

# Y, It's Working

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YMCA of Greater Saint John  
Annual Report 2014

# BECAUSE EVERY YOUNG PERSON SHOULD HAVE THE CHANCE TO REACH THEIR POTENTIAL

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## Message to the Community

As we marked the 160th anniversary of the YMCA in our community, 2014 was a year of celebration for the YMCA of Greater Saint John!

In March we broke ground on a new state of the art facility on Churchill Boulevard. The Saint John Regional Y will provide new opportunities for our Y and for our community. This is the beginning of a new era for the YMCA in Saint John and we are excited!

The community has demonstrated their support for the Y. The unbelievable response to the Capital Campaign means that our fundraising goal of \$7 million was exceeded! Together we raised close to \$9 million, significantly reducing the anticipated strategic debt and positioning the Y to concentrate its core mission. The building project will be completed ahead of schedule and, perhaps more important, on budget. This project is a true success story for all of us. Just imagine what is in store once the doors open in September.

Over the past year, the Y experienced record participation in programs and services offered at 13 locations throughout our community. Over 20,000 individuals shared a Y experience, and helped us to continue to build healthy communities.

A new three year strategic plan was developed to help set the vision and direction of the Y. Over 500 community stakeholders were engaged in the planning process through face-to-face meetings and an online survey. The message was clear; the Y needs to focus on youth, seniors and families. The information collected helped set the parameters of our strategic direction

Your Y is a community partner. We developed a new partnership with the Town of Rothesay and are now providing summer day camps in the community. We also partnered with Horizon Health and are providing services and support for people diagnosed with breast cancer. The pilot program has been well received and results indicate improved physical and mental health for the participants.

All this is possible because of the tremendous support of our staff and volunteers, who have worked with such great passion to ensure the Y reaches, or rather exceeds, all its goals, making our community such a wonderful place to live.

Thank you

# BECAUSE

**2,809 PEOPLE THROUGHOUT  
GREATER SAINT JOHN ACCESS  
THE YMCA THROUGH STRONG  
KIDS OPPORTUNITY FUND &  
COMMUNITY SPONSORSHIP.**



## DELIVERING OUR MISSION

### OUR VISION

**Create a thriving inclusive culture that  
champions well-being in people and  
communities.**

### OUR MISSION

**We are a charity that inspires individuals,  
families and communities to be healthy in  
spirit, mind and body.**

**RESPECTFUL, RESPONSIBLE , INCLUSIVE, CARING, HONEST**

**STRENGTHEN OUR IMPACT  
EXTEND OUR REACH**

**INCREASE OUR CAPACITY  
BUILD OUR BRAND**

**Since 1854, the YMCA of Greater Saint John has had a long history of working with people of all ages in our community, ensuring they have access and by helping them gain the skills and tools needed to learn, thrive and grow. In 2015 we embarked on a new strategic plan for the YMCA of Greater Saint John, to enhance our service to the community.**

# BECAUSE

**MORE THAN 20,000 YOUTH  
& CHILDREN PARTICIPATED  
IN CHILD CARE AND CAMP  
PROGRAMS**

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**979 YOUTH EXPERIENCED  
CAMP GLENBURN**

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**CONFIDENCE  
SELF-ESTEEM  
SOCIAL SKILLS  
INDEPENDENCE  
LEADERSHIP**

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**“Camp, both as a camper and as a junior counsellor, has played a huge role in the shaping of my life today, I can say, without a doubt that it has been among my best experiences. The adventure and teamwork at Camp have helped me to build strong character.”**

**-LUKE, PAST CAMPER AND STAFF MEMBER.**

# BECAUSE

428 PEOPLE DONATED TO  
STRONG KIDS IN 2014 &  
OUR CAPITAL CAMPAIGN  
HAD 353 DONORS!

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WE EXCEEDED OUR CAPITAL  
CAMPAIGN GOAL THANKS TO A  
SUPPORTIVE COMMUNITY.

# BECAUSE

MORE THAN 1,400  
IMMIGRANTS RECEIVED  
TRAINING & OPPORTUNITIES  
THROUGH NEWCOMER  
CONNECTIONS.

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WE WELCOMED  
336 NEW  
CLIENTS TO THE  
PORT CITY IN  
2014!

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# BECAUSE

**MORE THAN 700 PEOPLE  
VOLUNTEER THEIR TIME TO  
HELP BUILD A HEALTHIER  
COMMUNITY IN GREATER  
SAINT JOHN.**

**“I owe a lot to the YMCA.  
When they accepted me  
as a volunteer, I felt as  
though I did still matter,”**

**-DAWN CAMPBELL,  
VOLUNTEER**



# THE FINANCIALS

**The summarized financial information is extracted from Financial statements audited by Belyea, Colwell & Associates, Chartered Accountants. A copy of the complete financial statement is available on our website.**

## **Board of Directors**

**Dr. Shelley Rinehart  
Dean Mullin, CA  
Craig Wilson  
Dora Nicinski  
Michael Chisholm  
Gillian Bouzane  
Christina Taylor  
Alberta Stanton  
Alex McKinnon  
Darryl Ford  
Bob Capson**

## **Senior Management Team**

**Shilo Boucher, CA  
Glenn LaRusic, CA  
Adrienne Boudreau  
Victor Leman  
Marie Rackley  
Cindy Floyd  
Shelia Gaudet  
Cara Coes**

## **Endowment Board**

**Dr. Brian Wheelock  
Rolf Spangenburg  
Marie Rackley  
Dale Knox  
Alyson Townsend  
Warren Long  
Sharon Klohn  
Dean Mullin, CA  
Christina Taylor  
Shilo Boucher, CA**

# BECAUSE OF YOU

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*Building healthy communities*