



2019



YMCA Cape Breton
Annual Report



CHAIR / CEO MESSAGE

As a YMCA, we continue to be dedicated to the growth of all persons in spirit, mind and body, and to their sense of responsibility to each other and the global community. We strive to meet our values of caring, honesty, inclusiveness, respect and responsibility.

In 2018, we made a decision that would demonstrate this mission and our values in a small way at our board meetings and public events: we now begin these functions with a land acknowledgement:

We acknowledge that we are in the unceded land that is known as Unama'ki District of the Mi'kmaq Nation, and we pay respect to the people who have been living and working on this land from time immemorial.

We make this statement in order to recognize and respect Indigenous people, both in the past and in the present. And we want our statement to encourage people engaged with our YMCA to learn something more about Mi'kmaq people.

Our board, staff and volunteers have embraced this concept as we continue on a learning journey.

On behalf of the board and senior management, we applaud the everyday efforts of our YMCA staff, volunteers and supporters whose efforts make Unama'ki – Cape Breton – a great place to live, work and play, while demonstrating a sense of responsibility to each other and the global community. Your achievements in 2018 – 2019 are inspiring.

Sincerely,

David Farmer Chair of the Board
Andre Gallant CEO



INFANT CARE

On February 8, our licensed infant centre was formally opened by MLA Derek Mombourquette. We now have 16 children in our care that are between 6 and 18 months of age. Four new staff have been hired as a result. The renovation was made possible by a \$262,000 grant from the Province of Nova Scotia, through the Canada-Nova Scotia Early Childhood Development Agreement.

It was also made possible due to the leadership of director Kim MacPhee and her staff, facilities operations manager Bobby MacLean and finance and administration director Heather Somerton.



Kim MacPhee, Director of Child Care, Rebecca McNeil and daughter Catherine, Sydney-Whitney Pier MLA Derek Mombourquette, Amanda Costello, Assistant Director of Child Care, YMCA board vice chair Stephanie Myles and son William



DYNAMICS FOR MEMBERSHIP

Late in 2018-2019, we made the decision to withdraw from the national membership database project, known as Dynamics for Membership (DFM). This was a very difficult decision for two reasons: we believe in the power of collective action, and were very hopeful that a national project would meet our needs; and, because it meant walking away from over \$60,000 (plus hundreds of staff hours) in investment over the past three years. But DFM was – and continues to be – overdue and over cost, with doubts about its functionality. Instead, we have executed an agreement with ActiveNet for their new membership product. Staff from membership services and administration have already undergone several days of training and have come away impressed. The overall project is being lead by Anita Vosman O'Rourke, Heather Somerton, Tanya Horne and Jillian MacKay. Implementation is scheduled for the fall of '19.



ENTERPRISE CENTRE

Last year, after an in-depth review, the board decided that we would sell the Enterprise Centre in Glace Bay. The sale went through just before Christmas, and our YMCA Nova Scotia Works centre is now a tenant in the building. Gone are the headaches of the Y being a landlord to multiple other tenants, and gone are the future repair and replacement costs for expensive air handlers and other mechanical items. What stays exactly the same is the exceptional service to our clients.



FUNDRAISING

Our three major fundraisers in 2018 – led by Debbie MacLeod and supported by dozens of staff and volunteers - met with success:

Spring Into Motion was held in April and generated over \$20,000 for membership and child care equipment and programs.

Monte Carlo was held in May and raised over \$60,000 for the opportunity fund, to help those families and individuals that otherwise would not be able to afford YMCA programs and services.



And our **25th annual Y Lotto** took place in the fall, with net proceeds of approximately \$55,000. Despite innovative marketing, this was a somewhat disappointing result, down by roughly \$30,000 from the previous year.

In total, the three campaigns ensure that we can continue to fund equipment, programs and services as we have in the past.

SOCIAL ACTIVE SENIORS OF THE STRAIT YMCA (SASSY)

Port Hawkesbury manager, Patti MacDonald David, was successful with two grant applications (Nova Scotia Department of Seniors; Nova Scotia Department of Communities, Culture and Heritage) in order to put on the first Social Active Seniors of the Strait YMCA (SASSY) program.

The program began in January, with wind up in May, 2019. Over 80 seniors participated, with several becoming members at our Port Hawkesbury branch. Goals of the program were to help improve their health and fitness, socialize, meet new people and gain knowledge. **All goals were achieved!**



2018 NATIONAL AGM / RECONCILIATION

In May of 2018, the YMCA Canada national AGM featured a discussion on reconciliation with Indigenous peoples. The agenda featured keynote speeches from Senator Dan Christmas of Membertou and Chief Robert Joseph – a residential school survivor and current Ambassador for Reconciliation Canada; a panel discussion on projects with Indigenous communities (including CEO Andre Gallant talking about our relationship with Membertou); and culminated in the adoption of the YMCAs in Canada Statement of Reconciliation.

Our YMCA fully supports the Statement of Reconciliation and commits to developing further actions that contribute to reconciliation. As with all other YMCAs in Canada, “we are aware of the impact that colonial actions, including residential schools, have had on Indigenous Peoples, and we remain committed to understanding past injustices and will continue to move forward for a better future.”



YOUTH ZONE

In January, we changed some program areas in order to create our first Youth Zone at the Frank Rudderham Family YMCA. Some of the proceeds from Spring Into Motion were used to buy furniture, games and equipment for this space. It is open on a limited basis at present, but we are pursuing a couple of potential donors so that we can increase the hours and number of activities.



HEALTH PROGRAMS

With leadership from Janice Curnew on land and Julie MacKinnon in the pool, our Exercise is Medicine, cardiac wellness, healthy weight and aqua therapy programs grew in 2018-2019. These programs are initially free to patients from a family medicine clinic or the regional hospital's cardiac, diabetes and chronic pain clinics. Health outcomes for the patients are very positive. We aspire to grow the program even further and will continue to pursue grants and donations to achieve this.





SENIOR LEADERSHIP TRANSITION

In December, we said farewell to 20-year employee Marilyn Ruelland as she retired from her role as executive director of our YMCA Nova Scotia Works Employment Services. Marilyn's legacy is a culture of exceptional service to clients, but she will be remembered most for support to her staff and for her friendship.

Marilyn's successor, Colette Sexton, started in late 2018 and brings a strong leadership background in employment services. The bonus is her YMCA background, which goes back to her teen age years as a YMCA member and fitness instructor at the YMCA of Yarmouth.



YMCA NOVA SCOTIA WORKS

In the 2018-19, the YMCA Nova Scotia Works Employment Services Centres, located in Sydney, Glace Bay and New Waterford, helped over 2,300 job seekers understand, prepare for, and meet the needs of the labour market. Furthermore, our Employer Engagements Specialists helped more than 100 employers find, hire, manage, and develop the talent they need to be more productive in a global economy.

YOUTH SKILLS LINK

For the past 15 years, our YMCA has been delivering versions of the federally funded Youth Skills Link program. 2018 was no different, with one group winding up, under the leadership of Leslie Yorke, and another group beginning, led by Nick Kachafanas. These were the 4th and 5th cohorts, out of a total of 6, that have been funded by the Government of Canada.

The program is designed to give unemployed priority youth from Sydney/Glace Bay and surrounding area, between the ages of 15 to 30, an opportunity to build and practice their leadership abilities, and gain the skills and work experience needed to participate in the job market.



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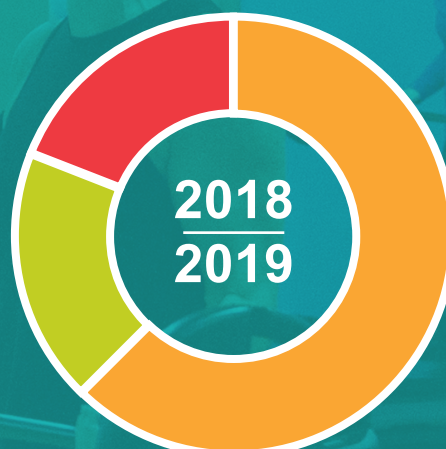
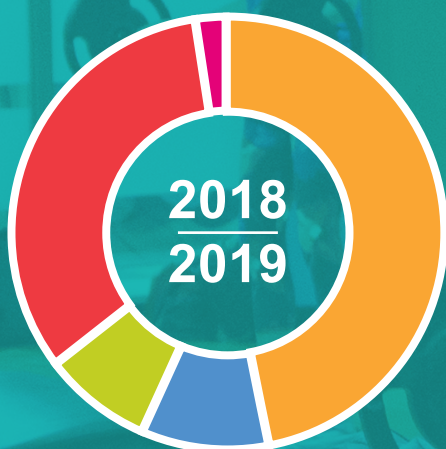
Volunteers
providing nearly
1400 hours
of service

62

Families
receiving over
17,000 days
of licensed
child care

FINANCIALS

Audited financial statements are available upon request or via our website at [capebreton.ymca.ca/ About-Us/YMCA-Annual-Report](http://capebreton.ymca.ca/About-Us/YMCA-Annual-Report)



ANNUAL REVENUE REPORT

7.9%	Childcare and Camp	456,382
2.1%	Other	116,046
47.1%	Government Contracts	2,706,911
9.7%	Contributions and Fundraising	556,545
33.2%	Membership and Programing	1,908,713
TOTAL		5,744,597

EXPENSES REPORT

62.7%	Salaries, Wages and Benefits	3,575,860
18.3%	Occupancy	1,047,320
18.8%	Program and Community Support	1,077,798
TOTAL		5,700,378



Sydney: 902-562-9622
Membertou: 902-270-9622
Port Hawkesbury: 902-625-4600
Glace Bay: 902-849-5500
New Waterford: 902-862-8856
www.capebreton.ymca.ca