



YMCA of
Northern BC



Annual Report 2011-2012

Building healthy communities

www.nbcy.org

A young boy with short brown hair is flexing his right arm, showing off his bicep. He is wearing a dark blue t-shirt with a white graphic design. In the background, another child is partially visible, and the setting is a lush green forest with tall trees. The overall scene is bright and outdoors.

Our Mission

The YMCA is a powerful association of men, women and children of all ages and from all walks of life joined together by a shared passion: to strengthen the foundations of community.

With a commitment to nurturing the potential of children, teens and young adults, promoting healthy living and fostering social responsibility, the YMCA ensures that every individual has access to the essentials needed to learn, grow and thrive.

Rooted in more than 1,000 communities around the country, the YMCA has the long-standing relationships and physical presence not just to promise, but to deliver lasting personal and social change.

Though the world may be unpredictable, one thing remains certain – the YMCA is, and always will be dedicated to building healthy, confident, secure and connected children and youth, families and communities.

Get up! Get active!

Message from the CEO and Chairperson –

2011 - 2012 was a dynamic year for our YMCA beginning with extensive renovations at our flagship Massey Drive location. Our lobby was completely re-done with increased security, improved Membership Services centre and the addition of twelve much needed Infant Toddler Care spaces. The Men's and Women's Change Rooms were next as we replaced the lockers, flooring and tiles last summer to rave reviews by all our members.

Beyond the walls of Massey Drive our staff and volunteers shared the YMCA "building healthy communities" message with thousands across northern BC. Last June, YMCA staff traveled to the Nass Valley and held the first Healthy Kids Day in New Aiyansh – home to some of the oldest YMCA programming in Canada. Healthy Kids Day here in Prince George continues to exceed all expectations supported by long-time, local business partners Integris Credit Union and Canadian Tire. Our energetic volunteers and staff make sure that this day continues to be one of our city's most popular family events!

Our dedicated child care staff cared for 322 children from infant to school age – an all time record making us the largest provider of non-profit child care in Prince George. Our reputation for delivering quality child care supported by national YMCA curriculum continues to grow as we began conversations with the Town of Vanderhoof about bringing YMCA child care to this community.

The YMCA is committed to addressing declining physical activity levels, reduced opportunities for physical activity, growing obesity rates and disconnected families as a result of busy lifestyles. Last summer, we announced significant changes to our membership and programming that make it even easier for families to get active, live healthy, and spend quality time together. Children are now included on all adult memberships and over sixty programs are offered weekly for all ages resulting in a 10% increase over the same time last year!

Our Board and staff are particularly excited about our recent name change to YMCA of Northern BC. This is one of the most significant steps taken in our YMCA's fifty year history and will allow us to share the YMCA message with new and interested audiences in the north. This step follows other provincial YMCA's who are positioning themselves regionally and strengthens the YMCA Canada Federation.

YMCA activities are supported by hundreds of staff, volunteers and donors who are committed to delivering lasting personal and social change – we share our success with them as we continue to deliver on our mission here in Prince George and into northern British Columbia.

Peter Vogt
Chair

Mark Miller
Chief Executive Officer

PLAN Y



YMCA Board of Directors

Peter Vogt - Chair
Rob Traxler - Secretary
Pat Flack - Past Chair
Rod Bellmann - Director
Jason Blackman - Director
Tara Bogh - Director
Mike Davis - Director
Fraser Deacon - Director
Ron Epp - Director
Kim Hess - Director
Andrea Martin - Director

YMCA Leadership Team

Mark Miller – Chief Executive Officer
Cheryl Wallace – Director of Association Services
Chris Kinch – Director of Membership & Programs
Ken Schmitz – Director of Finance
Lynette Mikalishen – Director of Child Care Services



Strengthen Our Impact



The support of the YMCA of Northern BC is integral to the success of our communities, and we are proactive in addressing the changing needs of communities across northern BC. We engage, connect and mobilize our communities with a goal of improving the lives of the individuals and families we serve.

\$157,000 in financial subsidies.

21% of our members under 14 receive YMCA financial support to participate in programs.

Donate over **\$19,000** in memberships to local non-profits in support of their fundraising activities.

97% registration at Camp Kanannaq.

YMCA staff share their expertise on **local committees** such as United Way, and Healthy Families Prince George.

New Aurora Leadership Program

for 13 – 15 year olds.

3,640 members.

450 runners in YMCA Canadian Tire Road Race.

Assisted Families affected by the Lakeland Mill fire with no-fee program access.

Extend Our Reach



Our success relies on the hard work, support and commitment of our people - employees, volunteers, donors and community partners. We are a charity that invests in our people and asks them to reinvest in their YMCA. We strive for organizational excellence as well as to be an employer and charity of choice.

Life is better together

Partner on **YMCA Economic Impact Study** with UNBC Dept. of Economics students.

Host first ever **Healthy Kids Day in New Aiyansh** attracting 200 children from the Nass Valley.

Offer recreation programming in **Fraser Lake and Vanderhoof** for thirty local children.

8,000 visits to Youth Around Prince (YAP).

322 children in child care programs.

Create Y Citizens a new after-school leadership program for 10 – 13 years olds.

\$52,000 annual transportation financial subsidy.

9,700 REC Room visits.

YMCA-based recreation programming provided to **130** residents of Simon Fraser Lodge.

Increase Our Capacity

\$1 million investment in capital improvements.

2nd Annual Strong Kids campaign **raised \$17,000** for under-privileged children to attend Camp Kanannaq (YMCA staff-driven activities raise \$2,300!)

Twelve new Infant Toddler spaces added at our Massey Drive location.

184,000 visits to Massey Drive.

145 volunteers in areas such as housekeeping and childminding.

On-going **staff professional development** in YMCA national SAM Training (Serving All Members) and Playing to Learn curriculum.

Three staff and eight volunteers attend 11th Annual **YMCA BC Volunteer and Staff Recognition Fitness Retreat** at YMCA Camp Elphinstone.

Early Childhood Education staff Kerri Goertzen and Crystal Tennisco **score 100 percent** on their National Play in Action Assessment conducted by YMCA Canada.

Community outreach at events including Rotary Health Fair, City of Prince George Staff Health Day, Rec Mart.

We place a high value on meeting the social and physical needs of the individuals and families we serve across northern BC. We are a service-oriented charity accessible to all. Our services will be progressive, inclusive, and focus on building stronger communities.

Who we become begins today

Build Our Brand

Early adopter of new national **YMCA Canada branding**.

Scored **80%** on YMCA Canada Member Satisfaction Survey.

710 Facebook friends.

Celebrate **National Child Day**.

Official **name change** to YMCA of Northern BC.

560 followers on Twitter.

Complete **Sponsor Recognition** wall.

Recognize child care staff on **National Child Care Provider Day**.

Negotiate partnerships with local media to **share YMCA message**.



Spending time with my friends

Our message is to ensure individuals and families across northern BC know the YMCA of Northern BC is there to support their desire to become healthier in spirit, mind, and body at every stage of life. We will 'tell our story' and educate people on what we do, the people we serve, the programs we offer, and how they can support the YMCA of Northern BC.

Donors

2011-2012

Anonymous
Anne Deni
Andrea Martin
A. Barr
B. Fishwick
Ben Panter
Bente Lindstrom
Beth Summers
Bob Lane
Bonnie Brown
Brad Halsey
Brent Morgan
Brittany Fisher
Bruce Siddall
Cheryl Green
Cheryl Wallace
Chris Kinch
Cindy MacLachlan
Clayton Wilkinson
Colleen Bush
Corrine Hemeryck
Dan O'Donnell
Dot Gunderson
D. Zellman
Erica Schroeder
E. Kerc
Ed Thiessen
Elaine Harding
Elaine MacPherson
Elizabeth Stafford
Elizabeth Schweizer
Faydra Aldridge
Florentina Hermosilla
Francesca Donker
Gail Mason
Georgeana Melnychuk
Glenys Hogan

G. Malinchuk
G. Thorpe
Glennys Roberts
Harris Johnson
Heidi Mois
Hong Trieu
In Memory of Greg Doucette
In Memory of Joan Craig
Jack Labonte
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Jean Neilson
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Marion McDonald
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Mark Miller
Margaret Dunlop
Maureen Norn
Matthew Miller
Mike Stevenson
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Nicole Lepine
Norm Schmitz
Noeda Blanchard
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Pat Davidson
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Peter Vogt
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Rosaleen Scoullar
R.Heimes
Ruth Carson
Ray & Ruth Aro
Sharon Pepper
Shelley Mitchell
Stephen Bailey
Stephanie Mikalishen
Steve Matlashewski
Surjit Brar
Tom Attree
Tara Legault
T. Oreult
Tony deGans
Terry Smith
Trevor Orcott
Tara Bogh
Tricia Knox
Ted Boulier
Vivienne Wilson
Yvonne Kerr



Helping to strengthen our community

Our message is to ensure individuals and families across northern BC know the YMCA of Northern BC is there to support their desire to become healthier in spirit, mind, and body at every stage of life. We will 'tell our story' and educate people on what we do, the people we serve, the programs we offer, and how they can support the YMCA of Northern BC.

Corporate Partners 2011-2012

Province of British Columbia
Westcana
Electric
Girl Guides of Canada
Canadian Tire
Jumpstart
Kiwanis Club of Prince George
Traxler Haines Barristers & Solicitors
TELUS
Raise a Reader Fund

Chinook Scaffolding
Integris Credit Union Central
Interior Catering
Nexen Inc.
Prince George Citizen
Nexen Inc.
Canadian Tire
Jumpstart
Kiwanis Club of Prince George
Traxler Haines Barristers & Solicitors
TELUS
Raise a Reader Fund

Wood Wheaton Supercentre
Splash Media Group
TrueSport
PG Floor Fashions
Northern Electric
Central Interior Catering
Sucessby6
BCGEU Area II

Canada Post
Hummus Brothers
Tapas Bar

The Hamber Foundation
Players Bench
Rotary Club of Prince George
The Coast Inn of the North
Prince George Citizen
Sigma Tile
Scotiabank
Nechako Rotary Club

Tire Stewardship BC
Commonwealth Financial
Garret McComb Memorial Fund
Northern Development Initiative Trust
J.W. McConnell
Foundation
Spruce City
Lions Club
Enbridge
Northern
Gateway
Ryan Shiels
Memorial Fund
Immigrant and Multicultural Services
Society of Prince George
Jim Pattison Broadcast Group
RBC Foundation

Anonymous
Intact Foundation
Prince George
Free Press
MacNeil
Financial
The Leon and Thea Koerner Foundation
Prince George Community Foundation
United Way of
Northern BC
Save-On
Foods
Fortis BC
H S B C
JC Hoover
Holdings
IRL Signs
Northern
Electric
Northern
Interior
Children
First
Initiative
TD Bank
RONA

Financial Highlights

Summary of YMCA of Northern BC Financial Statements Years ended August 31, 2012 and 2011*

Operations	2012	2011
Revenue	\$3,912,156	\$3,660,112
Expense	<u>\$4,109,338</u>	<u>\$3,664,722</u>
Net	\$ (197,182)	\$ (4,610)
Investment in Capital	\$ 754,904	\$ 81,609
Balance Sheet		
Current Assets	\$ 710,077	\$ 480,140
Capital Assets	<u>\$3,019,777</u>	<u>\$2,559,911</u>
Total Assets	\$3,729,854	\$3,040,051
Current Liabilities	\$ 428,721	\$ 262,632
Long Term Debt	\$1,290,533	\$ 574,265
Net Assets	<u>\$2,010,600</u>	<u>\$2,203,154</u>
Total Liabilities	\$3,729,854	\$3,040,051

**These financial highlights were extracted from Annual Report Statements audited by Fowlie and Co. Chartered Accountants. A copy is available upon request.*

*Nurturing the
potential of all*





**YMCA of
Northern BC**

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Building healthy communities