



# YMCA of Cumberland 2016-2017 Annual Report



## Everyday Superheroes

# A Message from the Board Chair and Chief Executive Officer

Together we have 90 years of YMCA experience!

“At 6 years old I became a YMCA camper. Since then the Y has held a special place in my heart. I still go to the Y 7 days a week and it is the number one place for my volunteer time.” Dale Fawthrop, Board Chair (YMCA member of 67 years)

“I didn’t experience the YMCA as a child so my introduction to the Y was as a volunteer in the early 1990’s with a toddler gym and swim program called ‘Gyminy Crickets’ and then in 1997 I became part of the staff team and couldn’t imagine my life without the YMCA.” Trina Clarke, CEO (YMCA volunteer and staff for 23 years).

We were inspired by YMCA staff member Jan Matthew’s story “Calling all Superheroes” (full story included on following page) that was published in our local newspaper in March 2017 for awareness of our Strong Kids Campaign . It takes many caring, talented and dedicated staff and volunteers in order for the YMCA to have an impact in building a stronger, healthier and more vibrant community.

From the Early Childhood Educator that every day provides love, guidance and learning to the littlest of our YMCA members to the Fitness Instructor that provides a Chair Yoga class to our older adults; from the lifeguard that stands on duty ensuring our pool is a safe place of fun and exercise to our facility staff that ensures our YMCA is clean and well maintained for everyone; from the smile of our membership services staff to the fitness volunteer that challenges you to push yourself every class; from the board member that ensures our YMCA stays on the right path to the department managers that are constantly blazing new trails. Everyone has a crucial role and everyone is an everyday superhero.

So embrace your inner superhero (we have) and it is within us all! It is just waiting to be released!



Trina Clarke



Dale Fawthrop

## Board of Directors

### Executive

**Dale Fawthrop**

*Board Chair*

**Charles Seymour**

*Vice Chair*

**Pam Chenhall**

*Secretary*

**Henry Knol**

*Treasurer*

### Directors

**Loralee Landry**

**Sharon Smith**

**Joe Potter**

**Gerald Read**

**Sheila Christie**

**Stephanie Small**

**Elizabeth Conrad**

**Doug Williams**

**Rick Draper**

## Management Team

**Trina Clarke**

*Chief Executive Officer*

**Renee Lusby**

*Manager of Childcare*

**Heather Gallant**

*Manager of Membership & Administration*

**Laura Ashley Farrow**

*Manager of Health, Fitness & Aquatics*

**Mark McIntyre**

*Manager of Facility*

**Jeff MacNeil**

*Manager of Development*



# Strengthen Our Impact

## Calling all Superheroes...

Popular culture has always recognized the value of a superhero. From Zorro to Wonder Woman, the Avengers to the Guardians of the Galaxy, the idea of a heroic character who dedicates superhuman powers to the forces of good has inspired generations to read, watch and run around the schoolyard. That such power and strength is often hidden further deepens the intrigue: who suspected that a mild-mannered reporter would save the world from imminent destruction, or that a playboy billionaire secretly dedicates his life and work to altruistic purposes? The idea of being more than you first appear can be both empowering and motivating, on the screen and in real life.

But once the credits roll and the story ends, it's important to remember that not every hero packs a cape and a roundhouse punch. Though we be mere mortals, bound by gravity and the routine realities of life, you don't have to look far to find examples of how one person's life has been helped by another. From paying it forward to buying coffee for the next in line, we each have the power to brighten someone's day or initiate a change for the better.

The goal of the Y's Strong Kids campaign is to encourage healthy lifestyles and positive interactions through sponsored memberships to our community YMCA. By not allowing circumstance to limit potential, the Y can then work to deliver programs designed to allow everyone to be the best that they can be. Currently, one in six memberships are sponsored to ensure that everything from the Early Learning Centre to the Full of Life activities, from swim lessons to the Wellness Centre, are accessible to those who not only want them, but perhaps need them the most.

Fighting super villains and saving the world from the brink of disaster sells movie tickets and comic books. Helping to build a stronger community through inclusion and support? That's the stuff of everyday heroes.

This article, by Jan Matthews, was originally published in the Amherst News on March 17, 2017. Jan, a membership services representative, writes a bi-weekly opinion editorial for the YMCA of Cumberland.



# Our Volunteers

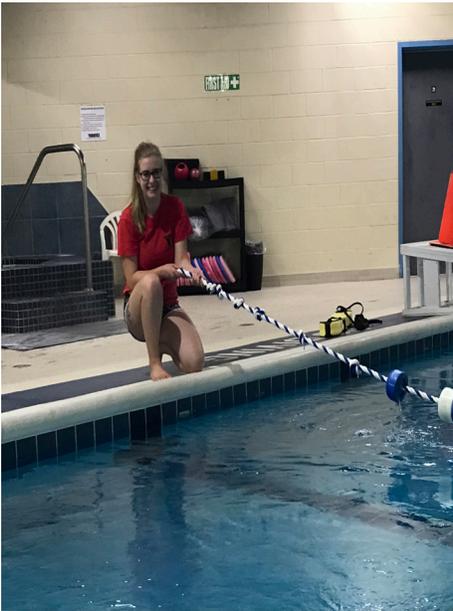


In this past year, 30 program volunteers have committed 2,130 hours to programs at the YMCA of Cumberland. “Our YMCA would not be what it is without the caring people that inspire passion, energy and strength. This year we have seen a large increase in program volunteers and feel most fortunate for their heartfelt commitment. What they do matters profoundly.” Laura Ashley Farrow, Manager of Health, Fitness & Aquatics.



The YMCA of Cumberland board of directors oversee the governance of the organization. The thirteen board members have collectively volunteered 256 hours of their time in the past year to provide direction to the YMCA of Cumberland by collaboratively using their professional experiences to advice, guide and govern the our YMCA.

# Staff



# Philanthropy



2016 Strong Kids Cup Ball Hockey Tournament.



Some “Superhero” members participating in the Spin-A-Thon.



The Salt Dash road race, hosted by the YMCA of Cumberland in Pugwash, NS.

## In our Community



Doggie Dip, part of the Blueberry Harvest Festival



The Minds in Motion Walk raises awareness about mental health.



Corey Hunter speaking at the Pride Flag raising event.

# YMCA of Cumberland Fast Facts

## This Past Year:

**102** People were employed by the YMCA of Cumberland (68 percent of them were youth between the ages of 15-30).

**223** People participated in an event related to International Development (61% were youth involved in international programs).

**\$93,690** was provided in financial assistance to community residents (\$40,470 of this was for participants under 18 years of age).

**638** individuals were assisted through our financial program (422 were under the age of 13).

**404** children received quality care.

In January 2017 we opened our new youth centre!

**93** volunteers assisted our YMCA in programs, governance, committees and special events.

In total, **3,350** volunteer hours were spent at the YMCA of Cumberland in the past year. **Thank you!**



# Thank you...

Each year, multiple individuals and organizations donate to the YMCA of Cumberland.

These donations go toward the Strong Kids Campaign or to our capital fund. The support from donors is what makes it possible for the YMCA to support the community. Last year 638 individuals were supported through our financial program.

As a charity, donations and fundraising help the YMCA of Cumberland to grow and to move forward with our mission. Through these supported programs, lives are changed.

Thank you again for your generous support in our efforts.

## 2016 Peace Medal Recipients



Ken MacKenzie, third from left.



Rotary Club of Amherst

## Mission

The YMCA of Cumberland is a charitable organization responsible for the development of our local and global communities in spirit, mind and body.

## Vision

As a respected charity, we are a recognized leader and essential partner in the development of strong and vibrant communities.

## Values

Respect, Responsibility, Caring, Honesty and Inclusiveness.