



# Where your giving CHANGES LIVES.



## **BELONG**

Madeline Lawler biked across Canada with a goal to raise \$1 for every kilometre travelled; her friends, family, and the community donated over \$8,000 to the Y's annual campaign, helping us create opportunities for people to connect, engage, and belong through YMCA programming.

Communities of people who feel they belong and trust each other are healthier and more resilient.



## **GROW**

YMCA Camp Kitchikewana alumni committed over \$600,000 to the camp's endowment fund, making an investment in the camp experience for generations to come.

Summer camp increases emotional intelligence and self-confidence in children.

800 people joined the Y for the 4th annual Move to Give event, that raised over \$144,000. The money raised through Move to Give helps 15,000 people access Y programs that they wouldn't be able to afford, like health and fitness memberships and swimming lessons.

150 minutes of exercise per week can lead to improved fitness, self-esteem, and mental health.

Participation in swim lessons provides an 88% reduction in risk of drowning in children aged 1-4.



## **ACCESS**



## **CONNECT**

Four families donated over \$175,000 to jumpstart the redevelopment of YMCA Geneva Park's cottage line, continuing the century old tradition of paying it forward, so families can grow together in spirit, mind, and body through Family Camp programs.

Strengthening family bonds helps prevent the cycle of poverty and social exclusion.



## **EXPERIENCE**

A local donor made a personal gift to ensure kids, who could not otherwise afford one, have the opportunity to experience a birthday party at the Y that they'll never forget.

Positive experiences are essential to children's well-being - mentally, emotionally, and physically.

# MISSION

My Y is dedicated to the growth of all persons in spirit, mind, and body, and to their sense of belonging to each other and the global community.

# VISION

My Y inspires people to reach their full potential.

# VALUES

Caring  
Honesty  
Inclusiveness  
Respect  
Responsibility



## PARTNERS

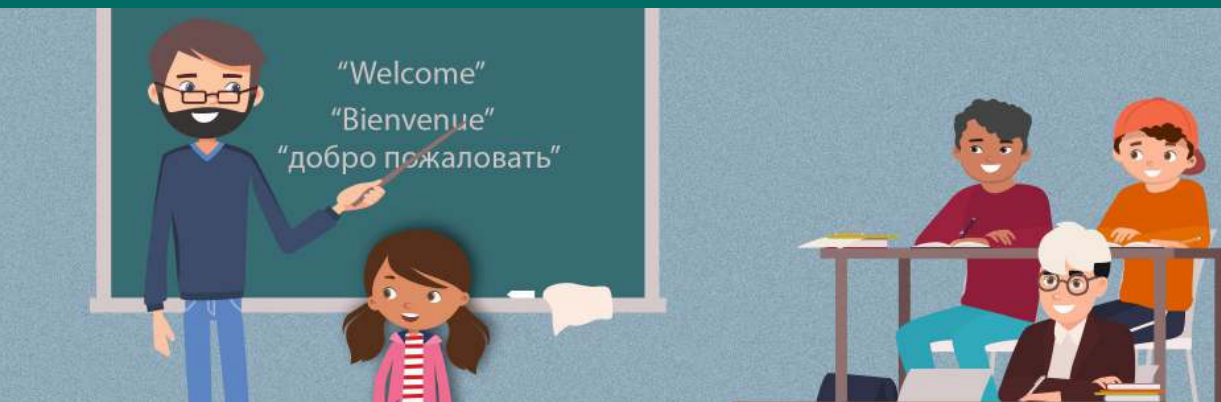
Thank you to all of our community partners; our shared commitment to collaboration increased our impact.

## STAFF

Thank you to the 1,380 staff members who committed to inspiring people to reach their full potential.



Last year, over 111,700 people benefitted from YMCA of Simcoe/Muskoka programming.



## VOLUNTEERS

Thank you to over 600 volunteers who committed 25,000 hours of their time to help build a healthy community.

## DONORS

Thank you to over 3,800 donors who committed to making the Y one of their charities of choice.



### SENIOR STAFF

**Rob Armstrong**  
Chief Executive Officer  
**Fiona Cascagnette**  
Vice President  
**Lianne Gorbell**  
Manager of Executive & Association Services

**Karen Pulla**  
Vice President  
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Vice President  
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Vice President

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Business Owner / Director of Sales & Marketing  
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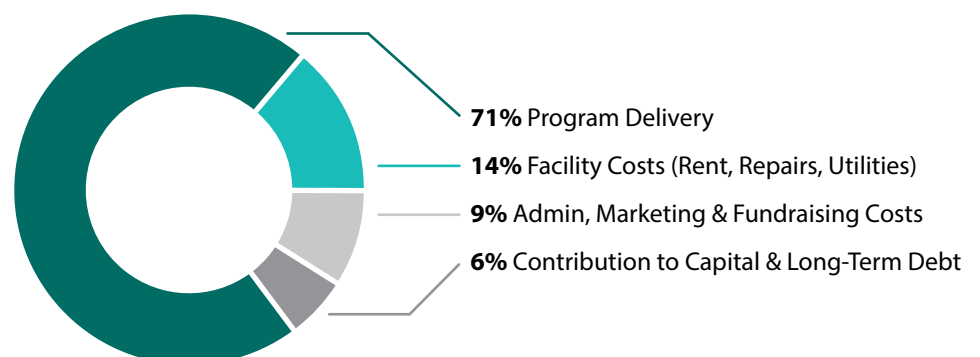
**Jeff Long**  
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**Scott Young**  
Land Development Manager

## FINANCIALS

### Fiscal Year 2018 (in thousands)

Sources of Funding	\$46,580
Financial Assistance Given by the Y	(\$970)
Net Revenue	\$45,610
Expenses	\$43,029
Contribution to Debt and Assets	\$2,580
Revenue Growth	9%
Contribution to Development as % of Revenue	6%

### Expenses as % of Revenue



Charitable # 119215119RR0001