



YMCA of Simcoe/Muskoka:

# Community Needs Survey

Summary Results

June 2020

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The YMCA of Simcoe/Muskoka is an Imagine Canada accredited charity serving Simcoe, Muskoka and Parry Sound. We are committed to nurturing the potential of children, youth and families, promoting healthy living and fostering social responsibility within the community. In keeping with our commitment to inclusiveness and accessibility, the YMCA of Simcoe/Muskoka offers financial assistance to those unable to afford program fees, providing over \$1,000,000 in financial assistance to 15,000 children, youth, adults and seniors to access to YMCA programs annually.

## Last year, over 110,000 people benefitted from YMCA of Simcoe/Muskoka Programming



**1,400+**  
Staff

**600+**  
Volunteers

**3,600+**  
Donors

Improved the well-being  
of over **110,000**  
people



Which leads to:



Greater **longevity**

**Decreased risk** of disease



Better **immune function**

Increased likelihood of  
**volunteering**



**Healthy  
communities**  
across Simcoe,  
Muskoka, and  
Parry Sound

# Survey Overview

- The communities we serve need our support now more than ever
- To do this effectively, we launched the 'My Y. My Community.' Needs Assessment Survey
- The survey was released on May 1<sup>st</sup> and closed on May 15<sup>th</sup>
- The survey was distributed to all of our Y participants, partners, staff, volunteers and community members via email and through our social media channels
- There were a total of 610 responses

# Positive Feedback

*“You are doing a great job! Thank you for getting ahead of this!”*

*“My kids miss their providers so much.”*

*“Hopefully somehow the Y can reopen someday.”*

*“Thank you for all your support during these hard and uncertain times. It means a lot to have an organization that cares for their people and their community.”*

*“Miss you YMCA!”*

*“You do a great job for Collingwood and area, all staff and volunteers are pleasant, knowledgeable. They are a great asset to the community.”*

*You are doing the right thing right now by being closed and suspending our membership fees, thank you.”*

*“Thank you for asking and I miss the exercise programs.”*

*“I appreciate access to individual training sessions through Zoom with Teresa.”*

*“I miss you!”*

*“I have so much hope and pride in our YMCA. It is growing and changing and I think that is wonderful. We can still do more! Connection with other YMCAs and gathering information on how their models have worked for their communities is key! Let's be innovative and learn more!”*

*“Only that they do great work and thank you!”*

# Positive Feedback

*"Appreciate everything you do."*

*"The Y was my lifeline as a new widow. Social interaction was wonderful as well as active programs."*

*"The triathlon group I'm a part of has an online chat and we've been checking in with each other and encouraging our fitness goals- we are all connected through the YMCA! I miss seeing friends and community members and look forward to reconnecting over fitness."*

*"We love the YMCA, and look forward to being able to resume going."*

*"You're doing a good job."*

*"I'm really missing my 3 times a week at the Y for the gym classes and yoga classes. Perhaps, with social distancing we could engage in these classes once again?"*

*"Let's not overthink and create problems that are not even there! The Y is tough and resilient and has creative minds that will take it to new heights! Our new slogan should be 'Challenge Excepted!'"*

*"People really miss the YMCA."*

*"One day at a time ! :)"*

*"You do a fantastic job! I have taken Leadership training hosted by you and it was a fabulous opportunity at a reasonable cost allowing my employer to afford. You have so many talented and devoted people. I am convinced that you can see the future for not only our senior, retired population, but for the new technological environment coming to our workplaces. The world will be different. You've got this!"*

# Positive Feedback

*"That I selfishly look forward to the new building."*

*"Our family loves the Y! Didn't realize how much it was a part of our daily lives until we could not attend."*

*"That they are already doing a great job supporting the communities through this pandemic. Keep it up!"*

*"I think you guys do a great job!"*

*"Our Y team is amazing and always goes the extra mile. They are also very creative and probably have some great ideas."*

*"We miss going on a regular basis."*

*"I would like to thank the YMCA for stopping payments during the epidemic without the need for me to do so. Although I'm on a reduced payment plan due to disability, every dollar counts."*

*"The Wasaga YMCA is exceptional."*

*"Keep up your good work."*

*"You are missed!"*

*"I LOVE and miss my YMCA!! My mental health needs my Y!"*

*"I would like to take this time to thank you for the on line programs you have provided. I have done them daily since March 15th. They have kept me in a healthy mind and body."*

*"The Y has always wanted to become a centre of community. This may be the catalyst that drives this to fruition."*

*"Thank-you for launching Y@Home, it is a great resource."*

# Positive Feedback

*"Skid Watson always said challenges are opportunities. Now is the time for the Y to take the lead in helpful services outside physical fitness - mental health, support services and so on."*

*"We're all in this together."*

*"The Y is a symbol of leadership and support in our community and provides its members with a sense of belonging. The Y has the opportunity to shine during times of crisis. I believe the Y will be appreciated anew and under a different light as we rebuild our Collingwood community post COVID-19. I love my Y!"*

*"I think it is a great well-run organization."*

*"The Y does a fantastic job of creating a welcoming, inclusive and comfortable atmosphere for one and all and a wide variety of excellent programs that address physical and mental health. Keep up the great work!"*

*"We love the YMCA, and look forward to being able to resume going."*

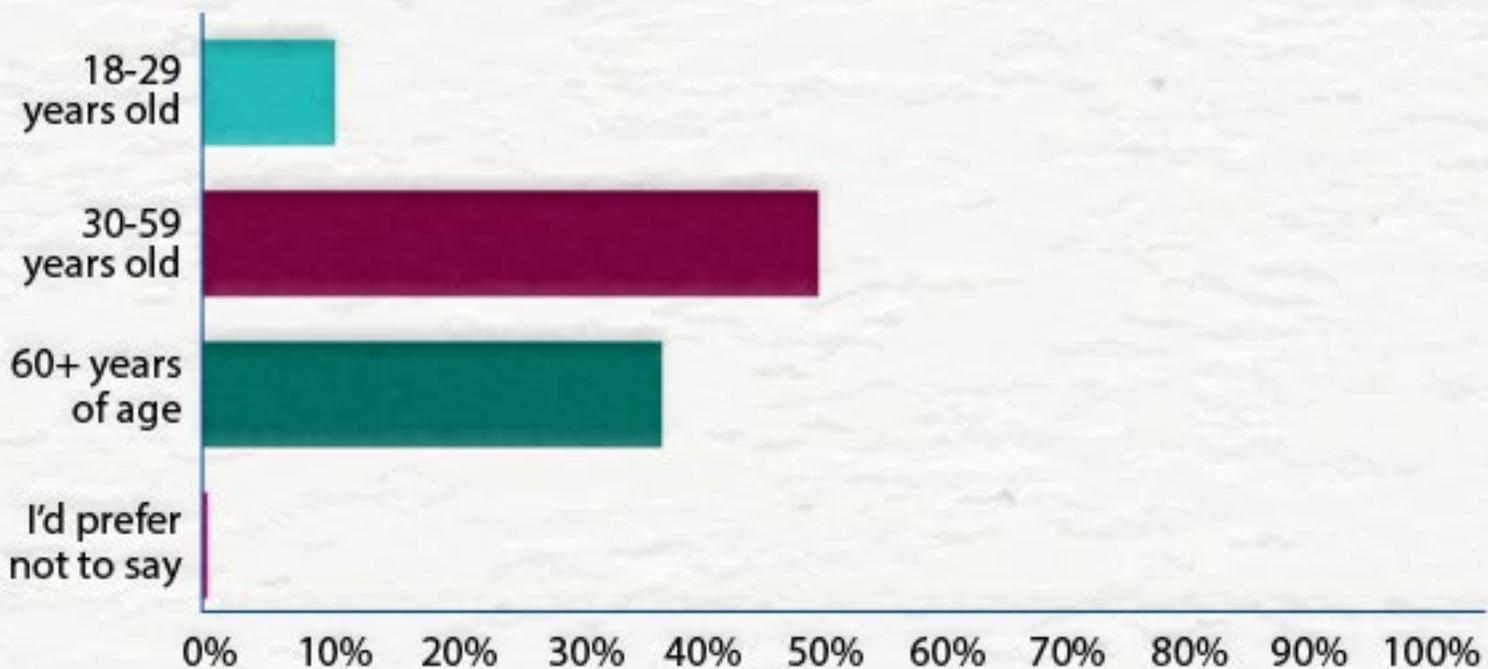
*"You are an outstanding community resource! Stay with us!!"*

*"MY Y supports me and I will continue to support the Y in any way that I can. Management has been productive, supportive and innovative in creating balance and drive towards maintaining programming and rapid change. GO TEAM!"*

*"Y does a lot!"*

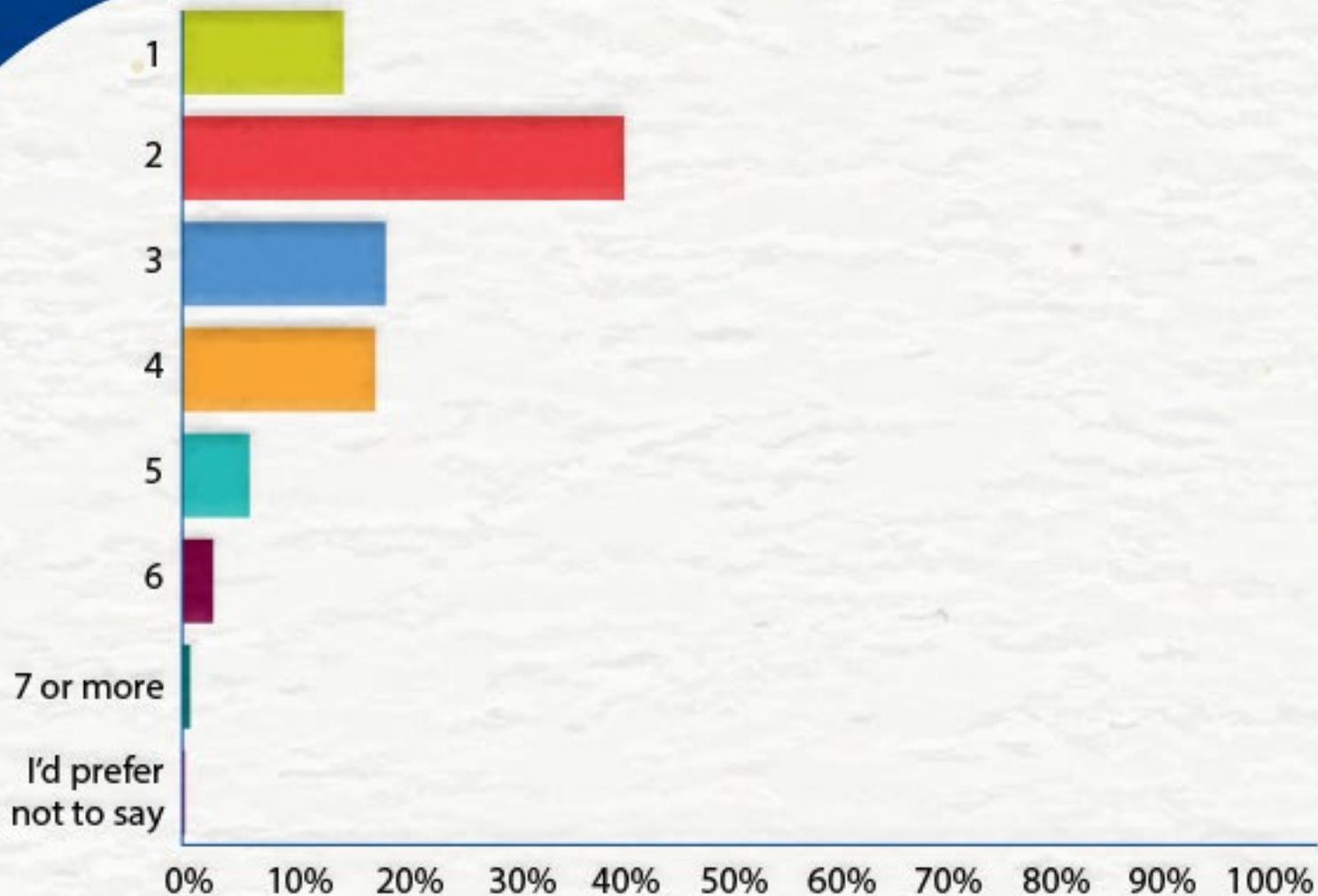
# Demographic Information

# What is your age?



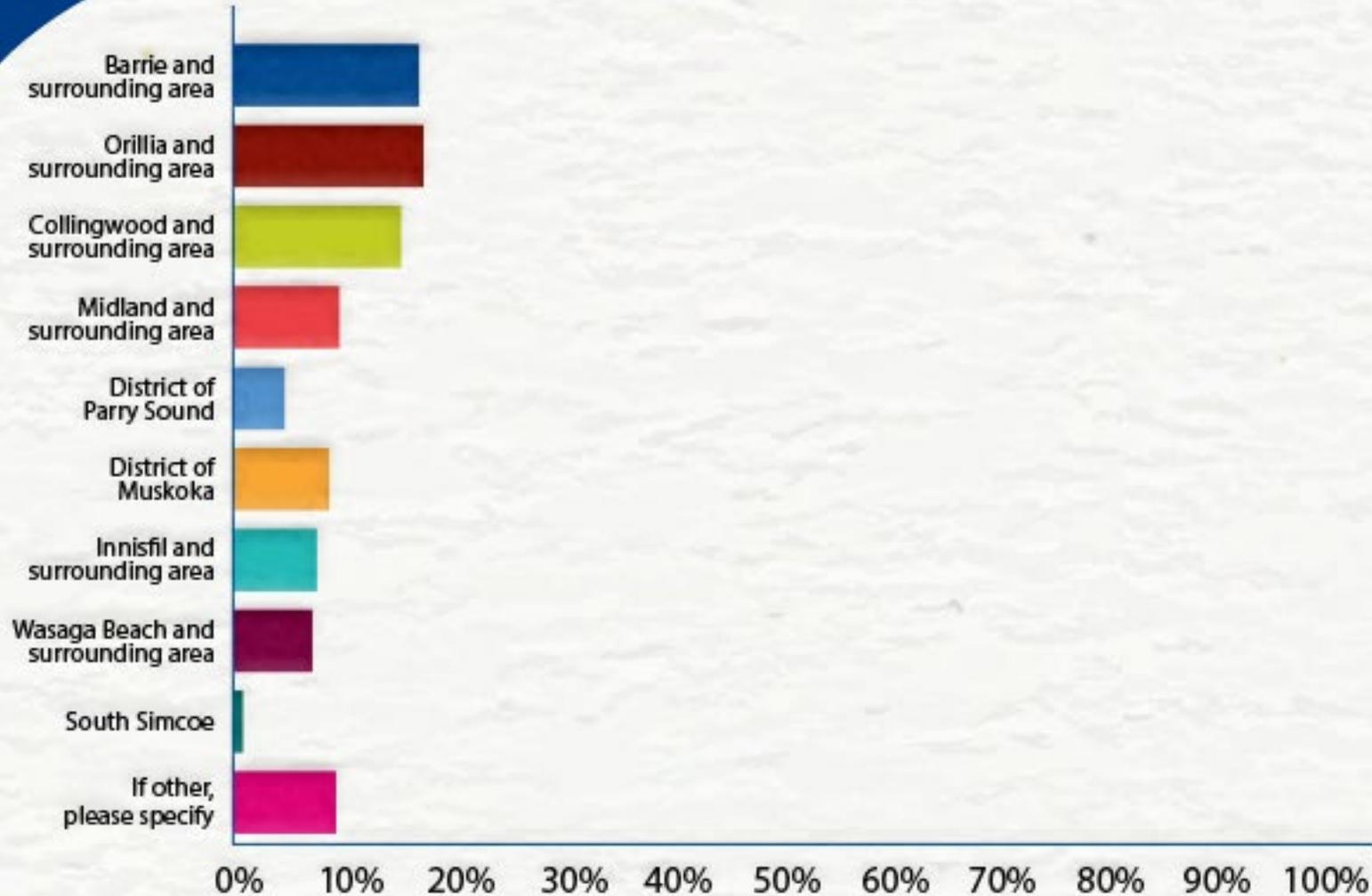
Answer Choices	Responses	
18-29 years old	11.31%	69
30-59 years old	50.82%	310
60+ years of age	37.38%	228
I'd prefer not to say	0.49%	3
<b>Total</b>		<b>610</b>

# How many people live in your household?



Answer Choices	Responses	
1	14.10%	86
2	40.82%	249
3	17.21%	105
4	17.05%	104
5	6.72%	41
6	2.95%	18
7 or more	0.98%	6
I'd prefer not to say	0.16%	1
<b>Total</b>		<b>610</b>

# What geographic location do you identify with?



Answer Choices	Responses	Count
Barrie and surrounding area	17.38%	106
Orillia and surrounding area	18.36%	112
Collingwood and surrounding area	15.41%	94
Midland and surrounding area	9.67%	59
District of Parry Sound	4.26%	26
District of Muskoka	8.85%	54
Innisfil and surrounding area	7.87%	48
Wasaga Beach and surrounding area	7.38%	45
South Simcoe	1.48%	9
If other, please specify	9.34%	57
<b>Total</b>		<b>610</b>

Note: 'other' communities include: Mulmur, Washago, Huntsville, Elmvale, Lake of Bays, North Bay, New Tecumseth, Alliston, Peel, Oro-Medonte, Owen Sound, North Simcoe, Toronto, Guelph, Grey Highlands, Gravenhurst, Clearview, Waubashene, Waterloo, Oakville, Hamilton, Weagamow Lake



**YMCA of  
Simcoe/Muskoka**

# **Survey Results: Individual Impacts**

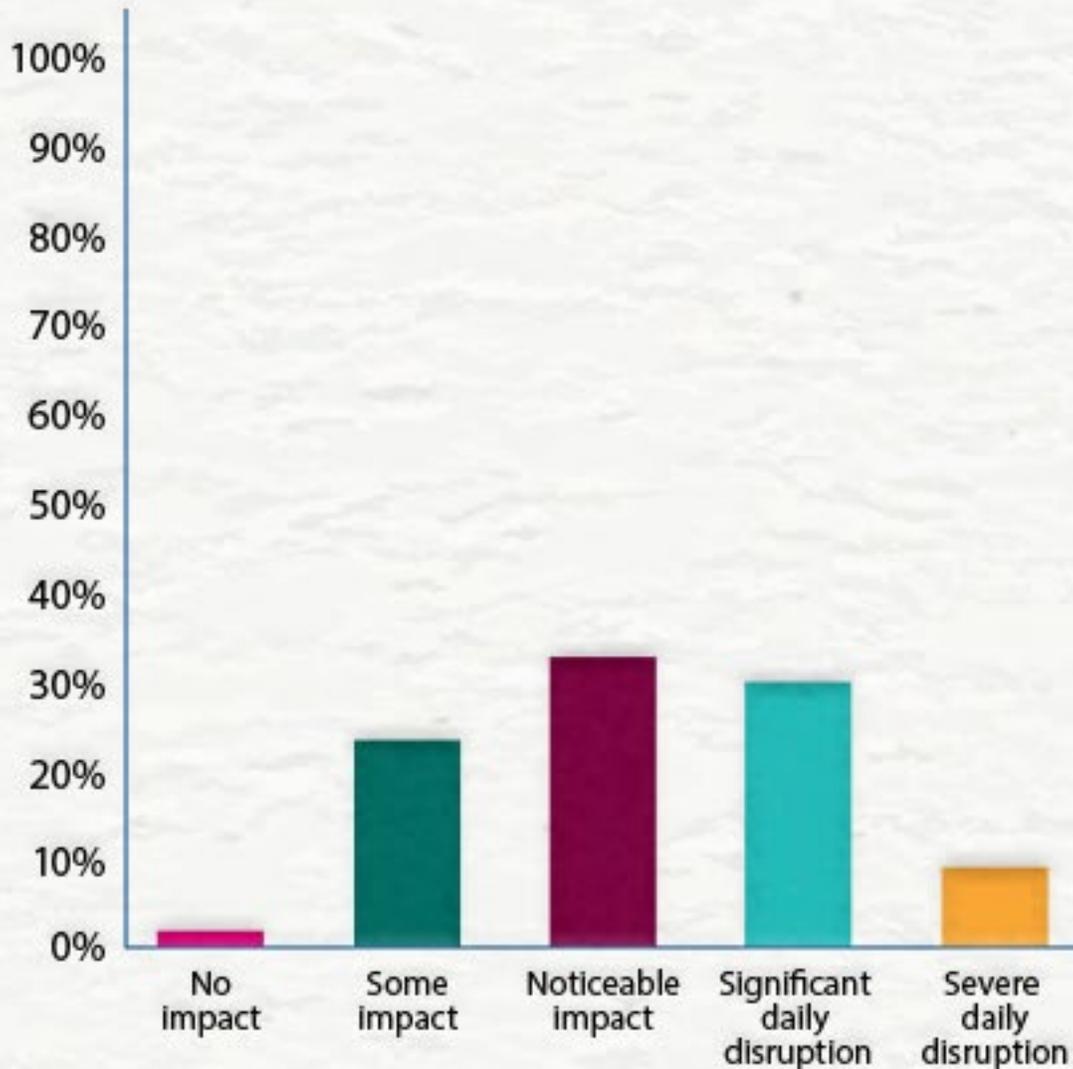
# Overview

- The following section provides an overview of the survey responses related to the individual impacts that respondents have experienced or are experiencing throughout the course of this pandemic
- No significant impact was reported relative to transportation, housing, clothing or child care
- While child care was not reported as having a significant individual impact to those that completed the survey, we suspect it is because almost 40% of those that completed the survey were 60+ years of age
- Additionally, it should be noted that while there was no significant individual impact for child care, it was listed as one of the main services that the community was currently lacking within the 'awareness and access to community care' unmet needs category

Over 95% of respondents indicate that the COVID-19 pandemic has had an impact on themselves and their household.

*Approximately 40% indicate that the disruption has been significant to severe.*

Overall, how much has the COVID-19 pandemic affected you and your household?

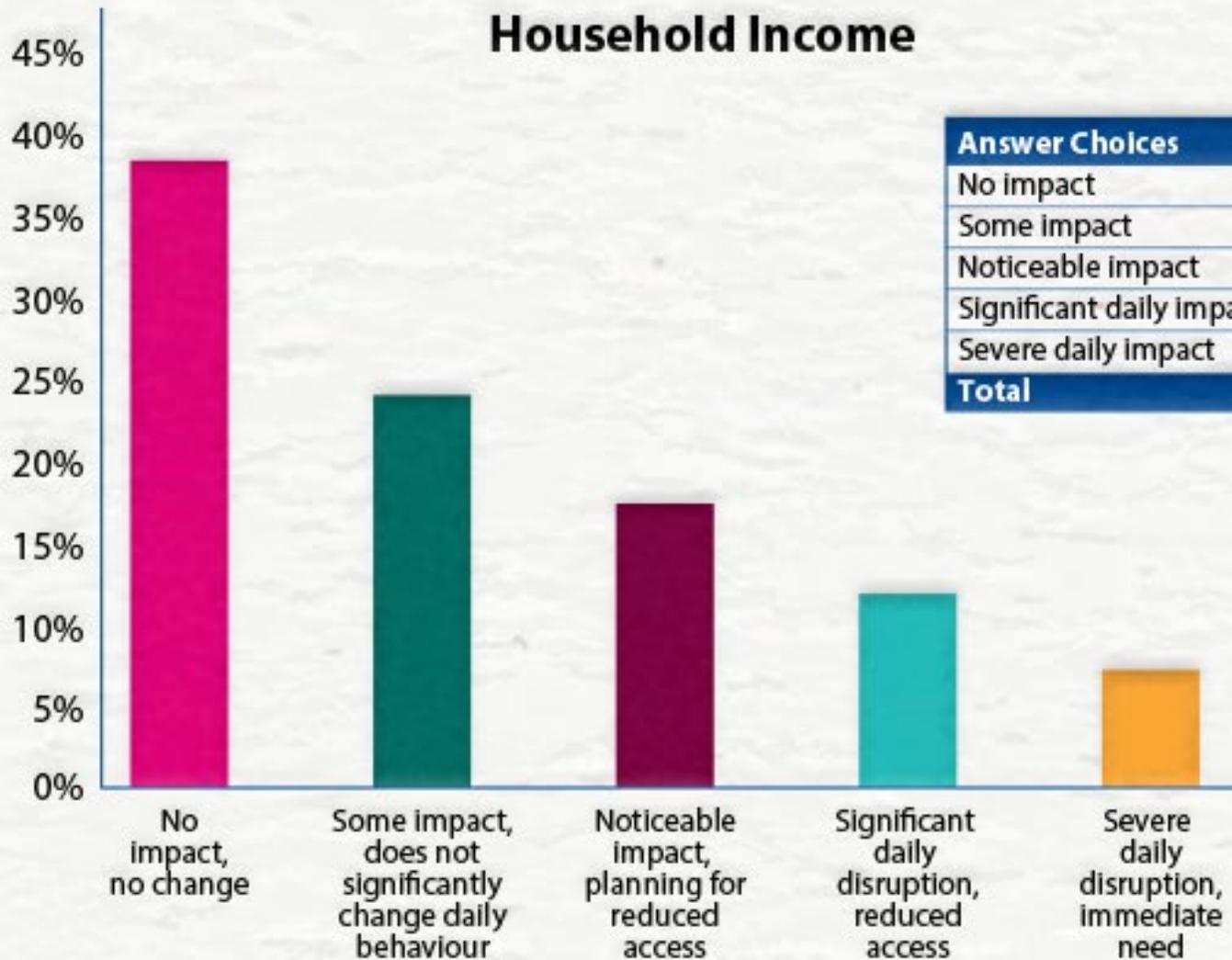


Answer Choices	Responses	
No impact	1.97%	12
Some impact	24.26%	148
Noticeable impact	33.61%	205
Significant daily impact	30.66%	187
Severe daily impact	9.51%	58
<b>Total</b>		<b>610</b>

Over 60% of respondents indicate that their household income has been negatively impacted due to the COVID-19 pandemic.

*Approximately 20% indicate that the disruption has been significant to severe.*

How has your access to household income been impacted due to the COVID-19 pandemic?



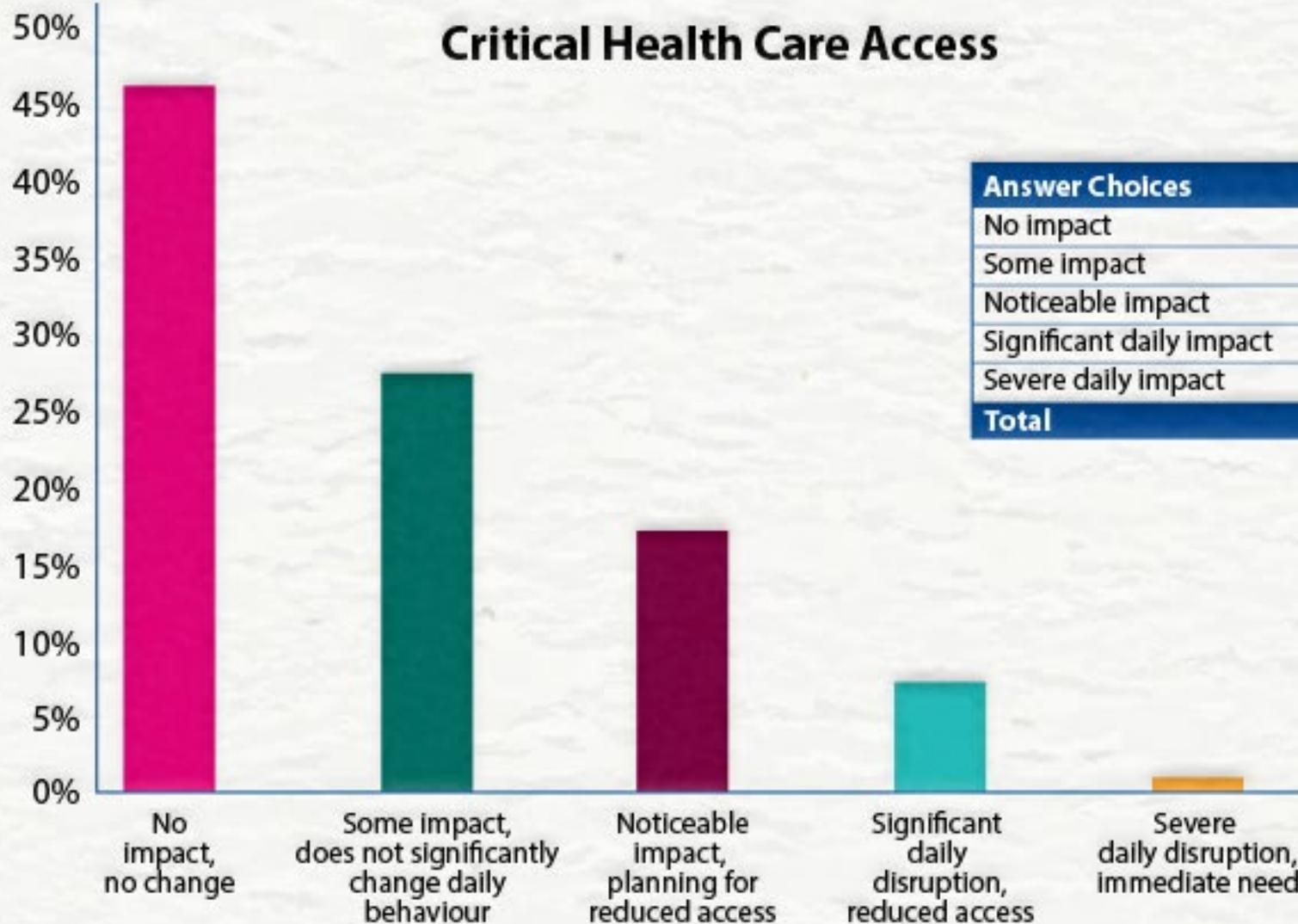
Answer Choices	Responses	Count
No impact	38.19%	233
Some impact	23.80%	145
Noticeable impact	17.69%	108
Significant daily impact	12.40%	76
Severe daily impact	7.93%	48
<b>Total</b>		<b>610</b>



Over 50% of respondents indicate that their access to critical health care has been negatively impacted due to the COVID-19 pandemic.

*Approximately 9% indicate that the disruption has been significant to severe.*

How has your access to critical health care been impacted due to the COVID-19 pandemic?

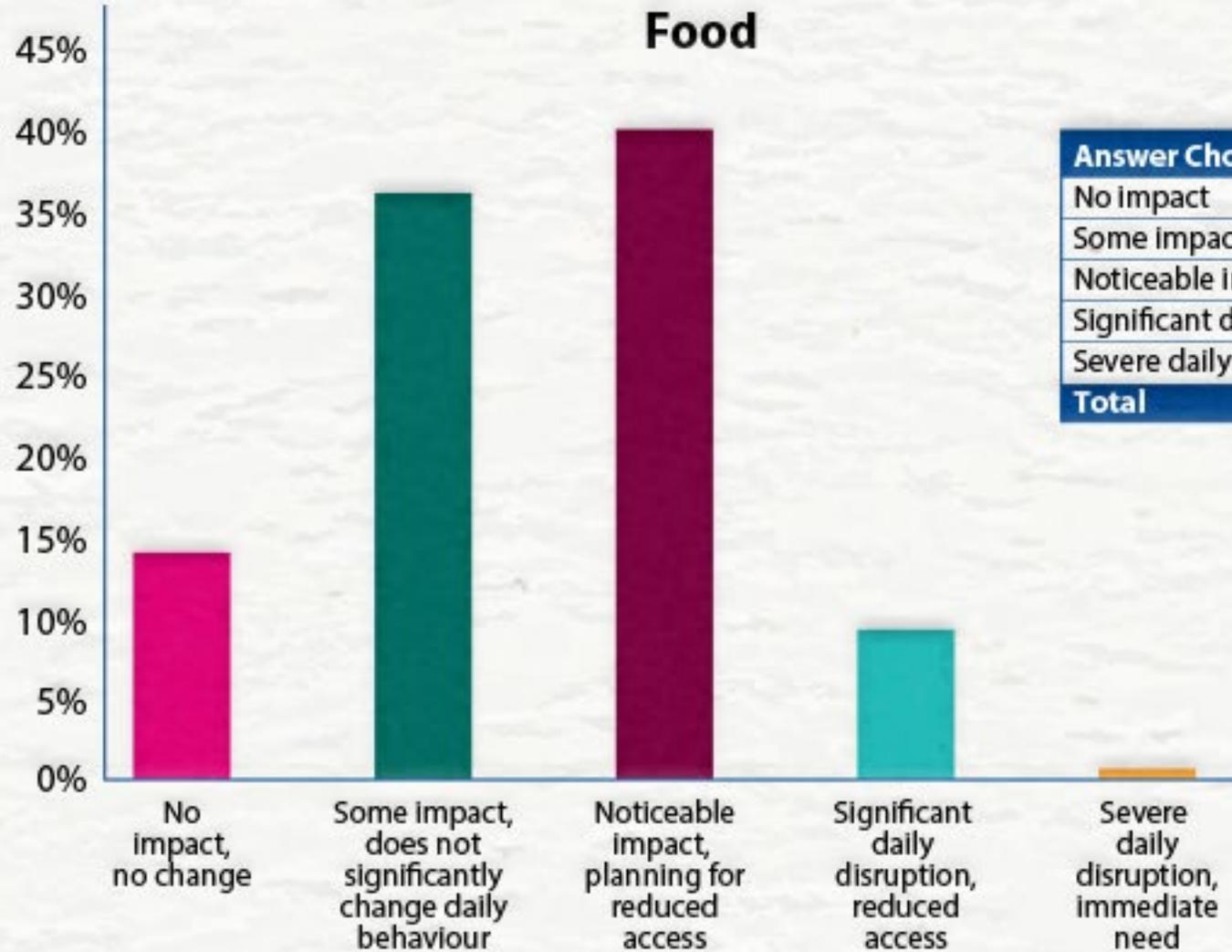


Answer Choices	Responses
No impact	46.61% 284.321
Some impact	27.44% 167.384
Noticeable impact	17.36% 105.896
Significant daily impact	7.44% 45.384
Severe daily impact	1.16% 7.076
<b>Total</b>	<b>610</b>

Over 80% of respondents indicate that their access to food has been negatively impacted due to the COVID-19 pandemic.

*Approximately 10% indicate that the disruption has been significant to severe.*

How has your access to food been impacted due to the COVID-19 pandemic?



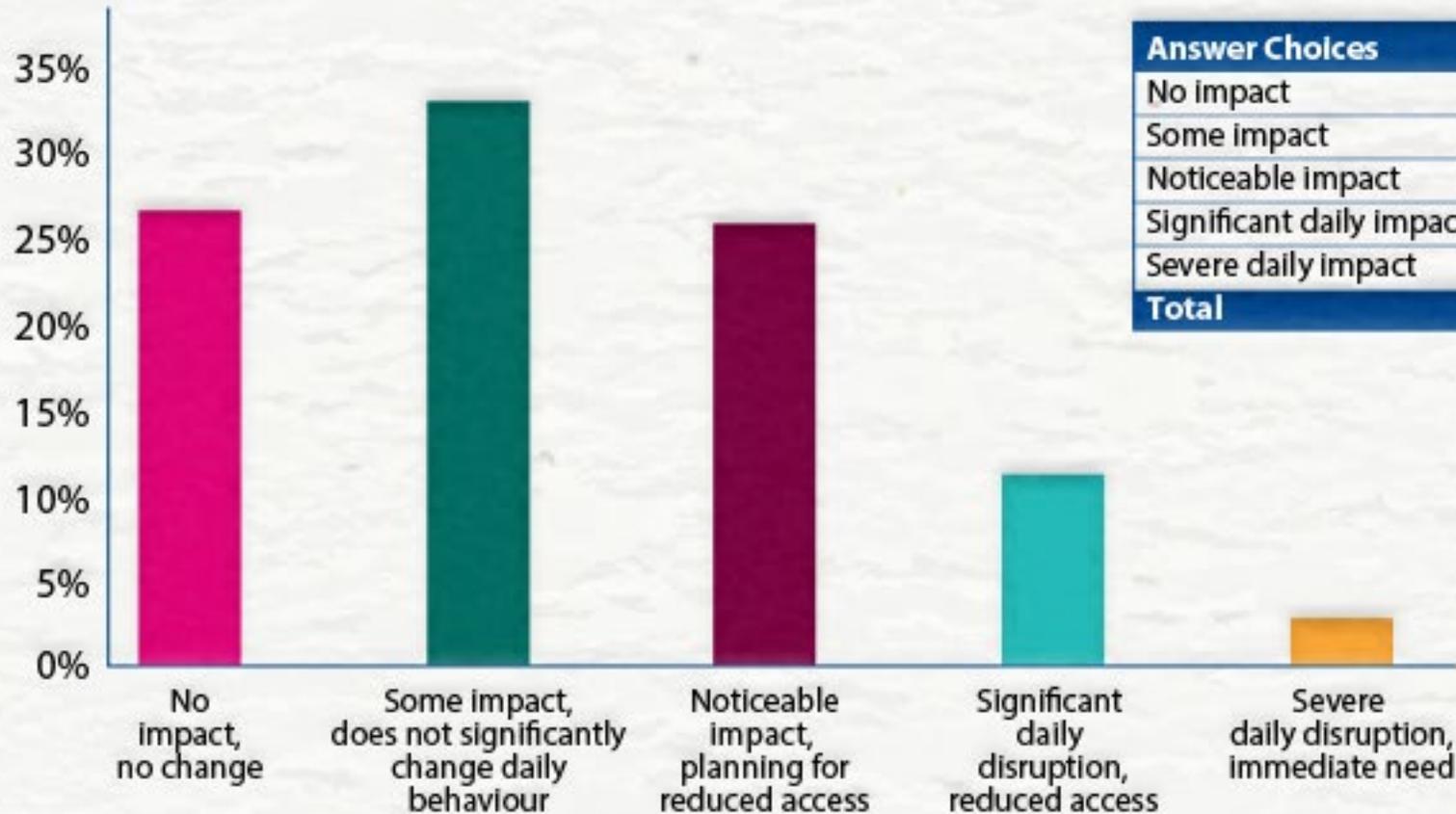
Answer Choices	Responses
No impact	13.82% 84.302
Some impact	35.86% 218.746
Noticeable impact	40.30% 245.83
Significant daily impact	9.70% 59.17
Severe daily impact	0.33% 2.013
<b>Total</b>	<b>610</b>



Over 70% of respondents indicate that their access to preventative health care has been negatively impacted due to the COVID-19 pandemic.  
*Approximately 15% indicate that the disruption has been significant to severe.*

How has your access to preventative health care been impacted due to the COVID-19 pandemic?

### Preventative Health Care



Answer Choices	Responses
No impact	26.81% 163.541
Some impact	32.57% 198.677
Noticeable impact	25.82% 157.502
Significant daily impact	11.68% 71.248
Severe daily impact	3.13% 19.093
<b>Total</b>	<b>610</b>



Over 70% of respondents indicate that their access to household supplies has been negatively impacted due to the COVID-19 pandemic.

*Approximately 5% indicate that the disruption has been significant to severe.*

How has your access to household supplies been impacted due to the COVID-19 pandemic?

### Household Supplies



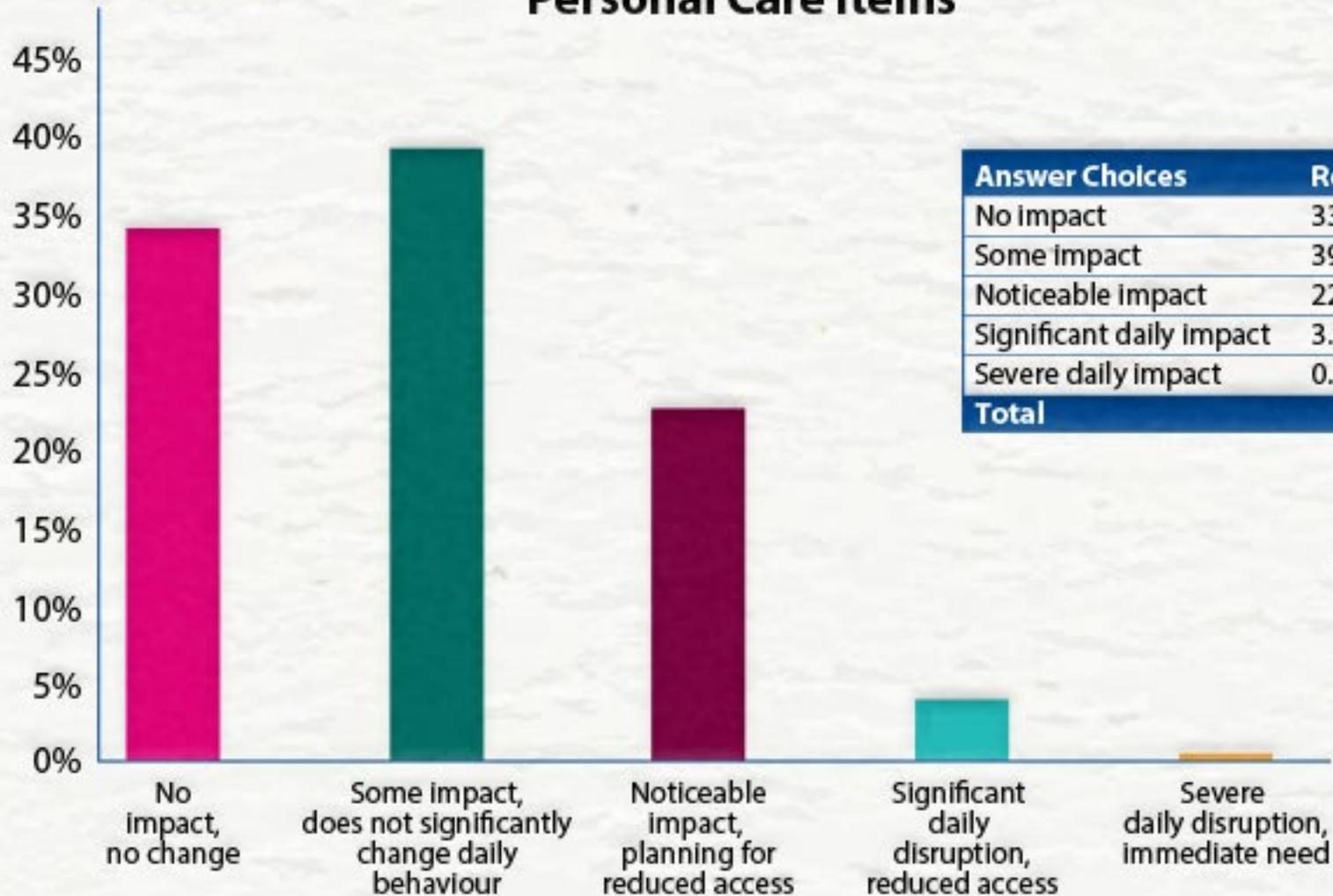
Answer Choices	Responses	
No impact	23.72%	144.692
Some impact	42.50%	259.25
Noticeable impact	29.00%	176.9
Significant daily impact	4.61%	28.121
Severe daily impact	0.16%	0.976
<b>Total</b>		<b>610</b>

Over 60% of respondents indicate that their access to personal care items has been negatively impacted due to the COVID-19 pandemic.

*Approximately 4% indicate that the disruption has been significant to severe.*

How has your access to personal care items been impacted due to the COVID-19 pandemic?

### Personal Care Items

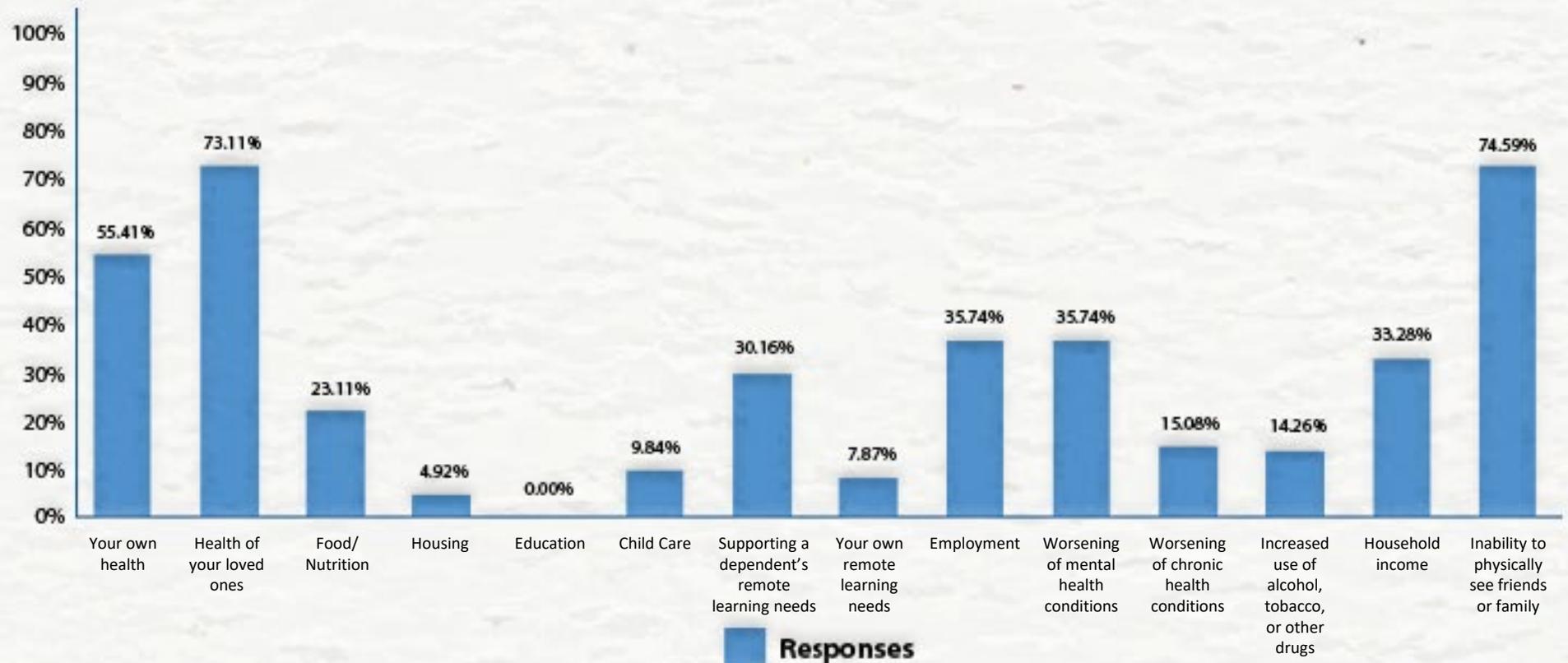


Answer Choices	Responses
No impact	33.72% 205.692
Some impact	39.50% 240.95
Noticeable impact	22.64% 138.104
Significant daily impact	3.97% 24.217
Severe daily impact	0.17% 1.037
<b>Total</b>	<b>610</b>

# Top 3 Primary Concerns

What are your primary concerns at this time?

1. 74% of respondents indicate that their primary concern is their 'inability to physically see friends or family'
2. 73% of respondents indicate that the 'health of your loved ones' is their primary concern
3. 55% of respondents indicate that their primary concern was 'your own health.'



**Note: Respondents were able to select more than one primary concern.**



YMCA of  
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# Survey Results: Community Impacts

# Overview

- The following section provides an overview of the survey responses related to the community impacts that respondents have experienced or are experiencing throughout the course of this pandemic as it relates to two factors:
  - Unmet needs – needs of the community that are currently not being met, either because there are insufficient resources, unavailable services due to closures, or because there are new needs that have surfaced throughout the pandemic
  - Primary concerns – a concerning matter that has been identified as one of significant importance that has surfaced throughout the pandemic



# Unmet Needs Overview

Respondents were asked about the unmet needs for their community that have surfaced due to the COVID-19 pandemic. A review of the open-ended responses led to the creation of 7 general categories of unmet needs. Responses were grouped and tagged by the following themes:

1. Leisure and  
comfort needs



2. Cognitive needs



3. Basic needs



4. Safety, stability, and  
security needs



5. Social needs



6. Awareness and access  
to community care needs



7. Health-related needs



# Unmet Needs Defined

The following provides an overview of the scope of each of the unmet needs along with an example of a verbatim participant response from the survey.

**Leisure and comfort needs:** activities and/or items that nourish the soul and provide people with the energy to keep them healthy and happy. Including fitness.



*"We need more positivity in our community. We are COVID saturated. We need fireworks, music, and things to be grateful for. If not for the stressed-out adults, for the kids."*

**Cognitive needs:** the desire to know (awareness), to learn and to understand. The need for meaning and predictability.



*"We would like to help our community safely but don't know necessarily how."*

**Basic needs:** includes the necessities that are vital to survival, such as the need for food, water, income, cleaning products, PPE, internet etc.



*"Money for everyday items. Some people have fallen through the cracks."*

**Safety, stability and security needs:** items and protocols that keep us safe from harm. This includes shelter, job security, employment, safe environments, physical distancing measures, law & order, etc.



*"With the talk of business opening, I have a real fear about the second wave of the COVID virus and the increasing dangers medical professionals are reporting on children, including heart impacts."*

# Unmet Needs Defined

The following provides an overview of the scope of each of the unmet needs along with an example of a verbatim participant response from the survey.

**Social needs:** relates to the need for social belonging, relationships with family, friends, the community (including outdoor spaces) and companionship. A sense of connection (including with nature), trust and social contribution.



*“Like any community, government restrictions limiting socializing in person is probably the number 1 hardship. Eventually it will happen.”*

**Health-related needs:** access to health education, preventative care, and mental health care, treatment, rehabilitation services, etc.



*“I am concerned about the number of surgeries for cancer and coronary conditions that have been significantly postponed, thereby endangering the lives of those members of our community and the cavalier statement of our current provincial Health Minister who considers these people to be “collateral damage” because of the pandemic.”*

**Awareness and access to community care needs:** community initiatives, services or supports for individuals and/or families. Includes Child Care and school.



*“Husband and myself both frontline workers with no child care. Potentially endangering family members by having daughter go there on a daily and weekly basis.”*



# Unmet Needs Results

21% indicated an unmet  
'leisure and comfort' need



21% indicated an  
unmet 'safety, stability,  
and security' need



19% indicated an  
unmet 'basic need'



17% indicated an  
unmet 'social' need



16% indicated an unmet  
'awareness and access to  
community care' need



16% indicated an unmet  
'health-related' need



4% indicated an  
unmet 'cognitive' need



**Note: respondents may have indicated multiple concerns within their response.**

# Primary Concerns Overview

Respondents were asked about their primary concerns for their community within the next year. A review of the open-ended responses led to the creation of 6 general categories of primary concerns. Responses were grouped and tagged by the following categories:

## Psychological Concerns



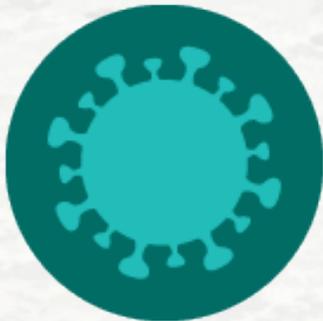
## Social Concerns



## Physical Concerns



## Community Spread Concerns



## Access/Reopening Concerns



## Economic/Financial Concerns



# Primary Concerns Examples

The following provides an overview of the scope of each of the primary concerns along with an example of a verbatim participant response from the survey.

**Social Concerns** – concerns about social isolation and when and how we will be able to socialize in-person again.



*“Social gatherings keeping our connections. How children will be able to interact.”*

**Psychological Concerns** – concerns about mental and emotional health at both a personal and community level (i.e. the psychological damage of social isolation, fear of contracting the virus, fear of others health, uncertainty of when the pandemic will end, etc.).



*“The unknown, as things are changing rapidly and we begin to adapt to a new normalcy.”*

**Physical Concerns** – concerns over one’s own, or another’s physical health due to lack of mobility, contraction of the virus, etc.



*“Due to my age (70), how cautious I will need to be in the community until a vaccine is available including access to the YMCA and your equipment.”*



# Primary Concerns Examples

The following provides an overview of the scope of each of the primary concerns along with an example of a verbatim participant response from the survey.

**Community Spread concerns** – concerns over a second or third wave as well as increased spread of the virus due to community transmission or lack of social distancing (reopening too soon and getting resurgence).



*“That people will not respect physical distancing and the virus will rear its ugly head.”*

**Economic/Societal concerns** – concerns related to income, education, employment, social supports, economic recovery and the economy’s finite resources being insufficient; leading to scarcity, recession, inflation, unemployment, poverty, etc.



*“The economic success of smaller businesses.”*

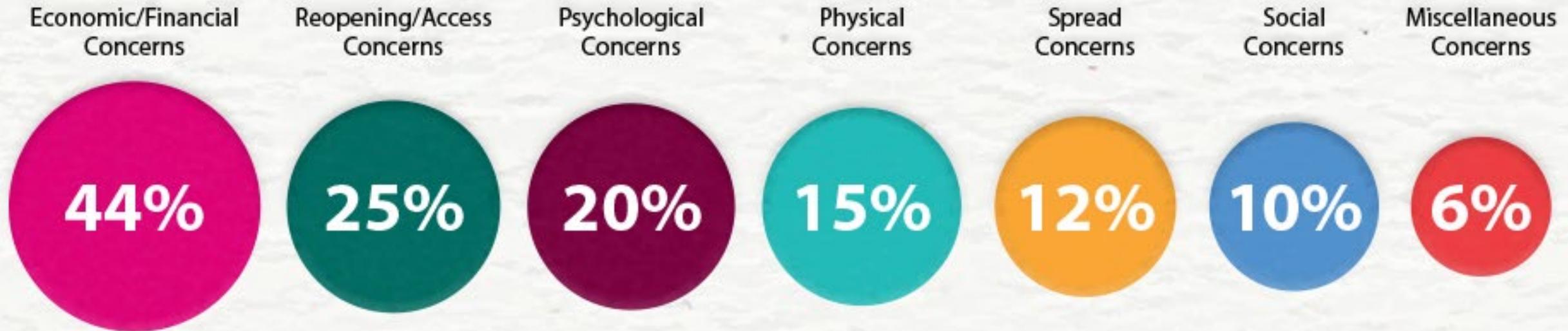
**Access/Reopening concerns** – concerns over the inability to access services, programs and/or products. As well as concerns of when and how programs and services in our community will reopen.



*“My main concern is for the educational domain which includes preschools. When will they open and when is it safe for them to reopen.”*

# Primary Concerns Results

## Primary concerns for the community within the next year:



Note: respondents may have indicated multiple concerns within their response.

# Join the Discovery Group

- As part of the YMCA of Simcoe/Muskoka Community Needs Survey we invited members of the community, volunteers and staff to join our Discovery Group
- Through that effort, we received over 150 volunteers that expressed interest in being a part of our Discovery Group
- Over the next 12 months, we will be reaching out to our Discovery Group members via phone interviews, surveys and polls to obtain their perspective and input on ideas and suggestions as we reimagine the YMCA
- Community involvement and feedback will help us shape strategies and find ways to continue to deliver important programs and service to the communities we serve
- Your opinion is valued and we want to hear from you!
- Join our Discovery Group today by filling out the following form: [YMCA Discovery Group Questionnaire](#)

# Thank You!



# Mission, Vision, Values

## **The YMCA Mission**

### *What is our purpose?*

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.

## **The YMCA Vision**

### *What do we want to achieve?*

My Y inspires people to reach their full potential.

## **The YMCA Values**

### *What guides our decision making?*

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.

### **Caring**

My Y commits to building relationships and demonstrates compassion towards others.

### **Honesty**

My Y promotes integrity and trustworthiness.

### **Inclusiveness**

My Y welcomes and fosters a sense of belonging for all.

### **Respect**

My Y treats all persons with dignity and acceptance.

### **Responsibility**

My Y keeps its promise and does what it believes is right.



If you have any questions or would like to learn more about the YMCA of Simcoe/Muskoka's Community Needs Survey please reach out to us at [discover@sm.ymca.ca](mailto:discover@sm.ymca.ca)



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