



## MESSAGE FROM THE BOARD CHAIR AND CEO

If there is one word we could use to describe this past year at the YMCA of Lethbridge, that word would be EXCITING... or GROWTH... or ENERGY (so apparently one word will not work!)



In our most recent strategic plan, we identified youth development as one of our priorities, and have been committed to ensuring that more youth in our community have options for participating at the Y. To know that our local youth are being provided positive ways to spend their spare time is something that is significant to our mission. This year we saw unprecedented growth in the number of youth participants served through our programs. As an example, in summer 2016, our summer leadership and day camping programs welcomed over 1300 registrants who participated in experiences that connected them to peers, to adult leaders and to other community organizations. This program has seen monumental growth from 547 spaces in 2013 to 1342 in 2016!

Since August 2015, when our YMCA was identified by the City of Lethbridge as the organization to operate the municipal recreational facility opening in 2019, we have been diligently working to prepare for the growth in the number of programs and community members served in that facility. We recognize that to be a part of this exciting facility, it will require dedication of staff and volunteers on all levels and an increased focus on community outreach.

In addition to the important work that is being accomplished by the staff and front line volunteers, this past year the Board of Directors strengthened organizational oversight by implementing a full governance review with intentions to become accredited through the Imagine Canada Standards in early 2017! One of our key undertakings for the next fiscal year will be to launch a capital campaign so that we can expand our services to the community. The Board of Directors is very excited to begin this work in order to grow our YMCA and we look forward to sharing more stories about how the Y is changing lives right here in Lethbridge.

We are constantly inspired by an exceptional group of volunteers, staff, fellow Board members, leaders and donors and we have many people to thank for our success in building a healthy community. These stakeholders have all contributed to our continued success as a stable and vital community organization. In the last year, volunteers contributed over 1,500 hours of their time and talent, and in a community that has a 19% youth poverty rate, our donors have stepped up to ensure that youth and families in our community are able to participate in our programs. How cool is that to be a part of? We are truly grateful!

We are proud of the contributions that our YMCA makes to our community, are honored to be a part of this amazing city and look forward to serving more people in the years to come.

Jennifer Petracek-Kolb, CEO & Tara Lennox, Board Chair

## BOARD OF DIRECTORS

*Leadership* starts here.

The YMCA of Lethbridge is a thriving charity where children, youth and adults develop their full potential, a sense of belonging and community.

### OUR MISSION

Lethbridge is a great place to live - it is vibrant and thriving, community and neighbours are connected. All citizens feel a sense of belonging, despite their diversity or barriers. Youth are thriving, hopeful and engaged in a positive way.

### OUR VISION

### OUR VALUES

- Responsibility
- Inclusiveness
- Caring
- Honesty
- Trust
- Respect

*Health* starts here.

## WHY the need to serve...

- More Albertans are living with chronic health conditions than ever before
- The mental, social and physical health of a Albertan is on a decline
- This is the first generation of children & youth who will inherit a lower life expectancy than their parents

## WHO we serve

over **3,500** members and participants were served in Health, Fitness & Aquatics

**160** of our members are seniors

**50%** of our members participate as family for membership, programs and services

**49%** of our members are female

## HOW WE IMPACT

**70%** of youth served in an Alberta YMCA are under the age of 30

**90%** of our members report our YMCA is not a gym - it's a family!

**65%** of YMCA members reported health improvements

**90%** of YMCA members reported that our Y is welcoming and friendly

**50** fitness classes each week are included with membership

Family health and lifestyle is key as we build healthy communities!

Success starts here.

## WHY the need to serve...

**73,000**  
of Alberta  
children  
live in poverty



**29%** of children  
entering  
Kindergarten  
have developmental issues



**60%**  
of Albertan families  
do not have adequate  
supervision for their  
out-of-school children



**19%**  
of children in Lethbridge  
live in poverty.  
Lethbridge has the highest  
poverty rate in Alberta

## WHO we serve

over  
**250**  
children participated  
in learn to swim  
and life  
saving programs

**1,448**  
registered weeks  
of day camp kept children  
active

**54**  
youth attended  
Leadership Camp  
over the course of  
4 weeks

**500**  
youth members came  
to the YMCA to  
improve their health

## HOW WE IMPACT



**83%**  
of our camp parents  
felt like their child  
learned something  
new while at camp



**93%**  
overall  
day camp  
satisfaction

**94%** of parents  
agreed  
that their children  
in day camps  
were physically  
active



Children and youth who do  
not participate in positive  
extracurricular activities are  
more likely to under-  
achieve academically, lack  
necessary social skills  
and engage in risky  
behaviours.

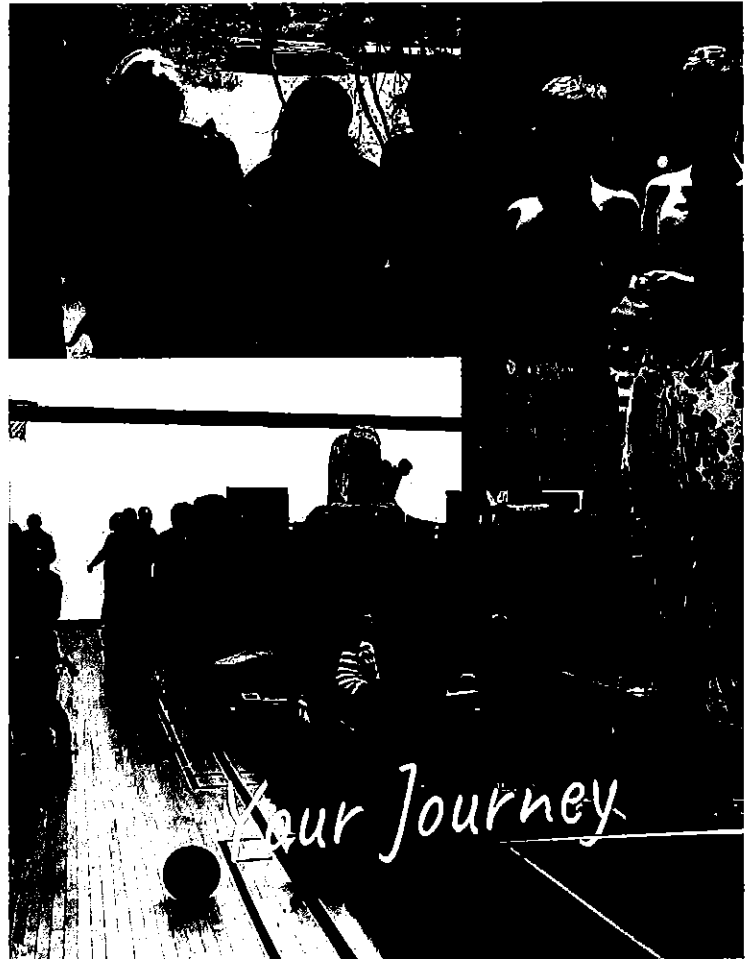
**85%** of camp parents  
felt their child felt  
welcome at camp



**83%**  
of campers reported they made  
new friends during camp



**50%**  
more youth aged 9-14  
participated in Friday Night  
Youth & out of school  
programs



It wasn't for this place, I would...  
Ralph's story is about beating insurmountable obstacles.  
Ralph's drive, determination and desire.

Caden has been coming to the YMCA for as long as he can remember. It all began when his mom found out that the Y offered swimming lessons. Once he started coming he discovered open gym and programs for children... he loved having a place he could run around and have fun.

As Caden grew, he began attending the youth leadership program where he met new friends his age and developed skills in working with others in order to make Lethbridge a better place. In this program he was able to participate in a Canadian exchange where he worked alongside other youth in Ontario.

Caden now works with youth in drop in programs for children ages 0-12. Whether he is a Youth and Preschool Leader, hosting birthday parties or helping out with child minding, Caden loves to be part of creating the very experience he enjoyed at the Y as a child.

-Caden Seaforth

