



Shape[y]our
FUTURE



Strengthening Community For A Stronger Future 2020 - 2023

Message From The CEO

Like many other years in the history of the YMCA of Lethbridge, 2019 was one of milestones, change, and growth. We were ecstatic to open two new facilities in the community – the Cor Van Raay YMCA at ATB Centre, on the city's west side, and the Round Street Early Learning and Child Care centre in downtown Lethbridge. These expansions allowed us to expand services and build on our mission of improving lives through our programs.

Each day our members, participants, volunteers, donors, and partners kept us grounded in our values as a charity striving to achieve positive impact throughout the communities we serve.

Our facilities were built to support our community at every income level, across cultures and without boundaries. Memberships in health, fitness and recreation, leadership programs, and child care were the biggest areas of growth for this organization in 2019, and accordingly the need for financial assistance for individuals and families in need also grew.

Supporting our Shape Your Future Campaign by donating financially is key to extending the YMCA's reach further into our community and is an impactful way for donors like you to affect the social determinants of health for those who need support the most. Donor support for the 2019 YMCA Shape Your Future Campaign was at its highest in our history because so many people believe the YMCA is a positive force for good.

With a continued focus on operational and program delivery excellence, and with the support of our donors moving forward we will meet the challenges ahead and create the environment needed to continue strengthening the foundations of community. With the generous support of our donors, the YMCA is nurturing the potential of children, youth, Individuals and families.

Thank you for being part of the Y.

Jennifer Petracek-Kolb,
Chief Executive Officer



What Is Shape Your Future?

Shape Your Future is an annual fundraising campaign to raise resources to support proven YMCA programs and services that give children, youth, adults and families the opportunities they need to reach their full potential. Our goal is to help everyone live healthier, happier lives today, and build stronger communities for the future.

We all wonder how our individual gift could have an impact. The YMCA Shape Your Future Campaign helps one person at a time, one family at a time and one program at a time, to make a huge impact on overall community wellness.

100% of all donations go directly to children, youth, adults, seniors and families so they can belong, grow, thrive, and lead, supporting people who are otherwise financially unable to take part in important physical activity and developmental programs.

Shape Your Future donations allow everyone in our community to have equal opportunity to participate in our programs, services and memberships - no one is turned away! Every year a goal for the YMCA Shape Your Future Campaign is set to reach financial needs of the community.



Impact Areas & Goals

Mission:

The YMCA of Lethbridge is a community serving charity where children, youth and adults enrich spirit, mind, body and a sense of belonging.

Vision for Impact:

A healthy, engaged community where everyone belongs and thrives.

Core Values:

At the centre of all we do are our core values.

We actively encourage our participants, staff and volunteers to embrace and demonstrate them.

1. Caring
2. Honesty
3. Inclusiveness
4. Respect
5. Responsibility

The YMCA of Lethbridge's Strategic Plan 2020-2023 will guide our work over the next 3 years as we focus on improving the health of children, youth and adults, engaging families, developing future leaders, and strengthening our local partnerships, programs and services.



Inclusion

There is a culture of belonging and inclusion within the diverse communities of Southern Alberta.

Everyone is welcome and has the opportunity to participate at the Y. People engaged in the Y feel connected to each other and their community. There are more opportunities because the Y is a trusted collaborator in the community.



Community

The community is served by a healthy and thriving YMCA.

Staff and volunteers are committed and engaged. The YMCA meets and exceeds measures of operational excellence in order to minimize risk and maintain a positive contribution. Governance leadership is informed and engaged, stewarding an exceptional YMCA.



Growth

People living in Southern Alberta are stronger, more vibrant, resilient and engaged because of the YMCA.

Children, youth and adults are more confident and competent in leading healthy lives. Older adults live longer and have healthier life expectancies. Youth in our community are reaching their full potential.

The Time Is Now

For over 110 years, the YMCA of Lethbridge has been a charity that has played a key role in supporting the health and wellbeing of our community by providing necessary programs and services. Our resilience and stability have proven strong through times of war, recessions, natural disasters, economic downfalls, and pandemics. **The YMCA is here to stay, here to serve, here to make our community stronger.**

The challenges facing individuals and families these days are increasing and getting more complex. For the first time, we are raising a generation of children with lower life expectancies than their parents. Our senior population is aging amidst a backdrop of increasing chronic disease and illnesses that dramatically deplete their quality of life. And our most vulnerable, including recent immigrants, individuals facing financial barriers or living with mental health illness and addiction, face increasing social isolation.

Southern Alberta has higher rates of health-related conditions including obesity, diabetes, cancer, heart disease and arthritis than the national average. Children and youth today in our community are less active, less healthy, with less meaningful social connections.

Despite efforts to improve the region's economic condition, **we continue to fall behind the national average** across a series of economic measures with higher rates of unemployment and lower rates of economic growth.

As a result, **more than 19 percent of families in Southern Alberta live below the poverty line** with the need for assistance increasing each year. We believe good health is a necessity, not a luxury, regardless of life circumstance or age. That is why we are committed to working with health partners to deliver innovative community-based programs to improve quality of life for those living with health and wellness challenges.

The YMCA is committed to filling a growing need in our community to help children, individuals, and families access life-enhancing programs; promote healthy living at every stage of life; and foster a sense of belonging and connection.

LEARN MORE

https://www.lethbridge.ca/living-here/Our-Community/Documents/Lethbridge_CSD_NeedsAssessment_Final.pdf



1910

YMCA of Lethbridge was established in 1910. The \$57,000 needed to complete this project was successfully raised by community fundraising and local donors. The building was important not only for the sports and fitness classes, but also social dances and banquets. The YMCA also provided rooms for returning soldiers after the First World War and supported troops stationed in Lethbridge during the Second World War.

1968

YMCA moved to a new downtown location to continue serving the needs of a growing and vibrant community. At the time of the building's opening, \$965,000 had been raised by local businesses and philanthropists who supported the YMCA's mission.



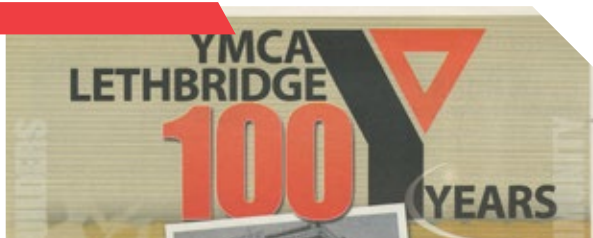
1992

Dedicated to the principle of equal access for all, YMCA of Lethbridge begins the Send a Kid to Camp Campaign, now known as the YMCA Strong Kids Campaign. This fund-raising campaign enables all children and youth to enjoy a YMCA experience despite financial circumstance.



2010

The YMCA of Lethbridge celebrated serving the community for 100 years. As the YMCA adapted to changing needs, programs for children, youth, adults and seniors continued to grow and develop.



2017

The YMCA of Lethbridge received its largest donation in history from Cor Van Raay to support the capital campaign for Phase 2 of the ATB Centre, which will be named the Cor Van Raay YMCA at ATB Centre.



2019

The YMCA of Lethbridge opened its first Child Care Centre in Melcor Centre.

The City of Lethbridge and the YMCA of Lethbridge open the doors to the Cor Van Raay YMCA at ATB Centre as the third largest YMCA in North America. This location offers a second YMCA Child Care location to the community.



2020

The YMCA of Lethbridge opens its third licensed child care centre, YMCA Redwood Child Care Centre at 3 Elm Crescent, in South Lethbridge.



Everyone Can Thrive If Given The Right Opportunities

- When families play together, everyone thrives.
- When kids are active, they do better academically.
- When seniors remain active and social, they are happier.
- When teens get leadership opportunities, they are more confident.
- When adults are active, they have less stress.
- When every person has a place to belong, the whole community is stronger.



We Can't Do This Without You

None of this important work happens without places and spaces that bring people together. Social infrastructure is needed to provide critically urgent community support programs and services that become part of the daily lives of children and families. We need your help to make this happen. When you give, you are making an investment in your community for many generations to come.

Annually, the YMCA's Shape your Future Campaign \$250,000 goal will be prioritized and allocated to support 3 main focuses: Membership Fee Assistance, Program Fee Assistance, and Greatest Needs.

Will you join us in building stronger kids, stronger families, and a stronger community?

WHAT DOES THE YMCA MEAN TO YOU?

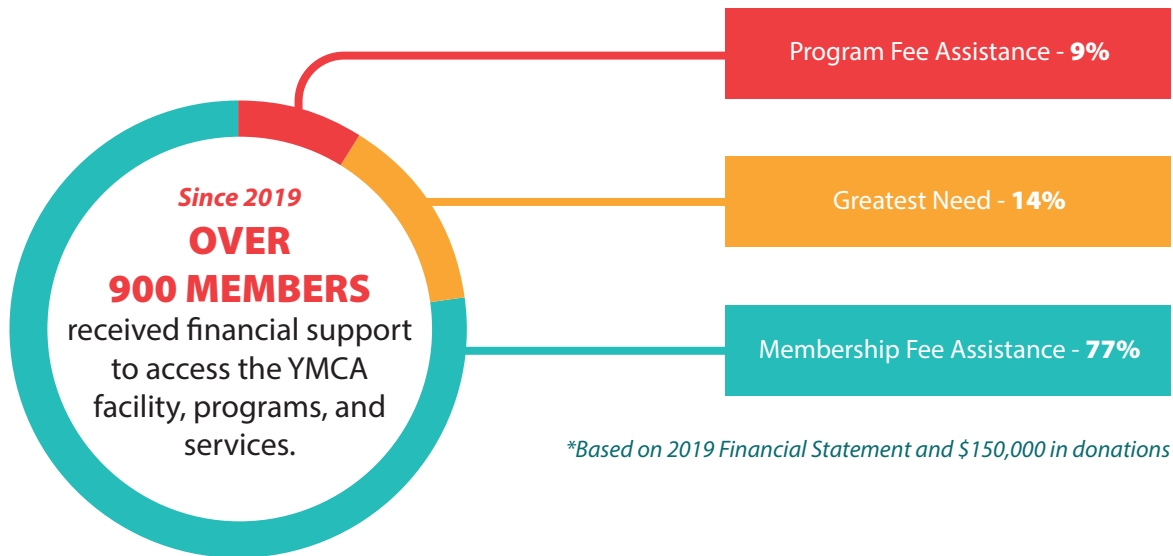


I am proud to support this organization because the YMCA has allowed me to remain healthy for many years. I have seen firsthand how families and individuals are strengthened as a result of the work that the YMCA does.



- Cor Van Raay,
Local Philanthropist and YMCA Member

Donor Impact



1440 HOURS OF DAY CAMP

were experienced by eligible children, giving them the opportunity to play, learn, participate in community activities, and make new friends.

60 YOUTH

participated in the YMCA Lifeguard Development Program who would have not been able to without support, allowing them to build leadership skills and pursue careers in aquatics.





You Can Make A Difference

"When I saw the ad for the YMCA Lifeguard Development Program, I thought it would be a great experience. I was already an active person and wanted to expand my horizons, so decided to apply. I didn't know what to expect when I signed up, and certainly didn't realize how detailed, rigorous, and demanding the program would be. The standard of expectations is very high, and the course was more fulfilling than I realized it would be".

- Current YMCA lifeguard

"15 years ago I had a major Stroke. The YMCA Assisted Membership program has been absolutely life changing! Because of the support I've had from the Y I've gained a great deal of independence that I wouldn't otherwise have. I am now able to leave the house and feel safe, get down on the floor and play Lego with son, and manage my pain - all things wouldn't have been able to do".

- Current YMCA member

YMCA Membership Assistance

Our Assisted Membership options offer the opportunity for individuals and families to experience the YMCA.

Through charitable donations, fundraising, grants, and support from corporate donors, the YMCA of Lethbridge can offer financial assistance so that anyone in our community can participate in YMCA programs.

Program Initiatives

A vibrant, healthy community offers opportunities for everyone. For the YMCA, that often means stepping forward with a new program or service to address specific and unique needs. It also means reaching out, beyond our walls to deliver programs where they are needed most.

Greatest Needs

Connected communities are important to us. As our province grows and changes, so do the needs of our communities.

To meet these growing demands, the YMCA must continue to invest in areas where needs are the greatest: quality child care, health and recreation, active living, leadership, and community development.

What Is Your Reason To Give?

“Why do I give to the Y? I am so passionate about everything the Y stands for, how it strives to enhance people’s lives. I witness life changing stories of strength, watch young leaders develop confidence and see such a diverse range of people be helped in some way at the Y. To experience the genuine energy of the staff and volunteers: it is inclusive and real; it truly is a community focused organization. When my young son can walk up to our CEO and say “Hi!”... THAT is providing a place that is safe and fun and it gives me goosebumps”.

Tara Lennox



“The Lethbridge YMCA has been an integral part of our lives for many years. Many friendships have been forged with other members and new friends are made as the membership changes. We have seen how important the Y is to the development of young children and teenagers. The fact that anyone can take part in Y programs was important to us. We were excited about the chance to be a part of the new building and sensed that our donation would benefit any Lethbridge citizens who choose to take advantage of the beautiful new facility”.

Bev & Len Herring

It Starts With You

Will you join us in building stronger kids, stronger families and a stronger community?
If you wish to donate to the YMCA of Lethbridge Shape Your Future Campaign, here are some options available:

In Person

by visiting our Membership Service Desk you can donate by cash, debit, credit card and cheque

On-line

by visiting our website at www.lethbridgeymca.ca/donate

By Mail

Sending it to:
YMCA of Lethbridge
140-74, Mauretania Rd W,
Lethbridge, AB T1J 5L4

Do you have any questions and would like to learn more about the YMCA Shape Your Future Campaign? Contact us at:
403-942-5757
Donate@lethbridgeymca.ca
www.lethbridgeymca.ca



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