



Annual Report 2021-2022
YMCA OF CUMBERLAND



CEO Message

The challenges of the past two+ years have illustrated the incredible resiliency of our YMCA staff and volunteers. Through experiencing another closure of our YMCA facility, adapting to the increased and changing needs of our community and the ongoing challenges of operating during a pandemic our team has persevered and continues to exemplify our YMCA values of caring, respect, responsibility, inclusiveness and honesty.

18 months into a pandemic is the perfect time to create a new strategic plan, right? Absolutely.

What better time to plan for the future while the lessons we have learned and are continuing to learn through the pandemic are still fresh.

We are focused on growing our capacity, reaching new audiences, increasing opportunities to thrive and strengthening stakeholder engagement by expanding and enlarging our impact in the following areas:

Diversity, Equity and Inclusion, Health and Wellness, Homelessness Prevention, Affordable Housing and Childcare. We plan to expand our programming to help more people manage acute and chronic disease, increase supports for homelessness and housing and provide more families with quality childcare by expanding our full day and before and afterschool care programs.

Throughout this report you will see just some examples of the work that has already begun this past year. But it is only the beginning.

Strong communities where everyone belongs and thrives is our vision. Our extraordinary and dedicated team of staff and volunteers is how we get there.

Thank you,



Trina Clarke
YMCA of Cumberland CEO



Board Chair Message

There is nothing like taking over chairing the board in the middle of a pandemic when the landscape is constantly changing and new opportunities are constantly presenting themselves for the YMCA to increase its footprint and influence in community. The past year has seen many challenges and opportunities. We continue to be in the recovery phase of the pandemic, gradually seeing our membership return to pre-Covid numbers with new programs, like Mom and Baby Power Pump classes in HFA.

Our Community Development department has seen expansions including a trusteeship program, new staff and the opening of an affordable housing unit in partnership with Affordable Housing Nova Scotia in October of 2021.

The federal government's efforts to increase access to affordable childcare has seen Cumberland YMCA take a leadership role in partnership with three other Y's in Nova Scotia in the opening of childcare centers in 2022.

This new opportunity has resulted in a temporary transition of leadership with Trina stepping away for 8 months to oversee this expansion and Zane Korytko, CEO YMCA of Moncton, assuming the position of chair with Dave Theriault as the onsite manager of our facility. The Board of Directors has participated actively in all this decision-making and is excited about what the future holds. As such we spent a day with senior staff developing the strategic plan for the next few years focusing on staff recruitment and retention, expanding our reach within diverse populations, and continuing our recovery.

It is an honour to work with such a wonderful board and staff and I look forward to what the next year will bring.

Thank you,



Pam Chenhall
YMCA of Cumberland Board Chair



Reaching New Audiences



Over 80 tablets were delivered to seniors, throughout Cumberland County!



18 children learned about meal planning, food prep, knife safety and food handling with our Kids Get Cooking program!



More than 200 gifts were delivered to seniors throughout Cumberland, from our Santas for Seniors program!



The 4th annual Trider's Trail Run raised \$3,500 for our annual campaign!



YMCA members and friends raised \$1,500 for our subsidy program by participating in our Spin-A-Thon



Our Coldest Night of the Year event exceeded goal this year, raising \$21,638.

Growing Our Capacity



In October 2021, the YMCA of Cumberland launched an affordable housing project at 153 Church Street in Amherst. This project began in early 2021 through a partnership with the Affordable Housing Association of Nova Scotia (AHANS). AHANS purchased the property, while the YMCA of Cumberland led the project management aspect of the renovations and through the agreement, the YMCA also oversees ongoing property management of the four-unit complex.

This housing approach aligns with addressing the need for affordable housing in rural communities and aligns with the strategic work of the YMCA to increase opportunities for members of our community to thrive. The YMCA of Cumberland first began work in the field of housing and homelessness in September 2017 with a homelessness prevention program. Since then, the program has grown to the Community Development Department and offers housing support, diversion support, trusteeship services and a coordinated access system that streamlines the communities approach to addressing barriers to housing.

Increasing Opportunities to Thrive

Nikita is a YMCA Member, Childcare parent, and a tenant at 153 Church.



Less than a year ago, Nikita found housing insecure as she moved away from a domestic violence situation. She was desperate to find a place to call home, with her toddler, and start over. She described the options available for housing as being out of her budget and then to add utilities on top of that, would be simply too much. Having something centrally located, in a safe neighbourhood seemed impossible. Rent was high and purchasing a home, with today's market seemed even further out of reach. As you can imagine, being a single mother to a toddler, who Nikita describes as beautiful, brilliant & wild, while working a full-time job is not easy.

Nikita first came to the Y as a child, participating in swimming lessons, Friday night fun and youth leadership programs. As a mother, she loves bringing her daughter to the Y, participating in swimming, dance programs and childcare. To Nikita, the Y is somewhere that offers multiple services and she followed updates on what was going on. She first learned about the YMCA of Cumberland housing program through an article that was shared on social media.

She reached out to the YMCA to inquire about how to become a tenant. It was ultimately the best decision for her.

Since fall 2021, when she moved into her apartment, she has been making strides towards better financial health and her overall well-being. She had a goal to pay down her debt and is starting to see a finish-line! She doesn't have to worry about where her next meal is coming from, which leaves her time to focus on being more present in the moment, focusing on her health and finding time to be more physically active. She has learned to prioritize her health and, being a victim of domestic violence, focus on healing through goals that she sets for herself.

We asked Nikita what she would say to someone in a similar situation to her, who was hesitating to ask for help, she shared: "It may seem hopeless and hard, but there is always a light at the end of the tunnel. Reaching out and knowing that there are resources ready to help is a huge sigh of relief as you navigate through things going on in your life."

She added that she would really like to thank the Y for having the programs they do, "I'm honestly not sure what we would do without them."

Thank you for sharing your story with us Nikita!

2021 Peace Medallion Recipient



Evelyn Pollard was our 2021 Peace Medallion recipient. Evelyn was nominated for the incredible amount of time and effort that she provides to various organizations throughout Cumberland County and Nova Scotia, that serve marginalized populations.

Specifically, Evelyn has worked with the Society of Saint Vincent du Paul and until recently, she has provided leadership to the Cumberland Housing & Homelessness Support Association (CHHSA), in the role of Vice Chair. In 2018, Evelyn was key in forming the committee that later became a board and in 2021 the organization was given official status as a registered charity.

Seeking charitable status requires a large amount of work and Evelyn made herself available to provide feedback and support throughout the application process. All of this was done without compensation or special circumstance.

Thank you for your peace-building efforts and for making our community a better place for all!

Employee Milestones

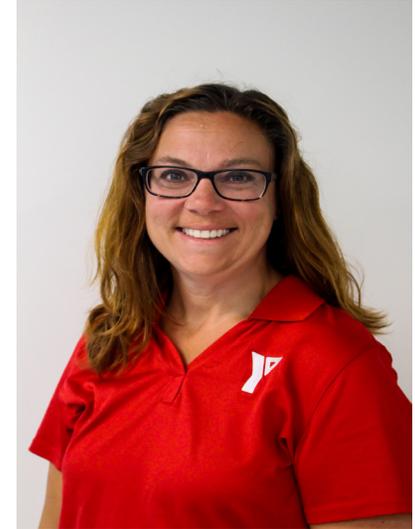
Staff member, Trina Clarke, is celebrating 25 years with the YMCA of Cumberland.

Trina first started working with the YMCA of Cumberland 25 years ago in the Child Care Department. Trina acted as a leader and educator to children across multiple different programs and was eventually promoted to Manager of Childcare. In 2008 Trina was appointed to CEO. During her time as CEO with the YMCA of Cumberland, she led multiple projects that raised the profile of the YMCA in our community.

Trina led a successful capital campaign during a time when the YMCA of Cumberland was in financial crisis. The work with volunteers, donors, and stakeholders kickstarted the resurgence of the YMCA of Cumberland that we know and love today!

Most recently, Trina has temporarily stepped away from her CEO position to lend her leadership experience to the Childcare Expansion project for YMCAs across Nova Scotia, overseeing the creation of multiple new childcare centres throughout the province.

Trina, thank you for the impact you have had on program participants, staff, volunteers, community partners and many members of the YMCA family over the past 25 years!



Mark joined the YMCA of Cumberland team in 2014 and retired in March 2022.

According to our records – Mark is the first person to ever retire from the YMCA of Cumberland!

During his eight years with our YMCA, Mark left an impact, helping to streamline efficiency of our facility operations with a passion for energy and cost efficiency.

YMCA BOARD OF DIRECTORS

Pam Chenhall, Board Chair

Terry Farrell, Past Chair

Victor Wright, Vice Chair

Kent Leslie, Treasurer

Christina Kelly, Secretary

Elizabeth Conrad, Director

Loralee Landry, Director

Nancy Trenholm, Director

Gillian Strong, Director

Donna Scott, Director

Erin Aucoin, Director

Dale Fawthrop, Past Chair & Town of Amherst Representative

Jennifer Houghtaling, Cumberland County Representative

YMCA STAFF LEADERSHIP

Trina Clarke, Chief Executive Officer

Renee Lusby, Manager of Child Care

Laura Ashley Farrow, Manager of Membership Programs & Services

Mark MacIntyre, Manager of Facilities

Jeff MacNeil, Manager of Development

Alison Lair, Manager of Community Development

Thank you to our donors & volunteers!

Thank you to **247** donors who donated a combined amount of **\$187,000** to our Annual Campaign!

Our YMCA thrives everyday thanks to our wonderful volunteers! **92** people contributed a combined **3,048** hours of volunteer work to ensure that the Y is a friendly, welcoming space where everyone belongs!

Financials

Statement of Operations Year ending March 31, 2022 (audited operating fund)	2022	2021
Total Revenue	2,552,036	2,433,715
Total Expenses	2,369,891	2,083,246
Excess of Revenue Over Expenses From Operations	182,146	350,464
Excess (deficiency) of revenue over expenses	48,794	215,265

Statement of Financial Position	2022	2021
Current assets	4,829,111	4,692,373
Net Assets	2,939,785	2,890,991
Total Liabilities	1,889,326	1,801,381

Total Assets	4,829,111	4,692,373
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The information for the fiscal year end is derived from the financial statements for 2021-2022, which were audited by McIsaac Darragh, Chartered Professional Accountants. Our complete audited financial statements and T3010 Registered Charity Information Return, as filed with the Canada Revenue Agency, are available on our website: www.ymcaofcumberland.com



Our Mission

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

Our Vision

Strong communities where everyone belongs and thrives.

Our Values

Respect, Responsibility, Caring, Honesty, Inclusiveness.

YMCA of Cumberland

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www.ymcaofcumberland.com

Charitable Registration Number:

119307007RR0001