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Healthy People for Healthy Communities

COMMUNITY IMPACT REPORT



YMCA OF FREDERICTON

#CommunityStartsHere

OUR MISSION

We are a charitable organization that works in partnership with our community to help everyone reach their full potential through the promotion of a healthy body, mind and spirit.

OUR VISION

Healthy People for Healthy Communities

OUR VALUES

The YMCA of Fredericton is guided by values that inform the way we act and the decisions we make:

Caring

Inclusiveness

Fun

Accountability

Respect

A Message to the Community

It goes without saying, that 2020 has been an unprecedented and challenging year for the YMCA of Fredericton and the world around us.

Before the pandemic hit in early March 2020 the YMCA was coming off another great year in 2019 with continued membership growth, seeing our Y easily surpassing 5,000 members recording its highest active membership number.

We had just completed year 2 of our equipment refurbishment plan, investing \$125,000 in much needed new fitness equipment and completed many upgrades to our pool and facility. In March of this year, the world came to a sudden stop because of COVID-19. Like many, we were immediately impacted and forced to shutter all programs, close our facilities and temporarily lay off staff. For our YMCA we were able to re-open to the community in phases; first offering much needed essential childcare services, followed by Health and Fitness and finally our Aquatics program.

With reduced capacities and understandable public hesitancy, membership was slow to return as we finished the year at 60% from the previous year's high watermark. Fortunately for our business like many, the Canada Emergency Wage Subsidy (CEWS) and emergency funding from the Province of New Brunswick has helped support our Y during this period of revenue loss and ongoing membership recovery. We anticipate that it is likely to take most of 2021 and into 2022 until we see a full return to our historical membership levels.

The positive in this is that our organization has prioritized financial sustainability and has worked hard toward that goal over the past several years. A positive year in 2020 aided by pandemic relief, coupled with our strong financial position heading into the pandemic will ensure our YMCA remains viable and capable to meet the community's needs.

Even during Pandemic times, we exceeded our Strong Communities Fundraising Goals generating \$176,359.17 to support our 1200 variable rate members during the year. Our Endowment Fund had an excellent year as well exceeding their financial goals.

This past year we completed a Human Resources review, an Aquatics review and a Building Condition Assessment, providing valuable information as we plan for the future.

As we manage our way of life during and post pandemic, our community will need support in various ways from our YMCA and we will be there for them. We continue to evolve and be strategic with deliberate decision making to ensure the best outcomes for our members, today and into the future.

We are grateful for our loyal membership, donors and volunteers. We are thankful to our hardworking and resilient employees and to our Board for providing leadership in a difficult time.

Entering into 2021, the final year of our Strategic Plan, we are pleased to have accomplished what we set out to do and look forward to setting a new direction our YMCA of Fredericton.

Sincerely,

Jason Dickson
President & CEO
YMCA of Fredericton

Ben Coles
Chair
YMCA Board of
Directors



Ben Coles, Chair
YMCA Board of Directors

Jason Dickson
President and CEO

Healthy People For
Healthy Communities



Moving Forward and Giving Back

Meet Jill Mersereau

Y Impact Story

No matter where Jill Mersereau finds herself on her fitness journey, she always comes back to the YMCA because she loves the sense of community here. "Everyone is welcome at the Y, regardless of ability, background or financial circumstances."

"Several years ago I was unemployed and going through a really difficult period. I knew I needed to keep working out for the sake of my mental health but I didn't really think I could afford a gym membership. When I spoke with the registration desk, they pointed me in the direction of their Membership Assistance Program. It was just the help I needed at that point in time.

Since that time, I've participated in several triathlons, various individual run, bike, or swimming events, and I've used the Y for my training. I even joined the Y Masters to train for a 10k swim from Quebec to New Brunswick a few years ago. It was tough, but the early morning swims and coaching really helped prepare me for the challenge.

During the past year I've been attending Monday night yoga classes, which have been a godsend for me during the pandemic. They've provided me with some much needed mental clarity, social time, and even laughter each week.

Now that things have turned around for me, I'm happy to pay it back, through a monthly donation to the Strong Communities Campaign. This program helps those who otherwise couldn't afford it participate in the Y's programs and service – people in similar situations to where I once found myself.

I'm very grateful for the work of my local YMCA."

Financial Statement

THE FREDERICTON YMCA INC.
Statement of Revenues and Expenditures
Year Ended December 31, 2020

	2020	2019
REVENUE		
Memberships	\$ 1,534,647	\$ 2,243,615
Childcare	794,695	1,225,946
Grants (Note 13)	1,266,027	710,927
Program fees	127,612	267,840
Cultures retail sales	116,189	166,871
Donations and fundraising	181,816	129,685
Administration fees	34,753	61,067
Facility rental	19,083	56,295
Other	571	1,969
	<u>4,075,393</u>	<u>4,864,215</u>
EXPENSES		
Salaries and benefits	2,104,076	2,615,862
Building and maintenance	437,066	570,845
Programs and services	247,324	532,657
Administration	263,566	505,228
Interest on long term debt	107,384	109,820
Cultures purchases	59,071	94,340
Bad debts	8,725	20,654
International projects	-	1,800
	<u>3,227,212</u>	<u>4,451,206</u>
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	<u>848,181</u>	<u>413,009</u>
OTHER INCOME (EXPENSES)		
Amortization of deferred contributions - capital assets	470,647	465,224
Amortization of capital assets	(799,768)	(773,500)
	<u>(329,121)</u>	<u>(308,276)</u>
EXCESS OF REVENUE OVER EXPENSES	<u>\$ 519,060</u>	<u>\$ 104,733</u>

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doyle | accountants
& advisors

YMCA OF FREDERICTON 2020 - 2021

Ben Coles

Chair

Erin Smith

Vice Chair

Mark Wies

Past Chair

Linda Speedy

Tony Vienneau

Dr. Philip Burton

Paul Bowman

Cheryl Scholten

Maria Conroy

Mark Hazlett

Don Roy

Emily Forestell

Jason Dickson

President & CEO



Did you know...



164

Families had a sense of security knowing that their child was in a safe and nurturing environment at the YMCA of Fredericton early learning and afterschool care centre.



The YMCA of Fredericton youth programs have provided over **1350** hours of physical activity to the children in our community during gym, swim and outdoor time.



163
Years of serving our community.



1200
Participants who could not otherwise afford YMCA of Fredericton Programs, saw their lives change thanks to financial assistance.



YMCA OF FREDERICTON

YMCA Employment services supported
2000

clients on their employment journey .



809

Users have downloaded the
YMCA of Fredericton App.

We launched our Online
50/50 Fundraiser in July and
have raised
\$7730.40

to date for the YMCA Strong
Communities Campaign!

30

Community Non-Profit Organizations received
annual memberships for their
residents/participants at no cost to their non-profit
organization through the YMCA Strong
Communities Campaign.



169

Students from AWSD & FSSD received a YMCA
School Scholarship for the 2020 School Year at no
cost to their family. Teachers nominate students
who would benefit from a Y membership.





YMCA Impact Story

A Place Where Everyone Belongs Meet The LeBlanc Family!

When I moved, from Toronto, and knew nobody, joining the YMCA gave me a sense of purpose, a way to make new friends and a chance encounter on the squash court with the man I would eventually marry. When my daughter first came to Canada from Ethiopia, she found a safe place in the YMCA Child Care program to transition to a new life, learn a new language and make her first friends.

We support the YMCA through the Strong Communities Campaign because we believe everyone should feel like they belong. We encourage you to join us and support the Y today!



YMCA Impact Story

Before and Now Meet Kristen Barnes

Kristen focuses on wellness in her story because “Wellness” encompasses so much more than looking a certain way or just being stronger and faster. Wellness is an ongoing process of feeling a sense of balance in one’s body, mind and spirit. She writes that she had convinced herself that “surviving could still be thriving”, but along the way, she realized that the time to make a change for herself was finally here.

“People keep asking me what my goal is. I don’t really have a specific answer. I want to be well, I want to be healthy, and while doctors and other medical professionals might tell you that comes with a specific number on a scale or measuring tape, I’ve discovered for myself it’s more than that. A number could never show that while I’ve lost pounds and inches, I’ve also lost some of the idea that I’m not worth the effort. I’ve fought the belief that I can’t do it. I’ve lost some of the tendency to burn myself out and feel too tired to take care of myself.”

Kristen’s story teaches us that it is important to try for oneself, and not for anyone else. Kristen has accepted that her transformation is a work in progress and that she is feeling better today than she has in the past. Kristen tell us that she has not submitted a “before” and “after” photograph. “I don’t consider this a before and after, it’s more of a “before” and “now”. These are not photos of me at my biggest weight or me at my final destination.”

THANK YOU To Our Donors

#OpportunityStartsHere



FRIEND

Martha Amos
Anonymous (7)
Doreen Armstrong
Ian Arseneault
Mary Beth Beaton
John Bleumortier
Paul Bowman
Amy Bragdon
Dale Bray
Shirley Bray
Dagmar Bridgeman
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PMC
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Royal LePage Gardiner Reality
Ray Schriver
Catherine Sutherland
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Company
United Way
Wilson Insurance
Wood Motors
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Bud Bird
Kelly Cain & Darren Craswell
Richard & Margie Clark
Dillon Consulting Limited
Estate of Nancy Ross
Lily Fraser

Fredericton Community Foundation – Reg Wheaton
Fredericton Community Foundation – Ottis Logue
Hazmaseters Inc.
Mais Family Foundation
Maple Leaf Homes

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Jerry & Carolyn Mulder
R J Bartlett Engineering Running
Room Canada Inc. Linda Speedy
Etienne & Vickie Theriault
Lincoln & Donna Thompson

CHAMPION

Auxilium Foundation
Chris Butler
David Clark & Barb Ramsay
Estate of Margaret Hunter

John & Pam Clark
Epsilon Y Service Club
Fredericton Direct Charge Co-op
Giftfunds Canada

Margaret & Bill Jones
Nashwaaksis Y Service Club
Heather Neilson

The David & Elizabeth Wilson Family
Foundation
David & Margot Russell

Every gift is important and appreciated, therefore every effort has been made to ensure the accuracy of our lists. We apologize in any instance of error or omission. Please contact us at (506) 462-3000 ext. 105 so that we can immediately correct any errors in our records. Thank you.

FREDERICTON YMCA ENDOWMENT FUND INC.

Although the COVID-19 pandemic presented challenges for the Fredericton YMCA Endowment Fund in 2020, we are pleased to report that the Fund had a successful year. The highlight of the year was the establishment of our first designated named fund -- the David and Elizabeth Wilson Family Foundation Fund in support of Strong Communities. Long-time Fredericton YMCA members and donors, the Wilson Family's generous and visionary donation to establish this named fund creates a legacy that will support the needs of the YMCA each and every year for generations to come.

Donors who contribute to the Endowment Fund through a planned gift (bequest, life insurance, etc.) or cumulative contributions above a select threshold are invited to join the Fredericton YMCA Heritage Club. Due to COVID-19 restrictions, we were unable to host our annual Heritage Club reception to thank our generous supporters in person. We look forward to the days ahead when we can all get back together. Should you be interested in learning more about the Heritage Club, please contact Shawna White or check out the "Opportunities to Give" tab on the Fredericton YMCA website.

Unfortunately, over the past year we said goodbye to Nancy Ross and John Bliss -- two Heritage Club members and dear friends of the Fredericton YMCA. They will be missed, but their contributions over the years to the Endowment Fund will continue to benefit the Fredericton YMCA they loved.

2020 FINANCIAL REPORT

At December 31, 2020, the amount of net assets of the Endowment Fund was \$2,396,327. This represents an increase of \$209,494 compared to the previous year. The increase in assets for the year resulted from a net gain in operations (was mainly due to positive investment returns), endowment contributions from donors and partially offset by a \$44,101 distribution to the Fredericton YMCA. The Endowment Fund is in compliance with the Canada Revenue Agency's annual disbursement requirements for charitable organizations. The Endowment Fund's audited financial statements are available for review at the Fredericton YMCA website.

2020 INVESTMENT REPORT

The Endowment Fund's investment committee and its external investment management firm, Connor Clark & Lunn Financial Group, are focused on achieving the Fund's investment objectives over the longer term. 2020 was a volatile year for the investment markets given the immediate downward impact of the COVID-19 pandemic in March followed by a swift rebound. The end result for the Endowment Fund's balanced portfolio was a return of 9.55%; significantly above the Fund's long term target return. However, the portfolio did underperform its benchmark for the year which was primarily attributable to the performance of the Canadian equity fund and the short term bond fund. During the year, the Endowment Fund added real estate and infrastructure assets to its portfolio. These alternative asset funds fit with the long term investment horizon for the Endowment Fund portfolio and provide additional diversification as these assets have a low correlation to fixed income and equity asset performance.

Table 1. Annualized Investment Returns After Fees as of December 31, 2020

	1 YEAR	2 YEAR	3 YEAR	Inception*
Actual	9.55%	6.65%	5.97%	7.33%
Benchmark	10.10%	7.29%	7.05%	7.42%

*Since Connor, Clark & Lunn began managing fund in November 28, 2011

Table 2. Allocation of investments of asset classes as of December 31, 2020 as compared to the Fund's Investment Policy Statement (IPS) long term target allocations.

	ACTUAL ALLOCATION DECEMBER 31, 2020	IPS TARGET ASSET ALLOCATION	DEVIATION TO STRATEGIC TARGET
Cash	0%	0%	0%
Fixed Income	42%	45%	-3%
Alternative Asset			
Market Neutral Strategy Fund	10%	7%	0%
Real Estate and Infrastructure Funds		3%	
Equities			
Canadian	11%	15%	-4%
Global	37%	30%	7%
Total	100%	100%	0%

ENDOWMENT BOARD

Jeff Callaghan, Secretary
Peter Clark, President
Ben Coles

Jason Dickson, Y President and CEO
Lily Fraser, Treasurer
Jeanne Geldart-Bentley

Byron James, Vice President
Bill Jones
Frances Lipsett

Kate McMillan
Susan Montague
David Rioux

Erin Smith
Etienne Theriault
Mike Webb

YMCA HERITAGE CLUB is a group of individuals who have chosen to leave a legacy gift to the Fredericton YMCA through planned giving, or they have made a significant charitable gift to the Endowment Fund. It is about making a long term investment in the YMCA and being part of our mission by building today for a stronger tomorrow.



Ralph & Mary Bartlett
Dorothy McDade
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John Clark Sr.
Peter & Kari Clark

Richard & Margaret Clark
David Clark & Barb Ramsay
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David Saad
David & Brenda Sansom
Stella Sansom
Richard & Brenda Tingley
Lincoln & Donna Thompson
Mike Webb & Becky Sullivan
Elizabeth Wilson

HERITAGE CLUB MEMBERS WHOSE GIFTS ARE BUILDING TODAY FOR A STRONGER TOMORROW

A.J. Sandly LeBlanc Memorial Fund
Marjorie Atkinson
John Bliss
Ron & Dora Burgess
Ron & Pat Campbell
Wilma Clark
Burton Colter
Robert Forbes

Robert Kenny
Harry & Edith Levine
Ottis Logue
Ellen MacGillivray
Sheila McLeod
Lawrence & Miriam
Menzies

Gordon Neil
Murray Neilson
Nancy Ross
Grant Sansom
Murray Sargent
Rebecca Watson
Will Webb
David Wilson





YMCA OF FREDERICTON

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