

Annual Report 2011-2012
Building healthy communities



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.

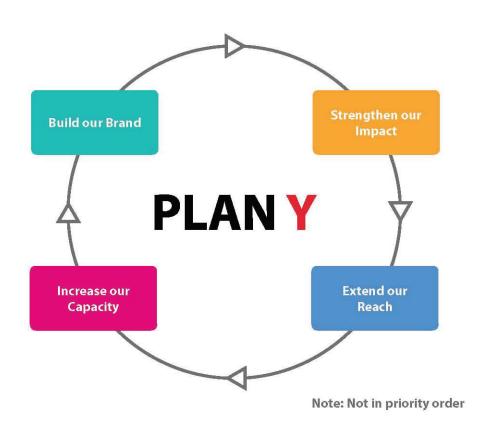
The YMCA is committed to addressing declining physical activity levels, reduced opportunities for physical activity, growing obesity rates and disconnected families as a result of busy lifestyles. Last summer, we announced significant changes to our membership and programming that make it even easier 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

PLANY



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 OCal 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



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.



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**.



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

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Bente Lindstrom Beth Summers

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Cheryl Wallace Chris Kinch

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Margaret Dunlop Maureen Norn

Matthew Miller Mike Stevenson

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Tony deGans

Terry Smith

Trevor Orcott

Tara Bogh

Tricia Knox Ted Boulier

Vivienne Wilson

Yvonne Kerr



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Corporate Partners 2011-2012

Province	China	ok Sc	affolding
			edit Union
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Westcan	a Inter	ior	George
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Wheaton		Ham	Hamber	
Supercentre		Found	Foundation	
Splash	Canada	Players	Rotary	
Media	Post	Bench	Clubof	
Group	Hummus		Prince	
TrueSport	Brothers		George	
PG Floor	Tapas		The Coast	
Fashions	Bar		Inn of	
Northern			the North	
Electric			Prince	
Central			George	
Interior			Citizen	
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The Leon and Thea Koerner Foundation Prince George Community Foundation

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Way of Interior

NorthernBC Children

Save-On First

Foods Initiative

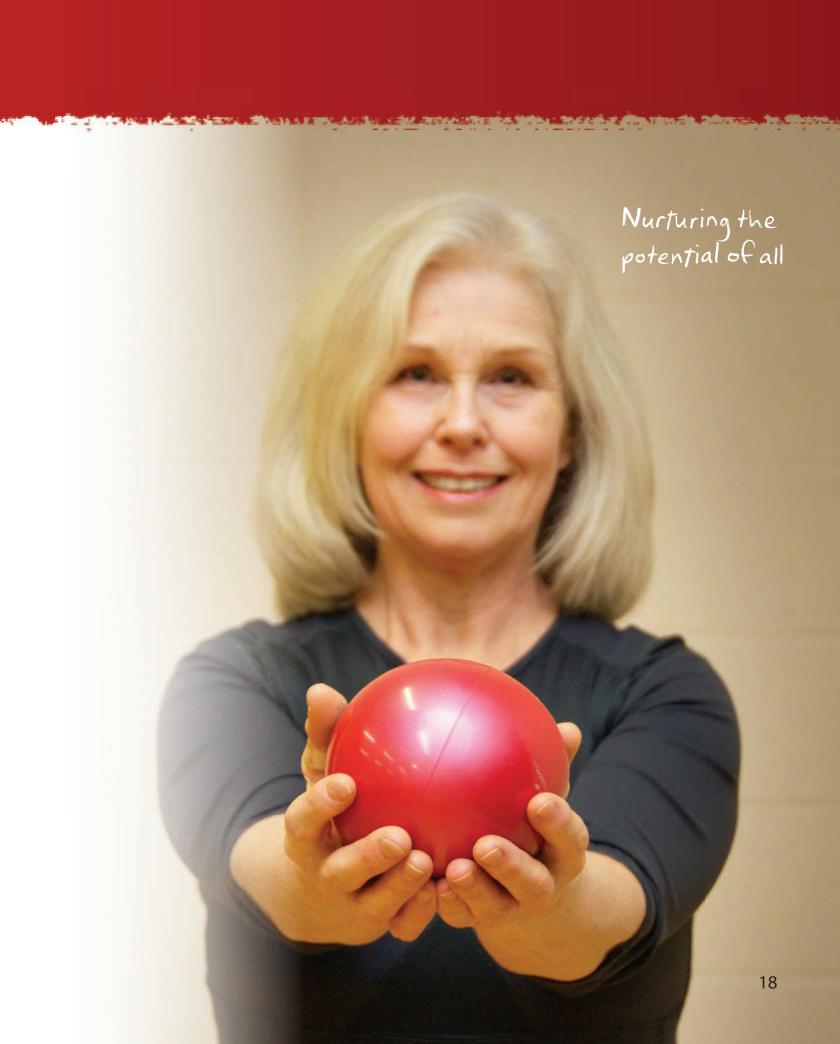
Fortis BC TD Bank
H S B C RONA

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	\$3,019,777	\$2,559,911
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.





YMCA of Northern BC

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Building healthy communities