



CANADA'S **BEST**  
EMPLOYERS

Forbes  
**2022**

POWERED BY STATISTA

# 2022 YMCA CALGARY

# IMPACT REPORT



# THANK YOU

Thank you to our donors, partners, staff, volunteers and members who have been an incredible support in 2022. While we were optimistic entering 2022, many challenges were still present and Alberta public health measures were in place. Through it all, the health and well-being of children, youth and adults continued to be of utmost importance to YMCA Calgary.



As the year progressed, members began to return to the Y, programs started to fill up quickly and Camp Chief Hector ran overnight camps for the first time since 2019. It was so great to see the YMCA filled with a vibrant atmosphere again. As our communities continue to recover from the pandemic, we have an important responsibility to the citizens of Calgary to be there to support their health and wellbeing. YMCA Calgary is proud to be a leader in providing quality programs and services that positively impact the lives of Calgarians.

At YMCA Calgary, we continue to be extremely grateful for the support of our donors and partners. Financial assistance and healthy opportunities are critical to support individuals to stay active and connected to a caring community. We are proud that, in partnership with our donors, everyone belongs at the YMCA. Thank you.

As we start 2023, we are driven to deliver on our promise as an organization and ensure everyone has an opportunity to belong, grow, thrive and lead.

Warm regards,

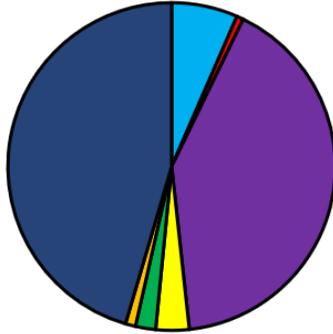
A handwritten signature in black ink, appearing to read 'Shannon Doram'.

Shannon Doram  
President and CEO  
YMCA Calgary

**WHAT  
INSPIRES YOU  
TO GIVE?**

# PHILANTHROPIC IMPACT

Donations Received



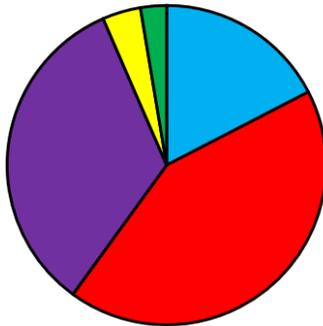
- Child & Youth Support
- Youth Empowerment
- Global Initiatives
- Greatest Need & General
- Adult Support
- Outdoor Camp Experiences
- Endowment

Donations Received

- Greatest Need & General - \$1,370,586
- Child & Youth Support – \$179,433
- Adult Support – \$6,481
- Youth Empowerment - \$1,238,583
- Outdoor Camp Experiences – \$99,730
- Global Initiatives – \$57,769
- Endowment – \$18,052

*Total Donations: \$2,970,634*

Community Need



- Child & Youth Support
- Youth Empowerment
- Global Initiatives
- Adult Support
- Outdoor Camp Experiences

Community Need

- Child & Youth Support - \$853,699
- Adult Support - \$2,085,622
- Youth Empowerment - \$1,640,160
- Outdoor Camp Experiences - \$188,077
- Global Initiatives - \$129,769

*Total Provided in Support: \$4,897,327*

In addition to annual donations received, we were also extremely grateful to receive a grant of \$2 million dollar from the City of Calgary to support YMCA operations as we continue to revitalize after the pandemic.

*Thank you to all our donors for your support in 2022, we simply could not do it without you!*

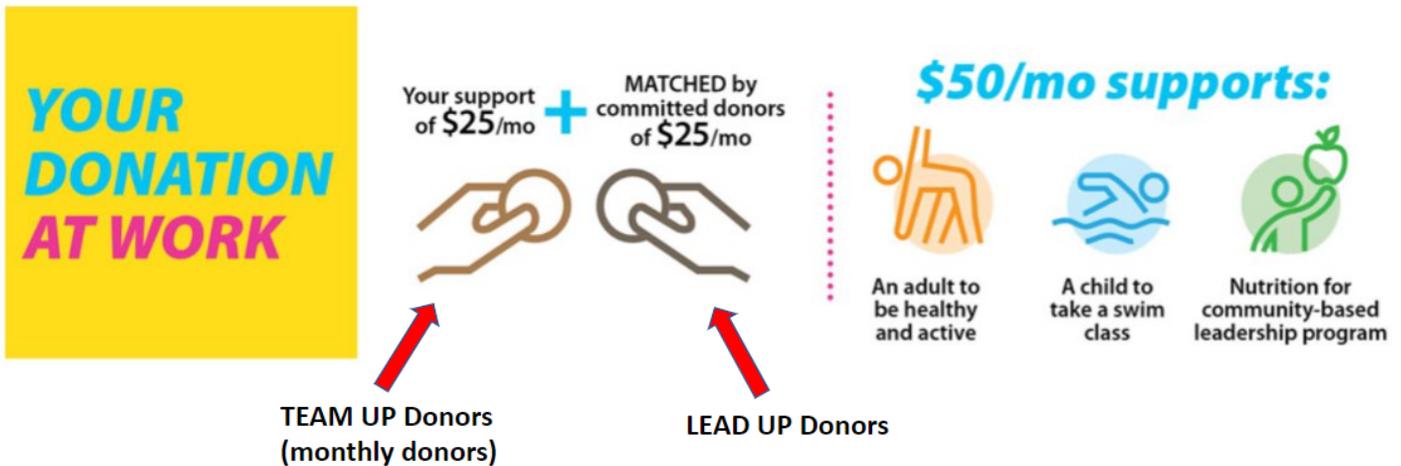
In 2022, YMCA Calgary commenced a multi-year capital revitalization plan at Camp Chief Hector YMCA to replace aging infrastructure, increase community impact and enhance camper experiences. To fund the plan, we are engaging Governments, Foundations, and community members to support the Love, Camp Campaign, which will raise \$14.5 million for Camp Chief Hector YMCA.

Last year the Government of Alberta made an investment of \$2 million toward our revitalization efforts and YMCA Calgary contributed \$1.5 million. These funds have enabled our first phase of work, which focused on revitalization of camper accommodations with the installation of 63 new yurts.

Looking ahead, a volunteer Campaign Cabinet has been recruited to lead the Love, Camp Campaign in 2023. To learn more, please visit [www.welovecamp.ca/campaign](http://www.welovecamp.ca/campaign).



# UP PROGRAM



64 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 2022, there were 115 TEAM UP donors who doubled their impact!



# IMPACT STORIES

## Brave Dogs Clan (HON) Program

This year our YMCA Brave Dogs Clan (HON) youth were more engaged in-service learning projects and giving back to some of the most vulnerable populations in Calgary. After learning about the dark and painful truth of Missing and Murdered Indigenous Women and Girls (MMIWG) in Canada, the youth felt they were called upon to help women. One youth shared a close personal story as she had a family member who went missing. This project had a deeper meaning for her, it was a personal, heart felt connection she had. Her and another youth researched Woman's Supports in Calgary and they were surprised to find how little was available for women to access. When they read up and researched a bit more on Awo-taan, the youth felt based on their mission and vision, the cultural supports woman would receive from them and how they had a shelter just for women and their children, that this was where the group should give back too. She told the staff she wished her family member had a place like Awo-taan to go to because maybe then she would still be here today. The Henry Wise Wood High School youth chose to help Indigenous woman in need at the Awo-taan Healing Lodge, Women's Shelter by making over 30 hygiene bags full of all item's women would need. Awo-taan Healing Lodge, Women's Shelter serves on average 50-75 woman, both single and mothers in urgent situations, who are fleeing domestic abuse, battling addictions or houseless due to financial hardships. YMCA staff were deeply humbled and honoured to deliver the hygiene bags to Awo-taan Healing Lodge, Women's Shelter of behalf of the youth.

Written by Sarena Provost, Indigenous Manager

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## YMAP Program

"I would recommend YMAP because I have got to know many new things related to career and resume and how to create an effective resume. It's really fun playing games, getting a chance to help the community by volunteering and going on field trips."

~Anonymous, 2022

"YMAP gave me the opportunity to get involved in the community. To learn about different opportunities to help me grow and feel like I belong. As a newcomer, I was so glad I joined this program."

~Anonymous, 2022

## Teen Vibe Program

The Teen Vibe Program, offered at the Saddletowne YMCA, provides a variety of youth leadership opportunities, fun sports activities, arts & crafts, group exercise, mental wellness and so much more!



# Youth Leadership Institute

I am writing this testimonial in strong support of YMCA Calgary Youth Leadership Institute (YLI). As a graduate of the first intake of the program, I would like to share some of my experiences going through the program, and how those experiences have impacted my leadership journey.

I firmly believe the Youth Leadership Institute unique blend of classroom style learning, speaker series of accomplished leaders and hands on practical experience accelerated my growth as a leader. In particular, I want to highlight the speaker series. The YLI curated an excellent selection of guest speakers from a variety of backgrounds who are passionate and excited about sharing their knowledge with up-and-coming leaders. The structure of the panels was great as it spent time exploring who the speaker is as a person through rapid fire questions and ended with a good portion of time set aside for questions. These insights have stuck with me, and I refer to them constantly as I progress in my career and as a person.

To summarize my understanding of leadership, having now gone through the YLI program is that leadership is a broad area of study that is difficult to define and changes drastically depending on the context of the situation. The best leaders are the ones that are able to adapt to each unique situation and the unique individuals involved. The YLI's goal, in my opinion is to provide young leaders with the necessary tools to handle any situation that may come their way.

In conclusion, and to add some practical evidence in support of the Youth Leadership Institute, from when I first enrolled in the YLI in 2021 to the present, I have been promoted twice within my organization and have enrolled and am completing my Master of Business Administration. It is fair to say the YLI played a crucial role in this development.

~Mitch Hanen, General Manager Remington YMCA

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## Subsidized Programs

YMCA Calgary believes all Calgarians, of every age and income bracket, should have access to quality health, fitness and community programs.



## YMCA Tutoring Table

Neil was a Math 30-1 student that took part in our in-person sessions at the YMCA. Neil is a shy but very intelligent student. This was what I learned over the course of our time working together. When we first started out, he felt like he was struggling with trigonometry, and had tests coming up that had him anxious. However, during our session, I quickly observed that he knew the concepts. Neil just needed more confidence in his abilities. That is what our sessions became about, showing him that he was an excellent student.

At the start of the semester, we started off by discussing and working through problems together. As time passed, we started shifting more and more leadership over to Neil in session to work through problems. As the semester progressed, I came to see his confidence in math grow. This confidence was reflected in his tests and his feeling towards the subject as a whole. I recall many times asking about how his test went and Neil saying "it was actually pretty easy!" or "great!". It was great seeing Neil go from doubting himself to being confident, and I hope he continues to go in this direction.

Lead Tutor: Akposeiyifa Ebufegha, Site: Shawnessy YMCA

# YMCA Calgary's 10-Year Strategic Direction

To respond to the needs of the community, YMCA Calgary is committed to five strategic priorities from 2021-2030:

n  v  i  g  a  t  e



**A Trusted Charity**



**Exceptional Experiences**



**We Can't Do It Alone**



**A Place For Everyone**



**Here For The Long Term**



# 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.



[philanthropy@calgary.ymca.ca](mailto:philanthropy@calgary.ymca.ca)

