



YOUR DONATIONS AT WORK

Donor impact update from the YMCA of Simcoe/Muskoka



Update from the CEO

As we settle into the New Year I'd like to start by wishing you a safe, healthy, and prosperous 2022. Our YMCA team is so grateful for the continued support and generosity we received from our communities in 2021. Despite the pandemic, 2020/2021 provided many opportunities for our YMCA to continue to deliver on our mission, vision, and values. I am proud to present our latest Annual Report, linked below, to highlight the many ways we responded to emerging community needs, transitioned programming models, and sought out new avenues to strengthen communities today and into the future.

The last few months were a beautiful reminder that together we can do great things. November ended off with a very successful Giving Tuesday. We raised

over \$30,000 thanks to many gifts from people like you including our anonymous matching donor. The generosity continued throughout the season of giving and has given us so much to be grateful for. Our work to build a stronger, healthier communities is possible because of you.

We look forward to our continued growth and building capacity within our organization, strengthening our ability to deliver on our mission by:

- Growing our Sustaining Donors program to ensure consistent revenue and allow for a more long-term planned approach to program delivery
- Moving forward with 100 Reason's Y campaign to build a new Barrie YMCA Community Hub in the downtown core
- Introducing a new Senior Director of Philanthropy to build upon the success of our charitable efforts, raising funds, engaging volunteers and maximizing the impact of our work in the community. Completing the development of a three-year strategic plan that will be introduced summer of 2022

These steps forward would not be possible without the support and generosity of our communities or without the dedication and perseverance of our staff and volunteers. The Y is more than a place; it is an opportunity to learn, grow, play, heal, create, transform, connect and belong. When you give to the Y, you make this possible. I hope you enjoy reading the enclosed stories of success and appreciation of your generosity. The YMCA continues to bring people together, changing lives, and strengthening communities.

2020

2021

A YEAR OF CHALLENGES, CHANGE, AND OPPORTUNITY.

YMCA of Simcoe/Muskoka 2020/2021 Annual Report

More Than A Place, the Y is an opportunity to...



[Click Here to Learn How the Y is More Than A Place](#)



Camp Kitchikewana Endowment Fund Update

The YMCA of Simcoe/Muskoka and Camp Kitchikewana's Alumni Advisory Committee are committed to preserving the future of

"the camp we love, and long will cherish well." This is why an endowment fund was established to commemorate the camp's

100th anniversary in 2019. Thanks to donors like yourself, there is currently over \$846,000 in the fund in the Huronia Community

Foundation. In the coming years, additional funds will be contributed through outstanding campaign pledges and planned gifts (aka bequests, life insurance policies, etc.).

This past summer, as the camp ran modified programming due to the Covid-19 pandemic, the interest generated by the fund helped camp staff participate in in-person training sessions to ensure continued leadership at the camp next summer. This activity, as with all uses of the fund, was approved by our Alumni Advisory Committee.

We would like to thank Matt Ladner and Sean Weaser for co-chairing this amazing fundraising effort. We would also like to thank Paul Lawrence, who has generously committed to continuing matching all donations up to June 2022. On behalf of all campers and counsellors, past and present your commitment and investment in the future of Camp Kitchikewana means so much. Thank you for considering making an investment in the next 100 years of YMCA camping on Beausoleil Island.



Meet Courtney, A YMCA Success Story

"The Midland YMCA leadership program and the YMCA Youth Advisory Council (YAC) have had a large impact on my life. I originally got involved in the Midland YMCA's youth leadership group in grade 10. I had signed up for the leadership program as an after-school activity that I could do with my friend, however, it did not take long before I started building new friendships and feeling a sense of belonging within the YMCA leadership program.

The YMCA leadership program gave me the opportunity to get involved in my community by volunteering at local events. The program has taught me skills surrounding teamwork such as how to work effectively in a group. This led to improving my communication skills such as how to be an active learner. The Midland YMCA leadership program focused on the core values of the YMCA; Caring, Respect, Honesty, Responsibility and Inclusiveness. The weekly leadership activities incorporated these core values which improved my interpersonal skills. The skills that I have learned from the Midland YMCA leadership program have contributed to my success today."

The YMCA is committed to providing youth with opportunities to develop skills, build relationships and open doors for the future. We do this through a variety of programs including, health, fitness, recreation, aquatics, employment services, outreach counselling, volunteer opportunities, scholarships and more.

"What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others"
-Pericles

To discuss leaving a legacy gift with the YMCA please call 705-726-9622 ext 1450



Update on the New Barrie Y

More than ever, the Board of Directors of the YMCA of Simcoe/Muskoka are committed to building a new kind of Y in Downtown Barrie - a community hub where everyone belongs and can thrive. The commitment of \$29.9 million from the Provincial Government, paired with previous commitments from our generous donors and the County of

Simcoe, brings us that much more closer to achieving this goal.

The YMCA and the City have been working together on the site known as H-Block, located next to the library on the Worsley Street site. This is an ideal location for our shared goals and those of our partners. The proposed facility will have a three classroom licensed child care, health and fitness amenities, swimming pools, community meeting spaces, and an indoor playground. It will also have permanent space for cancer and cardiac rehabilitation programs delivered by the Royal Victoria Regional Health Centre and transitional housing for youth operated by Youth Haven. The Y has also begun meeting with Barrie Public Library staff to find new opportunities to work together. This new YMCA will support the Barrie Health Accord and the Community Safety and Wellbeing Plan. This will be the Y we need, for the Barrie we want.

We truly believe that this is the Y we need for the Barrie we want.



YMCA of Sierra Leone Receives 2021 NGO Award

Since 2005, the YMCA of Simcoe/Muskoka and the YMCA of Sierra Leone have held a mutually beneficial partnership to support one another as global citizens – a principle of YMCA's around the world. We are proud to announce that on Wednesday, December 8th, 2021 the YMCA of Sierra Leone received a national Award from Corporate Events Limited for being one of the best Non-Governmental Organizations operating in Sierra Leone. For our YMCA to be singled out as a recipient of this prestigious award is an achievement of no mean feat, given the number of NGOs operating in the country.

It is not a surprise to many when we consider the positive strides and impact YMCA-SL has been making in the target communities and lives of our beneficiaries over the years.

In 2021 alone YMCA-SL:

- Made interventions through the implementation of diverse projects ranging from education, youth empowerment, health to climate change in well over 300 communities and impacted 13,226 lives
- Provided medical aid to vulnerable communities in the Northern and Southern Regions

- Supported over 500 youth groups in gaining social enterprising skills with startup-capital in Freetown, Bo and Kenema
- Trained over 7,500 young people as Peace and Non Violence Ambassadors in Freetown, Bo and Kenema
- Planted over 100 mangrove trees in Lungi, over 500 trees in Kenema
- Disbursed livelihood Grants to 10 Villages across the country.
- Young people also benefited from training on Disaster Management with the main focus on fire prevention, Climate Change, Pollution, and other climate action activities nationwide.

This is not the first time that YMCA Sierra Leone has been awarded and recognized for its invaluable contributions to community development services and nation-building. Their exemplary leadership has been evident and inspirational throughout our many years of working together and we are incredibly proud of their work and look forward to many more years of this partnership.

The YMCA of Sierra Leone extends their tanks and appreciation to their local staff, volunteers and community as well as their global partners and donors. Click below to learn more about their work and the history of our relationship.

[Learn More About This Global Partnership](#)

Camp Registration Open

Although we still see snow on the ground, the countdown is on for the kick-off of summer camp and registration is now open. Last summer the Staff Development Program created a new All-Camp weekend theme; Astronauts versus Aliens! In the game, a team of astronauts and a team of aliens crash-land on a foreign planet.

As natural enemies, the teams will spend all day competing for a safe exit off of the planet. The evening program game for the day is called Space Tongs. In the crash, both teams' spaceships were completely destroyed, and the campers will compete to find hidden parts to repair the ships. Campers must collect more spaceship parts than the other team without being tagged by the Martians. The game ends with an awesome waterfront skit to find out the winner. The SDP team decided to test out Space Tongs with the first session of Leadership in summer 2021. The game was a huge success and we can't wait to play Space Tongs and Astronauts versus Aliens with our new campers this coming summer.

This is just one example of how Camp Kitchikewana combines imagination and creativity with skill development, teamwork and physical literacy to make for an amazing experience. Your generosity provides financial support so that no child has to miss out on camp due to the inability to pay the full fee.



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givingback@sm.ymca.ca



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