



YMCA Calgary



PHILANTHROPIC REPORT
2020 Year in Review

Thank You

To our valued donors, members and community partners,

The year 2020 no doubt will be remembered as a year of incredible challenge and one that required a high level of patience, ingenuity and generosity. With all we have been through and continue to face, I am truly humbled by your commitment and generosity to our YMCA community. We are so fortunate to have the support of you all, thank you.

Though a crisis brings uncertainty and dark days, it also spurs hope, humanity and generosity. As we faced months of closure and restrictions, our community remained steadfast in supporting the impact of the YMCA.

Support for our greatest needs were significant, enabling us to develop new programs and adapt current programs to meet the emerging needs of our community during the pandemic, as well as support our monthly operating expenses. Additionally, we continued our commitment to ensure no one was turned away from opportunities at the YMCA due to financial barriers. Even with periods of closure in 2020, we provided \$1,608,630 in financial assistance to children, youth and adults.

The impact of your generosity is highlighted in the following pages. With your support, spirits were lifted, hope won and community endured.

And now, we look to the months ahead and what we anticipate for 2021 and beyond. For some time, Calgarians' wellness has been on a slow decline and now due to the pandemic the levels of illness, stress, isolation and financial hardships have increased. Even with vaccinations on the horizon, the negative effects of the closures, restrictions and loss of connection to community will take some time to reverse. Mental health as well as physical health will be two critical areas of focus for YMCA Calgary as the community moves ahead in 2021.

Thank you for your generosity and commitment to YMCA Calgary and our community. We are proud to be working with you in tackling critical community needs.

Yours in health,



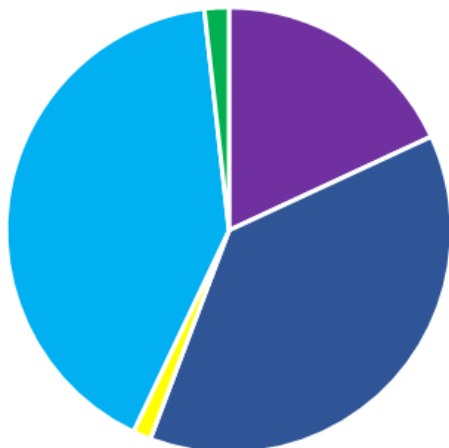
Shannon Doram
President and CEO

Philanthropy Impact in 2020



This year through the Let's Raise Campaign and various grants available in response to the pandemic, the following funding were received and in turn utilized to meet community needs.

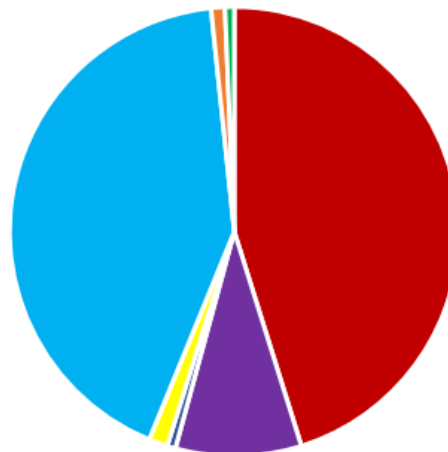
Community Need



Total Provided \$2,819,249

- \$509,855 Child & Youth Support
- \$1,061,635 Adult Support
- \$37,140 Outdoor Camp Experiences
- \$1,160,910 Youth Empowerment Programs
- \$49,709 Global Initiatives

Donations Received



Total Raised \$4,000,834

- \$1,885,287 Greatest Needs
- \$301,028 Child & Youth Support
- \$4,503 Adult Support
- \$35,730 Outdoor Camp Experiences
- \$1,746,958 Youth Empowerment Programs
- \$5,104 Global Initiatives
- \$22,224 Endowment

Highlights

Employee Assistance Program

On March 15, 2020 the Calgary Emergency Management Agency (CEMA) declared a state of emergency and mandated all YMCA locations to close. At that time, in order to protect the long-term health and viability of the YMCA, we made the difficult decision to temporarily lay off nearly 1,400 staff.

With the support of donors including the United Way of Calgary and Area, YMCA Calgary was able to set up an Employee Assistance Fund for the 1,400 staff who were laid off. Staff were able to apply for financial support, up to \$500 in 4 categories; Food, Medical, Mortgage/Rent and Utilities. 261 staff applied and were able to be supported through the fund.

Additionally, charitable support enabled us to continue health benefits for employees during their temporary layoff period.

Virtual Programming

During the initial phase of the pandemic, we pivoted our priorities to virtual programming that supported the health, wellbeing and education of our community and we focused on stakeholder communication to keep people connected to their YMCA community.

Transitioning to virtual programming is very new for the YMCA and the pandemic crisis pushed us to explore and learn about this new way of delivering impact to the community. Through quick execution, a virtual site was launched twelve days after our closure and was available to YMCA members and the entire community at no fee. We experienced high volume on the site, particularly in the fitness section which featured virtual workouts from YMCA instructors across Canada and the United States. Even once facilities re-opened, we continued to see high volume, averaging 30,000 unique visitors a month to the site.

Facebook LIVE

Our Facebook Live virtual classes launched on October 5th. These classes are all taught by YMCA Calgary staff and volunteers and include Cycle, Yoga, Full Body Strength, Core Strength, Gentle Fit and Interval Training. There are over 330 unique videos to enjoy and the response to this new offering has exceeded our expectations with the number of people engaging growing each month.

Highlights:

- 331 videos available
- 89,581 minutes viewed
- 76,518 people reached



QUOTES:

"Thankful for your class tonight. You got me moving and I feel so much better now!!"

"Thanks for an action packed 30 minutes. I thought it went super fast too!"

"This is so good, thank you so much."

"Good stretch workout. I like the balance aspect of it since it is a weakness I have."

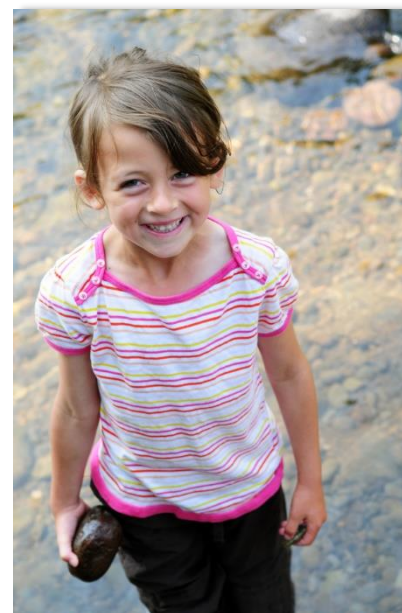
"Great routine. We miss your classes."

Health Screening Tool

When we reopened our facilities in July, we went to great lengths to ensure the health and safety of our participants, staff and volunteers. A tool to support safety included a digitized health screening survey that was completed prior to entry into our facilities. This tool was available in English, French, Hindi, Tagalog, Mandarin, and Punjabi to support the diverse population engaging in our YMCA community.

Summer Programming

In light of the state of emergency and closure of schools, workplaces, recreation and community events, we knew it was critical to the physical and mental health of individuals to offer a complement of summer programming. We also knew it would need to be much different than our traditional summer programs. We were up for the challenge to adapt our programs to meet the changing needs of our community. With donor support, we were able to develop customized summer programs for children, youth, adults and families to support their physical, mental and social well-being, with an intentional focus on their safe integration back into programmed activities. We were pleased with the success of these programs and the positive experiences had by all.



The YMCA Summer Moments of Play, Family Art and Nature

These half day programs gave participants the opportunity to play, be creative, explore, learn and connect with peers and their families. These activities put a smile on everyone's face - participants and staff.

YMCA Summer Moments with Nature at Camp Chief Hector YMCA

Research shows that time outdoors can lower stress hormone levels, enhance our immune system, increase self-esteem, reduce anxiety and improve mood. Though we could not offer overnight camp, we were so happy to be able to offer day programs for families and cohorts to explore fun activities at Camp Chief Hector YMCA.

A newcomer youth program for high school students

Keeping youth active during the summer months has always been a priority for YMCA Calgary. Through this program youth engage with a YMCA leader to learn and discuss aspects of Canadian society, develop their personal leadership skills and explore ways to promote community connections and development.

Indigenous family programming

We offered an Indigenous Family program that allowed families to gather and take part in traditional Indigenous games, activities and storytelling. Offered through a cultural lens, the program supports greater social connections, health and wellness, and provides a vital link for families to traditional Indigenous culture.

885
Children, Youth
& Families
Participated in
YMCA Summer
Moments

"Because of COVID-19, this program has been extremely important to Grace* being around and interacting with other children. She comes home after each camp smiling and so excited to tell me of the games they played. Thank you for offering this outdoor camp at this very stressful time for children."

"Camp Riveredge has been incredible for our son this summer. The staff and administrators have done an outstanding job at creating a welcoming, safe, and nurturing environment. Since March, the only glimmer of normalcy for our 8-year old son has been this camp. We cannot underscore more greatly the positive impact this has had on his mental and physical health, particularly during this time of the pandemic."

Fall Programming

Like food, water and shelter, socialization is a human need. Research shows brain functions are altered when an individual has limited human contact for prolonged periods of time, releasing stress hormones that affect mood and behaviors. In children, isolation also inhibits brain development, which goes through a major growth spurt in adolescence. The loss of navigating group dynamics, peer friendships and new experiences affects their relationships and resiliency in adulthood.

Given the negative effects of isolation, we were very excited to be able to offer programs again in the Fall. While there were limitations in place around number of registrants, YMCA Calgary felt compelled to provide safe, engaging and meaningful opportunities for children, youth and adults in Calgary.

- Due to the restrictions in place not all programs were able to be offered however we were thankful we could reopen Preschool programs, Calgary Flames Grade 6 YMCA Program, swimming, some health and fitness classes, youth sports and skating.
- Through community-based Youth Engagement Programs, which often occur in either schools or YMCA locations, we offered programs with both online and in person options. These remained in effect until schools moved online, then all programming did as well.



Participants Served in Youth Engagement Programs...

- 202 Youth** Math Tutoring Table is a program for motivated high school students, offered in partnership with the United Way of Calgary and Area through the “All In for Youth” initiative.
- 72 Youth** Alternative Suspension is designed as an out-of-school intervention model that helps students address root causes for their suspensions, build a positive relationship with school and ultimately stay in school.
- 140 Youth** YMAP is an inclusive afterschool program that supports high school youth who now call Canada their home. The program helps ease the transition to high school in a new country by building a healthy community for young newcomers to make friends and practice skills related to Canadian society.
- 133 Children & Youth** Through a holistic lens, Indigenous School Programs focus on supporting the positive development of young people and developing a positive identity as an Indigenous person in Canada.
- 125 Families** The Drum and Dance Program provides a safe environment for participants to learn about their culture, connect with others, and learn from Elders, all while gaining critical knowledge in health and wellness.
- 18 Young Adults** The YMCA Community Action Network (YCAN) is an innovative national program that engages leaders ages 15 to 30 across Canada to address a community need through service projects.
- 292 Adults** Language Instruction For Newcomers to Canada (LINC) is funded by Immigration, Refugees and Citizenship Canada (IRCC), this program supports newcomers by strengthening their listening, speaking, reading and writing skills.

UP Program



As of December 31, 2020, there are **61 LEAD UP** donors.

In total, they have committed over **\$1 million dollars** for the next 3 years.



At the beginning of 2020, YMCA Calgary had 29 TEAM UP donors.

By the end of the year there were **196!**

THANK YOU FOR YOUR GENEROSITY!!



Your support of \$25/mo + MATCHED by committed donors of \$25/mo



\$50/mo supports:



An adult to be healthy and active



A child to take a swim class



Nutrition for community-based leadership program

YMCA Calgary's Promise

We believe in people. We see their potential. We see strengths in our differences and inspiration in our diversity.

We are the neighbour you can count on, **a place for everyone**; A place to play, challenge yourself, to build resilience and to grow.

The journey may start with a splash, a bounce, or a crunch under your boots; and if we do our part, **it will lead to a healthier, more vibrant community.**

Your YMCA exists so that everyone has an **opportunity to belong.**



For more information, please contact:

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