



YMCA of  
Northern BC



**Strategic Plan 2011-2015** *(updated)*  
*Building healthy communities*



**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.

*Nurturing the potential  
of our youth*



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# PLAN Y



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.

## ***YMCA Canada***

The YMCA was established more than 160 years ago. It is a charity dedicated to the health of individuals and communities. Our focus on inclusiveness and accessibility means we are able to serve people of all ages, backgrounds and abilities through all stages of life. Through YMCA financial assistance programs, the YMCA is accessible to all. The YMCA is also the largest not-for-profit child care provider in Canada. Today, there are 45 YMCAs and 6 YMCA-YWCAs in Canada that offer programs and services tailored to each community's needs. Together, we serve 2 million people in more than 1,000 communities across Canada. All associations are members of YMCA Canada, which works to strengthen associations and advocates on their behalf, regionally, nationally and internationally.

## ***PLAN Y***

In 2012, YMCA Canada launched 'PLAN Y: a Federation Strategic Plan.' The plan is a guiding document for what all YMCAs and YMCA-YWCAs in Canada will achieve collectively. It will help us attract more resources as well as optimize what we already have through collaboration. It will solidify our reputation and build the value of the brand. Together, we can engage and help our youth flourish as the leaders of tomorrow.

## ***YMCA of Northern BC***

The YMCA has been providing community programs and services that promote health and well being in northern BC since 1964. In Prince George, we serve over 3600 members on an annual basis and we are the largest not-for-profit child care provider north of Chilliwack. We offer a variety of services/programs to meet the community's needs, including subsidized child care, day camps, subsidized memberships as well as health and wellness programs for children, teens, adults and seniors. Our goal is to strengthen our partnerships and extend our reach to other northern BC communities. To help achieve our goal, the YMCA of Northern BC has aligned its 2011-2015 Strategic Plan with PLAN Y. Through this alignment, we will be able to strengthen our local, national and international partnerships.

# Statistically Speaking: YMCA of Northern BC

## Caring for your Children

**199** kids having fun and staying safe in Afterschool Care

**74** children cared for daily in Licensed Child Care

**49** children learning and growing with Tiny Y Preschool

The YMCA of Northern BC covers **\$52,000** of transportation costs annually

## Annual Recreation for All

**9,700+** visits to the REC Room

**625** children and youth learn to skate

**400** kids take part in recreation activities

**450** adults take part in sport and recreation

**260** kids exploring the outdoors at Camp Kanannaq

## Community Outreach

Over **710** Facebook friends

More than **560** followers on Twitter

**110** subscribers on other social media sites such as, YouTube, LinkedIn & Pinterest

# Staying Active and Healthy

A total of 3897 members

28% of members are subsidized

## Your Community in Mind

Over **9,400** visits to Youth Around Prince (YAP) annually

**130** residents at Simon Fraser Lodge

More than **450** Runners in the Annual Road Race

Over **2,000** children and parents taking part in Healthy Kids Day

Get up, get active!



# Strategic Direction: Strengthen Our Impact

*Developing life long skills*



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.



## Strategies:

- Provide support and guidance to community partners through our services, knowledge and resources
- Develop, implement, and continue to provide progressive and inclusive family programs
- Focus applicable resources on the retention of participants with a goal of lifelong engagement and participation in YMCA programs and services
- Increase the number of YMCA participants
- Use current research to guide programming and measure program outcomes
- Be a leader in providing vital health and wellness services to communities across northern BC

# Strategic Direction: 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*

## Strategies:

- Pursue new partnerships with northern BC communities
- Expand local and regional partnerships with the aim of building healthier communities
- Participate in key community initiatives across the north and ensure we have a voice in initiatives affecting the health and well being of members
- Respond to the changing demographics of each community we serve

# Strategic Direction: Increase Our Capacity

## Strategies:

- Work diligently and creatively to provide a safe and healthy working environment where our staff are able to develop as individuals and feel engaged, inspired and valued
- Develop creative ways to recognize individual staff members, volunteers and donors for their commitment to the organization
- Implement and adapt progressive policies and procedures relevant to our people
- Implement processes and provide tools that facilitate the giving process
- Demonstrate fiscal sustainability with manageable growth
- Plan asset revitalization with continual facility improvements
- Understand the people we serve and their needs through the systematic acquisition of data and its analysis

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*

# Strategic Direction: Build Our Brand

## Strategies:

- Advocate the power of the YMCA of Northern BC in contributing to solutions for critical health and social issues by communicating to every level of government
- Ensure the people of northern BC are aware the YMCA is something larger than an individual person, program or facility
- Educate people internally and externally through a variety of current and progressive communication tools
- Strengthen the YMCA of Northern BC brand through a variety of methods, including national YMCA initiatives, events and the media
- Continue to grow community media partnerships with the aim of developing better and more effective advertising campaigns
- Model excellence in governance policy and processes
- Meet or exceed all safety, workplace and environmental rules and regulations affecting all YMCA of Northern BC facilities and programs



*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.

# Financial Highlights

## Summary of Family YMCA of Prince George Financial Statements Years ended August 31, 2011 and 2010\*

<b>Operations</b>	<b>2011</b>	<b>2010</b>
Revenue	\$3,660,112	\$3,798,843
Expense	<u>\$3,664,722</u>	<u>\$3,861,339</u>
Net	\$ (4,610)	\$ (62,496)
<b>Investment in Capital</b>	\$ 81,609	\$ (86,260)
<b>Balance Sheet</b>		
Current Assets	\$ 480,140	\$ 488,884
Capital Assets	<u>\$2,559,911</u>	<u>\$2,723,805</u>
<b>Total Assets</b>	\$3,040,051	\$3,212,689
Current Liabilities	\$ 262,632	\$ 302,693
Long Term Debt	\$ 574,265	\$ 702,991
Net Assets	<u>\$2,203,154</u>	<u>\$2,207,005</u>
<b>Total Liabilities</b>	<b>\$3,040,051</b>	<b>\$3,212,689</b>

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



*Adventure awaits*



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Northern BC**

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*Building healthy communities*