



   
FOUNDATION  
CGY | CALGARY FLAMES  
SMILE & YMEGA PROGRAM



ANNUAL REPORT 2017

# ASCENT



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# ASCENT

In 2017, YMCA Calgary set an ambitious agenda to connect with more Calgarians while building a larger and more solid foundation for our charity. We call our three-year impact plan "Ascent," with a goal to increase impact and meet the needs of a growing Calgary. The plan identifies necessary priorities – to enable lifelong healthy living, advance positive child, youth & family development, cultivate social and emotional well-being and foster community-building.

During a year when Calgarians needed us more than ever, we were there.

Through membership, program delivery and drop-in access, our seven Centres of Community, including the recently opened Shane Homes YMCA at Rocky Ridge, continues to serve. This latest partnership with the City of Calgary is changing the city in exciting and unprecedented ways. And, less visibly, but equally important, are the services and experiences we provide in community spaces, child care centres and camps both in the city and into the Bow Valley.

In these pages you'll learn more about our work through stories, including a profile of the Calgary Flames Grade 6 YMCA Program, which connected over 3600 youth this

## 2017

## The Act of Rising Upward

year to healthy activities in safe spaces. In partnership with the Calgary Flames Foundation, more than 10,000 students have already connected with each other, instead of with screens.

And as Calgary continues its economic recovery, requests for YMCA subsidy have increased to new levels. To demonstrate our accessibility, more than \$4 million was allocated through our donor-supported annual Strong Kids Campaign and our adult subsidy to ensure all Calgarians have an opportunity to belong, grow, thrive and lead.

Looking ahead, the journey is bright and bold, yet not without challenge. The 'new normal' that is Calgary's economy continues to stretch the limits of our creativity and responsiveness. Undoubtedly, our 116 year-strong charity's staff and volunteers will continue to innovate to meet changing needs, including adding a new YMCA in Seton, which will become the largest YMCA anywhere.

Through it all, one thing is exceedingly clear: Calgary needs us; and we are ready to rise to the challenge.



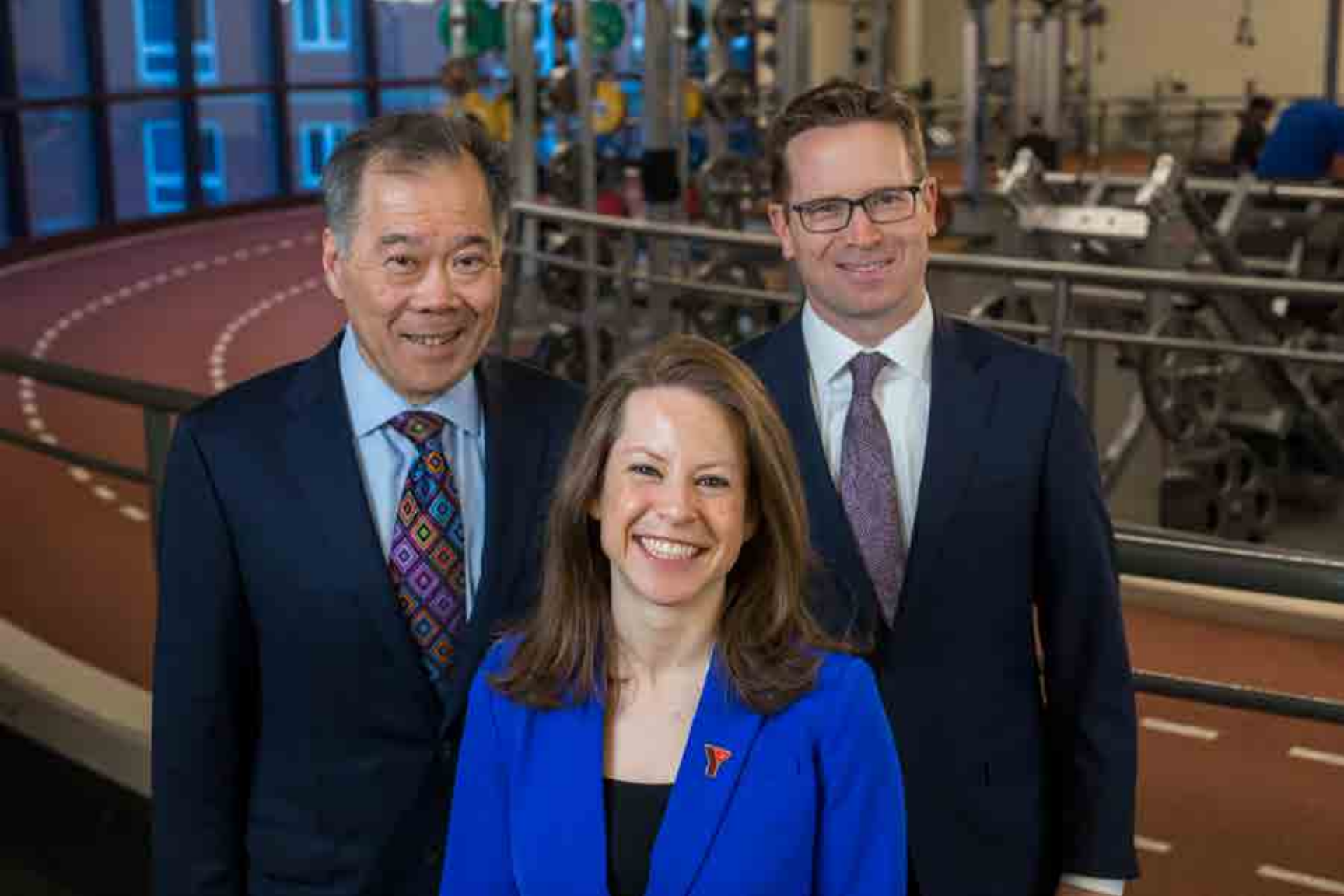
**Howard T. Shikaze**  
Board Chair  
YMCA Calgary



**Shannon Doram**  
President & CEO  
YMCA Calgary



**Trevor Gardner**  
Board Vice Chair  
YMCA Calgary





“  
To me the Melcor Crowfoot Y is not just about exercise. It’s about **connecting with people and sharing a common interest**. It’s about friendships. It’s about getting involved with your community. Simply put, it’s about how I choose to start my day!

–LorrainePopovich,memberofMelcorYMCAatCrowfoot

The Healthy Living program is exemplary in demonstrating how being involved in a regular work out program benefits people in our age group. It could be a model for other YMCA’s everywhere. Finally, it is fun and it is **wonderful to see the camaraderie** and concern among those who work out together.

–Marie Rhodes, YMCA member for more than 20 years

The most worthwhile benefits we make to young people and their families are hard to measure. Creating joy, sparking imaginations, providing quality time, encouraging belonging, and building community are a few of the common goals Quest Theatre and the YMCA share. We are thrilled that the YMCA has recognized the strategic advantages of including theatre in **their extraordinary vision of a happy, healthy and inclusive society**.

–NikkiLoach,ArtisticDirector,QuestTheatreandinaugural  
YMCA Arts Partner

# OUR SCOPE IN THE COMMUNITY



- 7** Health & Wellness Locations  
*with one more on the way!*
- 2** Outdoor Camp Sites
- 60+** Community YMCA Program Sites

Introduced the  
**LARGEST YMCA**  
in the **WORLD!**\*



Shane Homes YMCA at Rocky Ridge

*\*fornow...*



**1570** volunteers  
who contributed  
**120,000+** hours

**1.6** million  
YMCA visits

23,700 Program Participants

136,442 Drop-in Visitors

44,646 YMCA Members



**11,000+**

memorable outdoor  
camp experiences

**83%** believe that the YMCA  
helps their children  
become more confident

**85%** agree that the YMCA  
encourages their children  
to try new activities &  
explore new experiences

**83%** feel an increased sense  
of happiness and vitality  
because of the YMCA

**72%** of adults experienced  
an improved feeling of  
well-being

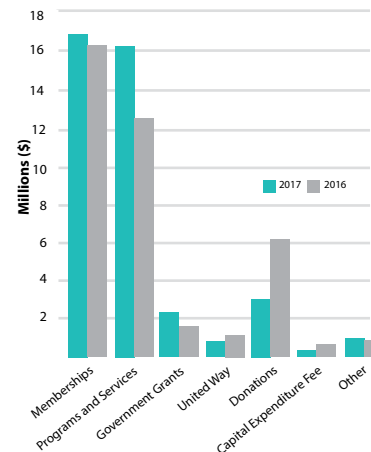


# SUMMARIZED CONSOLIDATED STATEMENT OF OPERATIONS

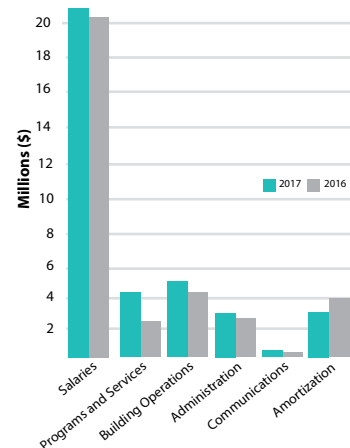
For the year ended December 31, 2017  
(with comparative figures for 2016)

	2017 (5000s)	2016 (5000s)
<b>REVENUE</b>		
Memberships	17,861	16,275
Programs and services	16,693	12,575
Government grants	2,269	1,607
United Way of Calgary and Area	917	1,048
Donations	3,380	6,166
Capital expenditure fee	162	174
Other	670	663
<b>Total revenue</b>	<b>41,952</b>	<b>38,508</b>
<b>EXPENSES</b>		
Salaries and benefits	24,852	20,819
Programs and services	4,484	3,077
Building operations	5,646	4,584
Administration	3,550	3,519
Communications	457	363
Amortization	3,706	4,252
<b>Total expenses</b>	<b>42,695</b>	<b>36,614</b>
Operating (deficiency) excess of revenue over expenses	(743)	1,894
Gain on disposal of tangible capital assets	84	4
Investment income	876	847
<b>Excess of revenue over expenses</b>	<b>217</b>	<b>2,745</b>

**SOURCES OF FUNDING - 42.0 MILLION**



**EXPENSE DISTRIBUTION - 42.7 MILLION**



## SUMMARIZED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

For the year ended December 31, 2017  
(with comparative figures for 2016)

	2017 (5000s)	2016 (5000s)
<b>ASSETS</b>		
Current assets	6,198	14,644
Restricted cash	6,799	7,470
Investments	25,047	14,340
Tangible capital assets	34,421	32,194
<b>Total assets</b>	<b>72,465</b>	<b>68,648</b>

### LIABILITIES AND NET ASSETS

Accounts payable and accrued liabilities	13,426	10,322
Other current liabilities	7,881	7,418
Deferred capital contributions	397	301
Long-term obligations under capital leases	730	794
Net assets	50,031	49,813
<b>Total liabilities and net assets</b>	<b>72,465</b>	<b>68,648</b>

For the year ended December 31, 2017  
(with comparative figures for 2016)

	2017 (5000s)	2016 (5000s)
Excess of revenue over expenses	217	2,745
Items not affecting cash	3,306	3,888
	3,523	6,633
Changes in non-cash working capital	2,180	10,880
Operating activities	5,703	17,513
Financing activities	(814)	(751)
Investing activities	(13,080)	(6,887)
Net (decrease) increase in cash	(8,191)	9,875
Cash, beginning of year	12,106	2,231
<b>Cash, end of year</b>	<b>3,915</b>	<b>12,106</b>

This summarized financial information is extracted from the annual financial statements audited by Deloitte LLP. It has been prepared in accordance with criteria developed by management. A copy of the complete audited financial statements is available on our website at [ymcalgary.org](http://ymcalgary.org)

## SUMMARIZED CONSOLIDATED STATEMENT OF CASH FLOWS

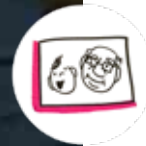


## ENABLING LIFELONG, HEALTHY LIVING

"I was two chicken wings away from having a heart attack and I needed to do something," says John Kerrin, who started his fitness journey on January 1, 2017. "The YMCA is my sanctuary. It is a place where I come and I can be myself and I can do my thing for two hours and just nothing else," says John with a smile.

Losing over 50 pounds to date, YMCA Calgary still supports John through this challenging but rewarding adventure.

John says, "I have a different sense of purpose and a different sense of life that I didn't have before, and I owe that to the Y."



Read the full stories at  
[2017annualreport.ymccalgary.org](https://2017annualreport.ymccalgary.org)



## ADVANCING POSITIVE CHILD, YOUTH & FAMILY DEVELOPMENT

It wasn't easy for mom Rebecca Harrow to make the decision to go back to work. She worried about finding the right people to care for her son, Logan. Rebecca says she was able to put her trust in Trudy Halvorsen and the staff at the YMCA-operated Quarry Park Child Development Centre in southeast Calgary.

"It made me feel a little bit less 'mom guilt' that I had a special place for him to go where he would be happy, where he would be cared about and where I didn't have to worry about him every day."



Read the full stories at  
[2017annualreport.ymcacalgary.org](https://2017annualreport.ymcacalgary.org)



## CULTIVATING SOCIAL AND EMOTIONAL WELLBEING

"I feel very lucky..." Kiadora Durocher, age 12, says about being able to attend Camp Chief Hector YMCA because of the YMCA Strong Kids Campaign.

Kiadora's mom, Kelly, says she wouldn't be able to afford to send Kiadora to camp without Strong Kids. "This funding goes to kids who don't get trips, who don't have other experiences like this. This is just for her and it is really special."

"If I could, I would spend the entire summer there if possible; there is no other place I want to be. Camp has really had an impact on how I see nature and how I see the world," says Kiadora.

Mom says, "I can't stress how thankful I am for this program. Camp is something you will never forget, something that will stick with you forever."



Read the full stories at  
[2017annualreport.ymcocalgary.org](https://2017annualreport.ymcocalgary.org)

## FOSTERING COMMUNITY BUILDING

“The very first tour, the very first hour, people were just so giddy to be the first ones in line to come through... just vibrating to get in,” says Rod Molle, a volunteer at the new 284,000 square foot Shane Homes YMCA at Rocky Ridge.

Rod was a tour guide that was right in the thick of opening the new Y, a partnership with the City of Calgary. Turns out, it became the fastest growing YMCA Centre of Community in Canadian history.

Thanks to volunteers like Rod, everyone was excited to become familiar with the new YMCA, creating an instant sense of community.



Read the full stories at  
[2017annualreport.ymcacalgary.org](https://2017annualreport.ymcacalgary.org)







## THE ACT OF GIVING BACK

To Scott Sarjeant, the YMCA means a sense of community. Scott volunteers as a trainer and gives to the YMCA's access fund for kids, the Strong Kids Campaign.

Being a member at the YMCA for over 25 years, and volunteering for 14 of those, Scott says the YMCA connects him to two of his favourite charitable causes, physical literacy and supporting children.

"This campaign allows for underprivileged kids to enjoy activities with others in the safe, nourishing environment that the Y represents," says Scott. "I feel strongly that all children should be able to access what the Y offers. It is both a privilege and an honour for me to give back by supporting the Strong Kids campaign."

Learn more about giving at  
[ymcacalgary.org/success-stories/donate](https://ymcacalgary.org/success-stories/donate)

# CALGARY FLAMES SUPPORTS KIDS



=19,631 hours of physical activity

Through a transformational investment by the Calgary Flames Foundation, YMCA Calgary is able to offer a free membership and active programming for every Grade 6 student in Calgary.

## Use my Grade 6 Membership to...

“go to Flames Fridays. Occasionally I go swimming with my best friend. It is rare that we don't go together! We come early and do homework, and sometimes get locks using my Grade 6 pass. **We've made new friends together at the YMCA.**

-Julie M. / Age 11

...go swimming in the **YMCA's amazing pool facility.** I also like to go to Flames Friday activities our youth coordinator, Jamieson, hosts.

-Lucas / Age 11







## **YMCA Calgary Strategic Leadership Team**

At YMCA Calgary, the Strategic Leadership team plays an important role in delivering impact. As champions of the Ascent Plan, this team and the people they lead are energetic, engaged and here to support the community.

Thank you for the trust you have placed in us to meet the wellness needs of Calgarians.

To learn more about YMCA Calgary's impact in the community please visit

**2017annualreport.  
[ymcocalgary.org](http://ymcocalgary.org)**

# 1 ENABLING LIFELONG, HEALTHY LIVING



- People are healthy and active throughout their lives
- People experience improved health outcomes
- Children & youth value and engage in a physically active lifestyle

# 2 ADVANCING POSITIVE CHILD, YOUTH & FAMILY DEVELOPMENT



- Children enter kindergarten ready for school
- Youth have the skills to successfully transition to adulthood
- Families are active and healthy together

# 3 CULTIVATING SOCIAL AND EMOTIONAL WELLBEING



- People experience belonging and respect
- People value and engage with the natural world

# 4 FOSTERING COMMUNITY BUILDING



- People are connected and engaged in their communities
- People develop & exercise leadership through YMCA volunteer opportunities

# ASCENT

## YMCA CALGARY 3 YEAR IMPACT PLAN



**YMCA Calgary**



*Photo credit:*  
July 2017, Chilver Lake, Camp Chief Hector YMCA  
John Boardman, Outdoor Programs Manager,  
Camp Chief Hector YMCA