



2021 Philanthropic Impact Report

THANK YOU...

2021 was filled with unexpected challenges and another year of navigating the unknown. But even though the pandemic continued to test us in so many ways, people and communities were resilient and steadfast in remaining connected to each other through it all.

YMCA Calgary is so proud that we were able to provide healthy, safe and engaging opportunities for Calgarians over the past two years. As a vibrant charity in the community, we remained poised to support individuals and families throughout the pandemic because of the commitment of donors and partners who have stood beside us during this time. This generosity has been outstanding and an essential piece to our stability today. We are also grateful for the past and present leadership that has supported the organization to be well positioned to weather the past two years. With a long history of financial and business accountability we were able to endure.

In 2021, YMCA Calgary was only open for approximately two thirds of the year, but that didn't stop us from having an impact.

- Community programs like YMAP, Math Tutoring, Alternative Suspension, Indigenous Programs and Language Instruction for Newcomers to Canada (LINC) continued to be flexible as they navigated ever-changing restrictions, successfully providing critical educational and experience-based programs.
- YMIND, a FREE mental wellness program designed to help teens and young adults build valuable skills for coping with stress and anxiety launched, thanks to a grant from the Government of Alberta.
- Although Camp Chief Hector YMCA was not able to offer overnight experiences, they did provide an amazing summer filled with both day camp and family camp programs.
- Children and youth programs were able to return to some normalcy in the Fall, which was welcomed by families.
- In November 2021, YMCA Calgary was part of the federal and provincial announcement to move towards reducing child care fees for families (\$10/day child care). While full details are still rolling out, we are excited about the support this will provide for our child care families and are implementing current changes as of January 2022.
- Membership across the city was approximately 40,000 people.

We are now in a phase of recovery and look forward to supporting the community in reconnecting to positive experiences that enable their growth and development.

Thank you for all your support and belief in YMCA Calgary, simply put we could not and cannot do it without you.

Warm regards,

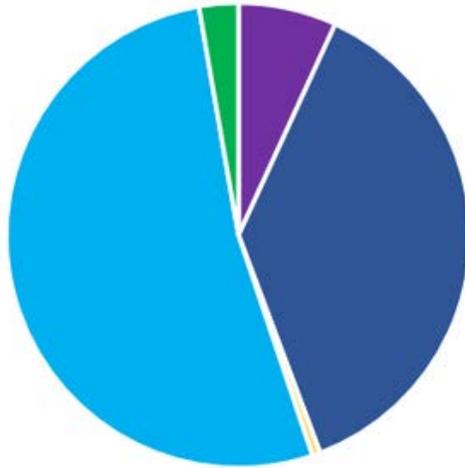


Shannon Doram
President & CEO



Philanthropic Impact

Community Need

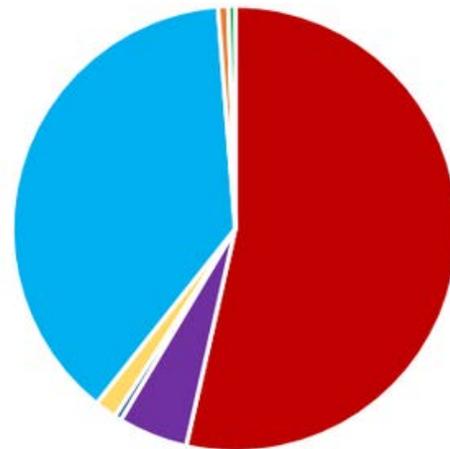


- **\$165,192** – Child & Youth Support
- **\$902,894** – Adult Support
- **\$13,490** – Outdoor Camp Experiences
- **\$1,264,631** – Youth Empowerment Programs
- **\$66,000** – Global Initiatives

Total Provided \$2,412,207

■ Child & Youth ■ Adult ■ Outdoor ■ Youth Empowerment ■ Global

Donations Received



- **\$1,634,820** – Greatest Need & General
- **\$154,069** – Child & Youth Support
- **\$5,229** – Adult Support
- **\$48,685** – Outdoor Camp Experiences
- **\$1,162,572** – Youth Empowerment Programs
- **\$22,596** – Endowment
- **\$5,245** – Global

Total Raised \$3,033,216

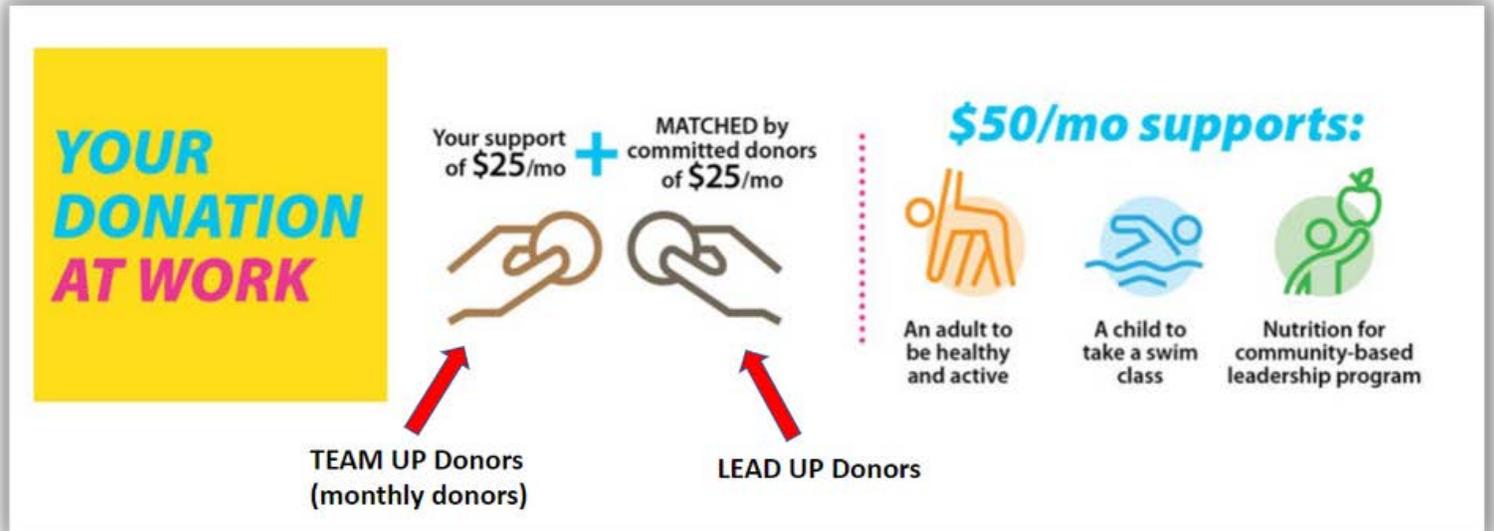
■ Greatest Need ■ Child & Youth ■ Adult ■ Outdoor ■ Youth Empowerment ■ Endowment ■ Global

In 2021, we were very fortunate to have significant contributions to our Greatest Needs and General Funds. This has enabled us to support YMCA Calgary in many ways throughout this pandemic including subsidies for memberships and programs, operations, increased health and safety measures and other projects.

While the amount of financial support provided for children, youth and adults has decreased from 2020 due to YMCA closures, we anticipate this number will continue to rise again. YMCA Calgary is committed to ensuring no one is turned away due to financial circumstances, especially in a time when many Calgarians have been significantly impacted by the pandemic. At YMCA Calgary we are actively working to support the physical, emotional and mental wellbeing of individuals and families through positive YMCA programs and services. We continue to be inspired to be here for you and the community because we know the impact of the YMCA will lead to a healthier, more vibrant community.

We are extremely grateful to all our donors, members, staff, volunteers and partners who have stood beside the YMCA over the past two years to support us as we navigated these challenging times. Thank you!

UP Program



62 LEAD UP donors have committed to support YMCA Calgary over 3 years with a minimum donation of \$5,000 to provide a matching pool of funding for TEAM UP donors.

In 2021, there were 96 TEAM UP donors who doubled their impact!



THANK YOU
for all your
support!

Want to learn more about the UP Program? Email us at philanthropy@calgary.ymca.ca

Impact Stories from 2021...

Mary is a South Central YMAP student who attends St. Mary's High school. She has been part of YMAP since October 2019 and has since participated in all YMAP activities such as volunteering, field trips and fundraisers. Now she continues to participate in our new virtual YMAP programs, joining every Thursday on Zoom, never missing a session.

During December we had a chance to talk about all of the reasons she loves being part of our program. Here is what she had to say: "It was important to belong to an organization such as the YMCA. Being a part of YMAP is an honor not just because all the help and support I have received from the organization, but also having the opportunity to make connections, job opportunities, scholarships and volunteering opportunities, just to mention a few."

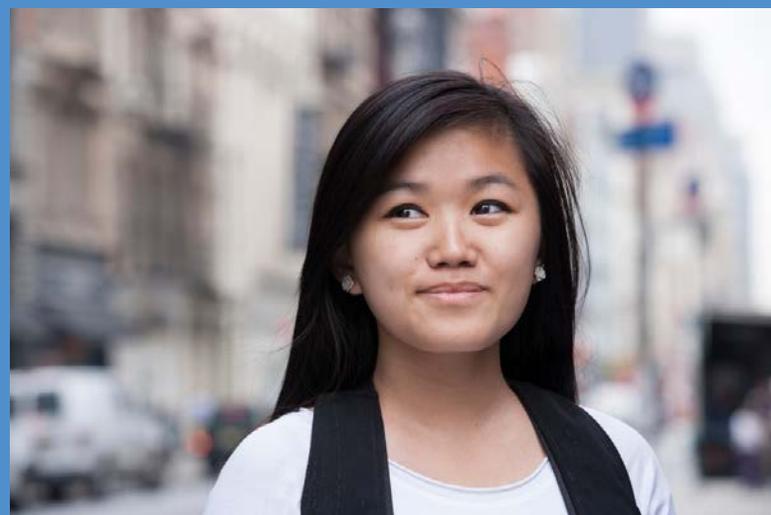
Mary is committed to take part in our virtual programs on Thursday and also wants to join our Infinity program for the fall. Mary said, that since she joined the YMAP program back in 2019, she has always felt welcomed, safe and connected.

Our YMAP coordinators are excited and happy to support Mary in achieving her goals and will miss her when she graduates.



2,289 children participated in day camp programs at Shane Homes YMCA at Rocky Ridge , Brookfield Residential YMCA at Seton, Melcor YMCA, Shawnessy YMCA and Remington YMCA in Quarry Park. Throughout the session it was the empathy, care and dedication of our Day Camp Counsellors and Coordinators that had the greatest impact on children and families.

This is best reflected by a phone call made by a parent to her camp coordinator following a busy week of camp. The mother of a child with down syndrome shared how she would often receive phone calls or emails at the end of the day from other Day Camps, detailing behavioural challenges or concerns around her child's continued participation. At the YMCA however, her daughter would simply come home with stories of the different activities she did each day, and the friends she made. She shared that her daughter was treated as a child first and foremost, no different than any of the other children she spent her day with.



"A member came in on the first day we opened, saying he was so happy and thankful that we finally opened. He gained a couple of extra pounds during the lockdown and lost all motivation to workout at home. He had a great workout his first day back, starting with some high intensity running on the treadmill while supervised by YMCA Staff. He then continued with some weight training and mobility work at the end of his workout. He had such a great experience that the next day he brought donuts and coffee in for the Y staff."



"Lewis, who was a regular swimmer at the Y, was so excited to get back into the pool. His aid expressed he had been depressed not being able to go in the pool due to the closure. He has been in the pool every day since we have allowed supervised lane swimming. Lewis is so much happier, and his aid said Lewis's mental state is 100 percent improved since we have opened back up. I talked with Lewis today and he was so full of excitement that I couldn't get a word in edgewise."

"Our children, Sam (4) and Maddi (1) started at YMCA Quarry Park Child Development Centre in June 2021 and April 2021 respectively. To say that the Y Centre has gone above and beyond at exceeding our expectations would be an understatement.

It is our 4th daycare for our eldest, Sam. Sam has so much love to give through his energetic and outgoing personality, his love for friends and the need to make people laugh! We haven't had a smooth ride with Sam. Until we came to the YMCA. It is a true family feel, every drop off and pick up.

After being "let-go" from our 3rd daycare with Sam, I was lost and had just about given up. There didn't seem to be any resources available to help such a young age. Sam got diagnosed with behavioral issues and emotional dysregulation. He also got diagnosed with ADHD, which I say that very lightly as he was only 4.5 years at the time of being diagnosed. But the age didn't matter to the management and educators at the Y, they saw a family that needed help.

Before Sam started, I had a meeting with management so we could set him up for success. One of the major things that stood out to me was that nothing seemed to scare them about Sams' past behaviour. They had a solution for everything I saw as an issue.

The Y made sure to place him in a room with educators that would best suit his needs, they had break out rooms, a teacher assistant aide available to set Sams' teachers up with strategies on dealing with his behaviour, had specific toys/activities available at any time, had multiple staff available if needed, and cohort rooms to change up the scenery. These are a small handful of examples.

The curriculum and indoor/outdoor play is engaging. For Sam, he gets bored easily. It doesn't take Sam long to want a change. But the curriculum at the Y is keeping him interested and motivated everyday.

Quarry Park Child Development Centre feels like family. We feel like we belong."

YMCA Calgary's Promise Statement

We believe in people. We see their potential. We see strengths in our differences and inspiration in our diversity.

We are the neighbour you can count on, a place for everyone; A space to play, to challenge yourself, to build resilience and to grow.

The journey may start with a splash, a bounce, or a crunch under your boots; and if we do our part, it will lead to a healthier, more vibrant community.

Your YMCA exists so that everyone has an opportunity to belong.

