



Shine On



Let your potential *Shine On*

**20
24**

**COMMUNITY
IMPACT
REPORT**

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





ANNUAL REPORT FROM DARCY DELANEY - CEO, YMCA OF FREDERICTON

2024 was a year focused on igniting the power of community at our YMCA. Our operational priorities and strategic community investments were guided by our strategic pillars: Communities and Individuals are connected and feel a sense of belonging and Community wellbeing is enhanced because the Y is a trusted collaborator. We started the year off by re-opening the YMCA at Willie O'Ree Place with a new vision for our members to spend more time "working-in" with their fellow members than working out. The functional training design has revitalized and significantly grown our membership at that location.

In April of 2024 we fulfilled a commitment to our membership and child care families to utilize programming space more efficiently by re-purposing one of the squash courts into an indoor play space for children and youth. Optimus Climb has provided countless hours of activity, gathering and imaginative play opportunities for hundreds of children in our community. We've also managed to leverage this new asset into a re-launched birthday party program, generating important revenue which supports our variable rate membership opportunities, outreach programs and facilities.

In May we held our AGM for 2023. At that time we elected a new Chair of the Board of Directors, Cheryl Scholten. I'd like to thank Erin Smith for her tenure as Board Chair and her many years of service to the Y and mentorship to me. Along with Cheryl we nominated three new board members; Danielle Harding, Ray Hubble and Doyin Somorin. We continue to experience a high level of engagement for board nominations, we have a great roster of folks who are committed to ensuring our Y's excellence and longevity in Fredericton.

Our summer camps continue to be a growing source of pride for our Y. In 2024 we launched new Youth Program Camps which specialized in gymnastics and multi-sport. We also provided financial support for more than 150 campers through our Gift of Camp fundraising campaign.

In September, we hosted our first annual Staff Retreat at the Capital Y Camp Magaguadavic. Over 40 staff and their families attended a fun day filled with outdoor activities, great food, and a fantastic sunset. It was an excellent opportunity to make new team connections, socialize with team members from other departments and renew our shared vision and priorities for serving our members and the greater Fredericton Community.

Overall, we continue to keep our membership experience, operations and long-term facility plan as core priorities within the scope of our strategic plan. We have experienced significant membership growth

over the past year thanks to our team's commitment to health and safety, program excellence and stewardship of member resources. I would like to thank all of our staff, board, volunteers, donors and members for making our Y a place where you belong.

I hope you feel and see it too, everyday when walking through our facilities! The Y is truly a charity igniting the potential in our community, encouraging all of you to Shine On!

Let your potential Shine On

A MESSAGE FROM THE CHAIR OF THE BOARD OF DIRECTORS

I embarked on my journey as Chair of the Board of the YMCA of Fredericton in June of 2024 with excitement and fear. Excitement to have the opportunity to contribute to

embarked on my journey as Chair of the Board of the YMCA of Fredericton in June of 2024 with excitement and fear. Excitement to have the opportunity to contribute to the ongoing success of the organization and fear that I would not hold up to the fantastic work done by my predecessors. I am happy to report that the excitement continued throughout the year and the fear subsided. My first task as Chair was to represent the Fredericton YMCA National Conference in Halifax and in true maritime form it was an event to remember. From the encouraging words of speakers to meeting the wonderful staff from the various Y's across Canada I was very proud to be apart of this organization that helps so many communities across Canada and the world.

During the year I was thrilled to see the turnout at various local events such as Healthy Kids Day, the Peace Medal Presentation to Cindy Pope and Family Day Event. I enjoyed volunteering at the annual Nashwaaksis Y Service Club for YMCA Strong Communities Breakfast Fundraiser and rightfully acknowledge that my waitressing skills are limited. I look forward to continuing to be involved in these initiatives in my second year as Chair.

It takes a village to run an organization like the YMCA of Fredericton and what a village we have. From the Board members, including new Board Members Doyin Amole, Danielle Harding and Ray Hubble to the leadership team and staff everyone is in it for the community. I was fortunate to see first hand the difference we are making by visiting the Summer Camp Program and seeing the kids we are supporting in providing free camp attendance. I love hearing the stories from Darcy and Elizabeth on how the families appreciate the assistance and the differences it makes in their lives.

Our Strategic Plan is in its final year and we are proud of the achievements we have made in ensuring we uphold our mission of Healthy People for Healthy Communities. The YMCA Fredericton continues to be a place where people feel welcomed and accepted. I look forward to working on the next years plan to continue this mission.

Cheryl Scholten
Chair of the Board of Directors



HIGHLIGHTS FROM 2024

February 2024



Strong Communities Fundraising Breakfast raised \$3,545.45.

March 2024



Fredericton North YMCA opens at 605 Cliffee Street, Willie O'Ree Place.

March 2024

YMCA reached 5000 members!



April 2024

Optimus Climb indoor play structure opens.



Launch of Birthday Parties at the YMCA!

May 2024



HIGHLIGHTS FROM 2024

Continued...

June 2024

2nd Annual
Healthy Kids Day.



August 2024

Gaga Ball Pit



September 2024

Launch of the YMCA Ignite
Swim Team for youth.

October 2024

Launch of Youth
Empowerment
Strategy (Y.E.S.)
Campaign.



Be The Spark and say YES!

Stop by the Welcome Desk at 570 York Street or
605 Cliffe Street and with a minimum donation of
\$1.00, you can sign a
Y that will be displayed in our lobby.



Cindy Pope
Peace Medallion
Recipient 2024

November 2024

Cindy Pope wins the YMCA
Peace Medallion.



REPORT FROM DEVELOPMENT & COMMUNITY INITIATIVES

2024 was a year of growth at the Fredericton YMCA! Thanks to incredible generosity from our donors, we were able to grow programs, reach more people and deepen our impact in our community. With much gratitude, we celebrate these achievements because of our generous supporters:



321 children and youth were provided with fully subsidized Youth Access Memberships.

153 fully subsidized weeks of YMCA day camp were given to children who otherwise wouldn't be able to attend through our Gift of Camp campaign.



236 families were provided with subsidized family memberships

40 single parents and their children participated in monthly Family Friend sessions, finding mutual support, friendship and learning opportunities.



In February 2024, we held two favourite events. Our 2nd Annual YMCA Family Day Open House, we welcomed more than 500 children and families to enjoy a fun (and free!) day of swimming, crafts, Gym Tots and more! For many guests, it was their first time visiting the YMCA. Our annual Strong Communities Fundraising Breakfast with the Nashwaaksis Y Service Club raised more than \$3500. This important fundraiser helps us to support variable rate memberships so that all children, youth, families and seniors can belong at the Y.

Summer 2024 kicked off with our 2nd Annual Healthy Kids Day. This day of fun welcomes children and families to the YMCA to enjoy a day of being active, together. Over 400 guests enjoyed bouncy castles, family swims, yard games, and of course, Optimus Climb (the new play climber!) The weather was perfect and the BBQ lunch was enjoyed by all. We are so grateful for the generous supporters from our community who made this day free for all to attend.



Continues on next page...

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REPORT FROM DEVELOPMENT & COMMUNITY INITIATIVES (continued...)

Over the summer, more than 150 summer day camp weeks were given to children in our community through the Gift of Camp campaign. Thanks to the kindness of The Hilary and Galen Weston Foundation, the Epsilon Y Service Club and Kent Building Stores, dozens of children were given a summer to remember! Funds raised through this important campaign also provided for practical needs, such as snacks, sneakers, swimsuits and a dedicated inclusion support counsellor who made sure that campers had a positive and successful camp experience. The New Brunswick Children's Foundation made sure the summer fun lasted all year long, and generously provided YMCA memberships for campers supported through Gift of Camp.

Our Power Up program had a reboot in Fall 2024. Power Up is a program for youth ages 12-15, focused on instilling the importance of leadership, confidence, empathy and adventure into its participants. We continued offering the program at the YMCA on Thursday nights, and, thanks to a generous grant from the Fredericton Community Foundation, established a partnership with George Street Middle School to offer a mini-Power Up program as a SPARK (co-curricular enrichment) offering. In 2024, more than 150 youth participated in Power Up, sparking a new generation of young leaders in our community.



Family Friend is a program that provides support to single parents who face barriers to social, health or financial security. The goal of the program is to provide a support network and facility access to single parents and their children, as well as to reduce social isolation. Thanks to a generous grant, we were able to add a second cohort of Family Friend in 2024, doubling the impact from 20 families to 40 families!



Each year, our Strong Communities campaign raises funds to provide assistance to ensure children, youth, families, and seniors can participate and belong at the YMCA, regardless of their financial situation. Thanks to a generous grant from Medavie Foundation, the Fredericton YMCA was able to expand membership assistance in 2024. In 2024, more than 16% of our members received membership assistance, and we are so grateful for the generosity shown by our community.

To each and every one of our donors, thank you for being the spark and igniting potential in our community!



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HIGHLIGHTS FROM THE W.A.M.Y TEAM 2024

2024 was an exciting year of growth for the Wellness, Aquatics, Membership, and Youth Programs department (WAMY). The department saw a significant 16% increase in membership for a year end total of 5,229 members.

Multiple new programs and offerings contributed to this growth in 2024. In February, the newly renovated Fredericton North YMCA opened its doors as a functional training centre with state-of-the-art equipment from Matrix and Rogue Fitness. Programs such as the Stay Strong program as well as the Leo Hayes High School “Learn to Lift” series used the new location as their home base.

Our Youth Programs expanded to 19 different sport programs. Summer 2024 saw the expansion of summer Youth Program camps at the Nashwaaksis Fieldhouse where we offered two separate camps (Gymnastics/Dance and Multisport). The Youth Programs department also took the lead to launch the Ignite Swim Team’s inaugural season in September where over 20 YMCA members got to test their skills while competing at swim meets.

2024 was also a great opportunity to build on efficiency with our current offerings. Our swim lessons moved to a rolling registration format to help reduce our waitlist and helped move swimmers through their swim levels more efficiently. We also started work on expanding our York St. Wellness Centre. Working with Matrix, we have developed a plan to reconfigure the Wellness Centre/ add additional equipment to reduce wait times.

Lastly, the membership experience saw some new initiatives such as birthday parties making its return at our YMCA. Multiple member appreciation days were hosted and we were thrilled to offer Letters to Santa during the Holiday season despite the postal strike.

Building on the momentum of 2024, we look forward to the year to come.



THE FREDERICTON YMCA INC.
Statement of Revenues and Expenditures
Year Ended December 31, 2024

| | 2024 | 2023 |
|---|-------------------|------------------|
| REVENUE | | |
| Memberships | \$ 2,729,822 | \$ 2,406,996 |
| Childcare | 1,049,122 | 1,074,620 |
| Grants (Note 13) | 917,820 | 751,035 |
| Program fees | 159,553 | 120,544 |
| Donations and fundraising | 354,583 | 271,896 |
| Administration fees | 57,433 | 47,435 |
| Facility rental | 58,023 | 32,850 |
| Other | 3,827 | 2,839 |
| Interest | 75,437 | 47,463 |
| | <u>5,405,620</u> | <u>4,755,678</u> |
| EXPENSES | | |
| Salaries and benefits | 3,500,909 | 2,978,604 |
| Building and maintenance | 600,603 | 581,221 |
| Programs and services | 451,966 | 369,300 |
| Administration | 443,008 | 414,838 |
| Interest on long term debt | 32,905 | 41,979 |
| Bad debts | 1,862 | - |
| | <u>5,031,253</u> | <u>4,385,942</u> |
| EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS | <u>374,367</u> | <u>369,736</u> |
| OTHER INCOME (EXPENSES) | | |
| Amortization of deferred contributions - capital assets | 470,687 | 470,687 |
| Amortization of capital assets | (850,114) | (820,581) |
| Insurance proceeds | - | 108,733 |
| Impairment of assets | - | (40,204) |
| | <u>(379,427)</u> | <u>(281,365)</u> |
| EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES | <u>\$ (5,060)</u> | <u>\$ 88,371</u> |