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## Goal-to-Date

**\$7,960,000** in pledges as of  
 10 March – 53% of goal!

Next milestone: **\$10,000,000**  
 by end of September.

Total Campaign Goal:  
**\$15,000,000**



# Building Success

“Rome was not built in a day...” and neither was the National Capital Region YMCA-YWCA. We have been in the region since 1867 and have been growing alongside Ottawa ever since. And as you know, we’re seeking to grow even further until we serve some 150,000 people in the National Capital Region – more than double the number of people we serve today!

Support from donors is vital to our day-to-day operations and to our plans to grow our services. We are forever grateful for the incredible support we receive and feel it is important to express this appreciation as often as we can.

As a result, on a blustery evening at the end of January, the Y held an event that warmed the hearts of all who attended. The 2010 Donor Recognition Reception was held at the Royal Ottawa Golf Club and provided a wonderful opportunity to celebrate recent successes and acknowledge many of our champions.

Donors to the Y were welcomed by a harpist at the entry to the Royal Ottawa Golf Club and our 2010 Donors Reception. In keeping with our tradition of telling a YStory at the beginning of each event, Johnathan Chow, whose bright and smiling face peers out of Ybus shelter posters and television ads, told his Y story.

Jonathan is a representative of the Y Ambassadors who are part of the Ys advertising for the Capital Campaign. He charmed the crowd as he spoke of the medical struggles that made going to camp a daunting prospect for his mom. With the help of the Ys summer camps, Jonathan did something he was told he shouldn’t do... go to camp. Visit the Campaign web site to see more photos!

The winter months were busy with other Y events including the 14th annual Viennese Winter Ball. The Ys Capital Campaign was the recipient charity for funds raised by the Ball. This was the first of a three-year relationship between the Ball and the Y.

We are looking forward to seeing you at upcoming events such as the YAscent for Kids, which is part of the Ottawa Race Weekend May 29/30, 2010, and the Y Golf Classic Tournament, which will be held at the Royal Ottawa Golf Club September 20, 2010. We promise to keep you in the loop with all the other activities that we are planning over the coming months.



*With help from the Y, Jonathan did something he was told he couldn't do ... go to summer camp. Visit the Campaign web site to see more photos!*

# Advertising with a Difference

While the Capital Campaign was launched in 2008, a lot of work has been going on behind the scenes, preparing the ground work for the launch of the more public phase of the campaign. In the meanwhile, we've taken this time to raise the profile of the work that the Y does in the National Capital Region.

Most people think of the Y as the provider of swimming lessons and fitness memberships, but as you know, it's much more than that. The Y provides services in six service areas including:

1. Health, Fitness and Recreation;
2. Child Care;
3. Housing and Accommodation;

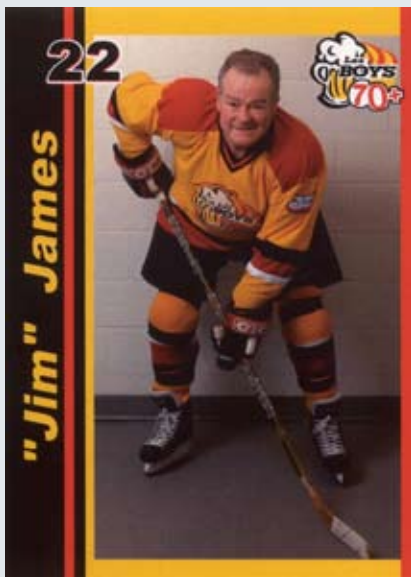
4. Camping and Outdoor Education;
5. Employment, Enterprise and Newcomer Services; and
6. International Development.

In January, we started an advertising campaign specific to the Campaign that showcases six of the business areas of the Y that people don't know much about. Seen on bus shelters and in our local paper, heard on the radio and seen on television, we've created a series of ads that paint the picture of real people who have been supported by Y services. From housing to child care, entrepreneurship to fitness and camps, our Y Stories are seen all around town. Y Stories can also be seen on our web site at [www.ymcaywca.ca](http://www.ymcaywca.ca).



## Major Gifts Division

The efforts of the Major Gifts Division were officially launched in October 2009. This Division focuses on securing gifts in the range of \$5000 to \$100,000. Over the last year, we concentrated our efforts on three major initiatives, each paying tribute to a dear friend and supporter of our Y.



*The Jim O'Grady Tribute was developed to honour the memory of Jim O'Grady who passed away in 2008.*

The Jim O'Grady Tribute was developed to honour the memory of Jim O'Grady who passed away in 2008. With a goal set at \$250,000, the funds were raised from Jim's former colleagues, friends and family members. As Jim was an avid hockey fan and player, it was only fitting to wrap up the Tribute with a fun "old-timers" fundraising hockey tournament. Held at Scotiabank Place, eight teams comprised of Jim's former teammates, opponents, and fellow lawyers took to the ice on March 3rd, 2010 for a day of celebration and sport in "the spirit of Jim." The success of the Tribute was announced at a reception following the tournament. The Y will recognize this initiative with the naming of the "Jim O'Grady Health Club" as part of the revitalization of the Metro Central Y.

John O'Connor, local businessman, lawyer and developer was also a member of the Metro Central Y at the time of his passing in 2008. John's many friends and family members gave generously to a Tribute in his name. With a goal set at \$200,000, the committee brought John's spirit to every meeting, reminiscing about his sense of

humour, his care for those less fortunate and the way he brightened the day of those in his community. John's friends and family will join together to celebrate the naming of the "John O'Connor Racquetball Court" at the Metro Central Y – a fitting tribute to the man who played there daily before heading out to share his laughter with so many!

The third tribute honours a woman who graces the Y weekly. Anne Bouey has been involved with the Y for over 60 years, bringing her children to swimming lessons, being a leader at the Board level, a fundraiser in capital campaigns, and an avid supporter and ambassador for the Y in our community. With Anne's blessing and input, a group of friends on the Anne Bouey Tribute committee solicited her large network of friends and family to support a leadership program for youth named in her honour. With a goal of \$50,000, the committee is now planning an appropriate wrap-up of the tribute to announce their success and "The Anne Bouey Leadership Program" at the Bonenfant Y Outdoor Centre.

## Strengthening the Heart of Our Community: A Sequential Campaign

As was established in our Campaign strategic plan, we have moved on to putting in place the major gifts fundraising committees representing two of the campaign projects – the Orléans Y Expansion and the Redevelopment of Metro Central – each with the objective of raising revenues from their respective community.

In January, the Orléans Committee was established. As one of the three main projects of the redevelopment plan, the newly renamed Ruddy Family Centre YMCA-YWCA will see a \$7.5 million expansion. While major contributions have been secured from private donors and the three levels of government, \$1 million of the total remains to be raised from the community.

The Y located in Orléans opened its doors in 1996 and has rapidly grown to more than 2,700 members. Through funds raised in the Capital Campaign, the expanded facility will feature two new pools, an expanded gym, a Kids Zone and increased child care and community space... all by the end of 2010!

The Orléans Campaign Committee members are: Gerry Dust, **Chair**, Judith Cane, Sean Crossan, Mike Curran, Doug Feltmate, Allan Foget, André Lacroix, and Sandra MacInnis.

The second major renovation project, made possible by campaign funds, is the redevelopment of the Metro Central Branch located on Argyle Avenue. Once a North American flagship facility, the Metro Central Y is now showing its age. After almost 40 years of service, the building will receive significant upgrading.

By the end of 2011 and at a cost of nearly \$17 million, the Metro Central Y will be modernized to fit the needs of today's Ottawa with improved housing, expanded child care facilities, and more space for the myriad of other programs that are run out of the site. Our objective is to serve an additional 35,000 people each year from this location alone!

A first Metro Central Y fundraising committee has been established. With a goal of raising \$1 million, this committee will focus its attention on the construction and trade industries. Solicitations will start in March and continue until the end of 2010. Committee members include: Richard Moore, **Chair**, Doug Burnside, Peter Champagne, Jeffrey Clarke, Ron Desjardins, Paul Dillon, Cornelius Kroon, Sean Lundy and Chris Taggart.



*Gerry Dust, Orléans Campaign  
Committee chair*



*Richard Moore, Metro Central Y  
Campaign Committee chair*

## Corporate Support

Since 2006, employees of Encon Group have supported disadvantaged youth through the Y's Second Stage Housing and leadership programs at our camps. Taking his cue from his employees, Jean Laurin, Encon's CEO, has enthusiastically embraced our campaign and expressed his desire to further the efforts in the major gifts division. Jean has given his personal commitment to bring our case to his fellow CEO's of a select group of insurance providers and has set a goal of \$1 million for the campaign.

### FEATURED VOLUNTEERS

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

## Jean Laurin

ENCON Group Inc.

As President of ENCON Group Inc. and The Schinnerer Group, Jean Laurin sets the tone for the company with his personal credo of "work hard, play hard, and learn every day." In 2006, Jean challenged his employees to select a local organization that provides support to troubled and disadvantaged youth in our community. We are fortunate indeed that they chose our Y. Beyond Encon's annual support, Jean has set himself a significant fundraising target of \$1 million for the Capital Campaign, which he plans to raise from his insurance colleagues.



## Charles Logue

Welch LLP

Charles has been an associate and a partner in the Ottawa office of Welch LLP for over 40 years. In his private life, Charles is an active volunteer, having served on the Boards of a local hospital, an airport, and the Ottawa Sports Hall of Fame, to name a few. For our Y, Charles is an invaluable volunteer, chairing the committee that raised funds for the John O'Connor Racquetball Court at Metro Central. Charles had a unique style of fundraising all his own – when his family visited at Christmas, he asked each of them to support the tribute. After all, John was considered family too!



# Y Social Page



December 2, 2009 saw the formal announcement of the legacy gift from Bill Marsh. Mr. Marsh left his entire estate to the Y, and in his honour we are naming the new aquatic centre at the Ruddy Family Centre YMCA-YWCA the Marsh Aquatic Centre.



On February 6, 2010, our Y was designated the 'charity of choice' by the Viennese Winter Ball for 2010 through to 2012. The 2010 Ball raised approximately \$25,000 for the Campaign, and promises to grow substantially over the next two years given a much greater focus on fundraising.

## EVENTS

### May 29 and 30, 2010

Y Ascent for Kids:  
For a Healthy and Active Community  
Ottawa Race Weekend

### August 23, 2010

Rotary Club of Orléans  
Charity Golf Tournament  
Camelot Golf and Country Club

### September 20, 2010

Y Golf Classic Tournament: To Strengthen  
the Heart of Our Community  
Royal Ottawa Golf Club

## CONTACT US

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## Campaign Initiatives

Put a note in your day planner and aim to come to our events! If you're a golfer or a runner, or even a walker, have we got some fun for you!

### Y Ascent for Kids: For A Healthy and Active Community

#### May 29 and 30, 2010

Come run with us! Join Y Ascent for Kids and be part of the many runners helping to raise major dollars for the Capital Campaign. With a goal of \$100,000, the funds will help fight childhood obesity and build the new proposed Kids Zone at Metro Central Y and the Ruddy Family Centre facilities. The Kids Zone, with its dedicated space and specially-designed programs, will enable kids of all ages to stay active and learn about living a healthy lifestyle – both essential elements in the fight against childhood obesity. Become a Y Trailblazer at [www.yascentforkids.ca](http://www.yascentforkids.ca) and run a race May 29 and 30, 2010!

### Rotary Club of Orléans Charity Golf

#### Tournament, August 23, 2010

Come play a round for the Y at the Camelot Golf and Country Club! Funds raised during this tournament will be directed to our Campaign and more specifically towards the Ruddy Family Centre Kids Zone in Orléans. Information available on the Y Campaign site.

### The Y Golf Classic Tournament: To Strengthen the Heart of Our Community, September 20, 2010

Held at the exclusive Royal Ottawa Golf Club, this charity golf event is the single charitable golf tournament held by the club this year. September 20, 2010 is the day for you and three friends to join the fun and the challenge found on these beautiful greens. Sponsorship opportunities are still available for interested companies. For more information, visit the Campaign site at [www.ymcaywca.ca](http://www.ymcaywca.ca).



The clubhouse at the Royal Ottawa Golf Club.

## COMING SOON:

July One Run in Orléans, High Heels Hike for Her, and a Y Speakers Series. More to come!