to their newly expanded Y.

Also in terms of major gifts, our fundraising tributes continue to provide impressive results. The Jim O'Grady Tribute for the naming of the Men's Health Club at the Y's Metro Central branch has raised over \$75,000. A hockey tournament is being planned for February reuniting Jim's former teammates and opponents, with proceeds going to the Jim O'Grady Tribute Fund.

The tribute to John O'Connor for the naming of the refurbished racquetball courts at the Y's Metro Central branch has raised \$165,880 to date. A final appeal to John's friends is currently underway asking them to support this tribute to a man who gave so selflessly to our Y and those around him.

Last month also saw the launch of a tribute to honour long-time Y friend and supporter,

Anne Bouey. A youth leadership program at the Bonnenfant Y Outdoor Centre will be named in Anne's honour, and an endowment fund will be established. This fund will ensure all young people will be able to participate in the leadership program, regardless of their families' income. Anne is thrilled by this gesture, which has brought together her many friends and admirers to raise funds in Anne's name.

A strong communications plan is central to the success of our fundraising efforts. The Campaign Communications Committee now has all of the print advertising materials required for the Awareness Phase of the Campaign to be launched early next year. You will be seeing posters, bus shelter ads and bus signs all over Ottawa, getting people familiar with our Y and its many services. You will also be hearing radio ads and seeing TV commercials as we prepare to reach out to the general public to donate during the Community Phase next year. The Campaign website has also been expanded and will become increasingly interactive as the Campaign rolls along.

\$1M Upgrade for Carlingwood and Nepean

The National Capital Region YMCA-YWCA has invested more than \$1 Million to enhance its facilities at Carlingwood and Nepean. The upgrades include:

Carlingwood Y:

- Technogym™ and Life Fitness™ programs with new models for personal; training, including group training and support on conditioning equipment;
- personal entertainment screens on workout equipment;
- renovated foyer and entrance way; and
- refurbished gym area.

Nepean Y:

- Technogym™ and Life Fitness™ programs;
- brand new fitness studio;
- one of the largest conditioning spaces in Ottawa – 10,000-square-feet; and
- new slides, a tree house and climbing area, thanks to generous support from the Bayshore Shopping Centre.

“We’re thrilled with the investment in these facilities” says Kelly-Shaw Swettenham, Regional Director of the Carlingwood Y and the Nepean Y. “The community is very excited and we’ve seen a real influx in new memberships.”

The investments were in response to the unique impact and memberships of both Ys. The Carlingwood Y is more oriented towards families while the Nepean Y in its urban setting is more of a training location, including for high performance athletes.

The upgrades to the Nepean Y were made possible through the exciting success to date of the Capital Campaign. The Carlingwood Y’s enhancement were funded through the Y’s ongoing operational plans. The regenerated Carlingwood Y and Nepean Y were introduced to the public at an Open House kick-off and family BBQ held earlier this fall.



Capital Campaign Cabinet members (L-R) Tom Huppert, Jocelyn MacKenzie and Bruce Hillary – with Y President & CEO Tony Pacheco – take time out with BOB FM’s Sandy Sharkey at the Y Open House BBQ celebrating the upgrades to the Carlingwood and Nepean Ys.

FEATURED VOLUNTEERS

Each edition of our newsletter will feature individuals or businesses from our community who have made a contribution to the Capital Campaign.

Doug Feltmate

President, Designed Food Systems, Inc.

Doug Feltmate is a proud and engaged member of the Orleans community. Whether doing business in the community as president of Team Ottawa-Orleans, or playing hockey at a local arena, Doug is deeply committed to Orleans, its economic development and social well-being.



Demonstrating the Y values of caring, honesty, respect and responsibility, Doug knows how deep the impact of the expanded Y will be in the Orleans community. He was instrumental in guiding the strategic direction of the Campaign as the focus turned to Orleans, providing advice in the feasibility study... not to mention initiating his own unique fundraising idea!

Sandra MacInnis

Senior Consultant,
Designed Food Systems, Inc.

Sandra MacInnis is involved in many facets of the Orleans community. Among her local contributions, Sandra currently sits on the board of directors for Team Ottawa- Orleans Economic and Social Development Organization and was formerly its Executive Director. She was also the first Campaign Director for the ARTicipate Endowment Fund Campaign with Arts Ottawa East.



Sandra exemplifies the Y’s commitment to community and shares the Y’s visions of being a place of belonging to serve the people of Orleans. To date, Sandra has played a vital role in the strategic planning of the Campaign in Orleans, identifying potential partners and participating in our fundraising feasibility study.

Premier Supports our Campaign

Dear Mr. Pacheco:

I wish to commend you for your ongoing dedication to providing quality programs and services to the people of the Ottawa area. Know that your hard work is making a real difference in many lives. Our government is fortunate to have partners like the National Capital Region YMCA-YWCA to help us build a stronger, healthier Ontario.

Mr. Pacheco, thank you again for writing. I wish you the best of luck with reaching your fundraising goals. Please accept my personal regards.

Yours truly,

Dalton McGuinty
Premier

Kicking-Off Construction at Orleans and Celebrating an Extraordinary Gift

On October 7th, the Y held a gala reception to announce the Capital Campaign to the public and media, kick-off construction for the expansion of the Orleans Y and celebrate the \$1M gift to the Campaign from John and Jennifer Ruddy and the Trinity Development Foundation.

The event was held at a packed Shenkman Arts Centre, right beside the Orleans Y. All on hand had a wonderful time. Some of the fun was captured on film



An historic moment for our Y! Tony Pacheco (Y President & CEO), Jim Taggart (Campaign Co-Chair), Mariette McIsaac (Trinity Development Foundation), Keith Taggart (Campaign Co-Chair), Jacqueline Leduc-Ryan (Regional Director, Orleans Y) and Jeremy Farr (Chair, Y Board) proudly display the drawings of the expanded Orleans Y. Construction has already begun!



Celebrating the Y together: Joseph Cull, Cathy Godding and Sean Lundy



Loving our Orleans Y: Rachel Crossan, Sean Crossan and Stephen Gallagher



Board Vice-Chair Nancy Cook Johnson and Hugh Dale-Harris enjoy the celebration.

EVENTS

2 December

Champagne Breakfast
Celebration and Gift Announcement
Orleans Y

3 December

Campaign Cabinet Meeting
Metro Central Branch
8:30 am

28 January 2010

Donor Reception
Royal Ottawa Golf Club
6:00 pm to 8:00 pm

YMCA-YWCA Gets \$6M from Government

The federal and provincial government recently announced a \$6 million infrastructure investment in the National Capital Region YMCA-YWCA's facilities. The investment is part of the Government of Canada's Recreational Infrastructure Canada (RInC) program and the Government of Ontario's REC program. Both programs are part of a government-wide strategy to stimulate the economy while renewing, upgrading and expanding recreational infrastructure in Canadian communities.

The government contribution is part of a major redevelopment plan undertaken by the YMCA-YWCA that will be transformational in nature. Funds for the redevelopment plan are being raised through the Y's Strengthening the Heart of our Community Capital Campaign to help refurbish and expand facilities, programs and services to serve more than 150,000 people each year.



(L-R) Tony Pacheco (Y President and CEO), Yasir Naqvi (MPP, Ottawa Centre), Phil McNeely (MPP, Ottawa-Orleans), The Hon. Jim Watson (MPP, Ottawa West-Nepean) and Royal Galipeau (MP, Ottawa-Orleans) celebrate the \$6M infrastructure investment in our Y.

"We are very pleased and humbled by today's announcement and this show of support for our Y," says Tony Pacheco, President and CEO, YMCA-YWCA. "These funds will allow us to move forward sooner with some very significant expansions and renovations at our facilities under our redevelopment plan. All in all, it will have a tremendous human and economic impact on our community for many years to come."

CONTACT US

National Capital Region YMCA-YWCA
Corporate Offices
180 Argyle Ave
Ottawa, ON K2P 1B7
tel 613.237.1320
fax 613.788.5022
www.ymcaywca.ca