



**YMCA Calgary**  
**PHILANTHROPIC IMPACT REPORT**  
2019

Every year, I continue to feel more and more grateful to be a part of such an impact focused charitable organization like YMCA Calgary and to work alongside such dedicated staff, volunteers, members and donors. It is a magical recipe of collective impact that creates lifelong changes in our communities and has done so for decades.

The YMCA as a movement has existed for 175 years as of 2019. It began from a community need of providing structured activities for young men, a place for them to belong and stay out of trouble. Over time it flourished into a worldwide organization that exists in 120 countries where the original premise still remains, that the YMCA is all about supporting community needs. We are proud to work with other YMCA's around the world and to have direct local partnerships with Bogota, Colombia and Ukraine.

2019 was a monumental year at YMCA Calgary. Two final projects from the *Power of Potential Campaign* occurred, completion of two new Leadership Cabins at Camp Chief Hector YMCA and the opening of the largest YMCA in the world, the Brookfield Residential YMCA at Seton. This has marked the end of a 5-year journey of unprecedented growth for YMCA Calgary, culminating in one of the largest membership bases in the country and hosting over 4 million visits in 2019.

I am humbled by the contributions to the YMCA over the past few years that helped realize this success and ultimately serve our community in new and increasingly meaningful ways. We absolutely could not have done it without our donors. It is also incredible that in 2019 we received 662 more gifts than the year before. Thank you.

We are so fortunate to have the support of our donor community. You are greatly appreciated and we look forward to another incredible year in 2020 of supporting others to belong, grow, thrive and lead at the YMCA.

Warm regards,

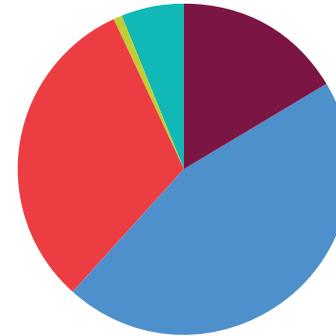


Shannon Doram  
President and CEO,  
YMCA Calgary



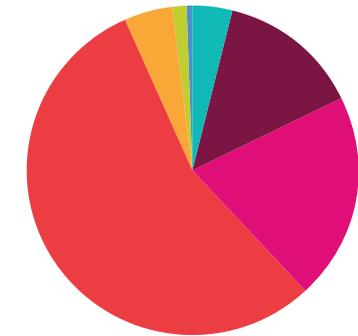
In 2019, YMCA Calgary renamed our annual fundraising campaign to *Let's Raise* – an expansion from the previous *Strong Kids Campaign* that allows us to create philanthropic impact for ALL areas that the YMCA continues to support. *Let's Raise* offers donors seven areas of impact they can support. By outlining all the areas YMCA Calgary supports the community, donors can direct their investment to the area they are most passionate about.

COMMUNITY NEED EQUALS  
**\$7.2 Million**



- \$1,203,634 Child + Youth Subsidy
- \$3,277,438 Adult Subsidy
- \$2,268,931 Child + Youth Empowerment Programs
- \$50,534 Global Initiatives
- \$446,282 Outdoor Camp Experiences

IN 2019 WE **ACTUALLY** RAISED  
**\$3,837,231 Million**



- \$174,676 Outdoor Camp Experiences
- \$577,400 Child + Youth Subsidy
- \$845,394 Greatest Needs + General Funds
- \$2,031,634 Child + Youth Empowerment
- \$200,939 Endowment
- \$5,553 Global Initiatives
- \$1,635 Adult Subsidy

Did you know?

**1 in 7** YMCA Calgary Members require financial support.

WHAT  
INSPIRES YOU  
TO GIVE?

Your support is impactful!

***Chantal was a young mother in a very difficult situation at home. She was in an abusive relationship. She was responsible not just for herself and her child, but also for a nephew who she took custody of after her sister passed away. And, she was pregnant. She felt trapped and in danger.***



## ***Then, she made a change.***

Bravely leaving an unbearable situation, Chantal landed at Inn from the Cold, a shelter that supports vulnerable families. In addition to the support she received while she was there, Inn from the Cold provided her with information about other organizations that could assist her and her family. YMCA Calgary was on that list.

It took a little time for Chantal to try the Y. She considered visiting to have some time to herself. She considered what opportunities it might give her and her family. But, she was worried about being accepted given her situation. She was also worried that she couldn't afford to join. After talking herself out of going to the YMCA a few times, she finally paid a visit and asked about financial assistance. Chantal said she felt instantly welcomed by YMCA staff. She felt comfortable even as she shared her difficult story. She felt no judgment. *She was in!*

***"It made me feel human again," Chantal reflected as she recalled the staff interactions with herself and with her daughter.***

She expressed thanks for the YMCA Member Services staff and personal trainers who were all so welcoming and friendly. She also expressed gratitude for the opportunities afforded to her family at the Y, including the chance for her son and her nephew to be involved in programs they enjoyed.

Now, Chantal is making plans to be even more involved at the Y. She's excited for her nephew to join the Calgary Flames YMCA Grade 6 Membership program and also for her 3-year-old daughter to start a YMCA preschool program. Chantal says her daughter already walks around the YMCA with a new-found confidence.

Chantal shared that her involvement with the YMCA has made her a better mom, improved her outlook and contributed positively to her overall health. On the days she has a workout at the YMCA, she says she just feels fabulous.

# LET'S RAISE COMMUNITY



**92%** of children are more active *after* coming to the YMCA and **87%** of youth try new activities and explore new experiences



**YMCA Members 78,000**

**\$4.2 million**  
Number of visits in 2019



**Total YMCA Staff + Volunteers 2,500+**

\*Statistics from 2019 YMCA Calgary Impact Survey Report



**82%** report YMCA meets their needs in being active together  
**82%** of seniors say they have an **increased sense of happiness and vitality** as a result of participating in activities at the YMCA

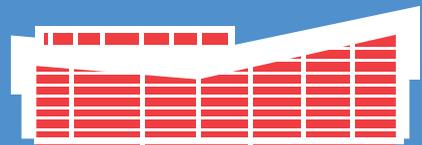


In 2019, **donations** to the *Let's Raise Campaign* helped support:  
**26,364** adult memberships and program registrations  
**34,691** child and youth memberships and program registrations  
**1,117** outdoor camp experiences  
**3,780** children and youth to participate in empowerment programs

Since 2015 we've expanded from **336,000 sq.ft.** to **1,075,061 sq.ft.**



Gray Family Eau Claire YMCA Melcor YMCA at Crowfoot Shawnessy YMCA



Remington YMCA in Quarry Park



Saddletowne YMCA South Health Campus YMCA



Shane Homes YMCA at Rocky Ridge



Brookfield Residential YMCA at Seton

We've **tripled** the footprint through which we'll help make our communities more healthy & vibrant

## Find Us!

