



Igniting Potential to Save Lives

YEAR ONE

2024 COMMUNITY IMPACT REPORT

Shine On  Hamilton
Burlington
Brantford

Message from the Chair, Board of Directors and President & CEO

Behind every number in this report is a person whose life has been touched by the YMCA.

A young person who found confidence through a leadership program. An employee who felt recognized and supported. A senior who rediscovered strength through an active aging program. A donor whose gift made that life-changing transformation possible.

In 2024, we worked with purpose to understand and build on our impact. We gathered stories, tracked data, and measured progress against our 2023 benchmarks. What emerged was a clear picture of a YMCA community that is resilient, responsive, and thriving.

We launched our new strategic plan in January 2024, grounded in our mission to create a vibrant and healthy community where everyone thrives. That vision came to life through the rollout of Shine On, a national platform that united YMCAs across Canada in a shared voice. We also introduced The Y Saves Lives, our multi-year philanthropic campaign that continues to inspire incredible generosity.

This annual report shares the impact of those efforts, including progress on our Y.E.S. priorities: Young people, Employees, and Seniors. It also reflects the strength of our YMCA Ecosystem, a model that recognizes how people move through different programs and experiences throughout their lifespan. By connecting health, education, employment, housing, and belonging, we are supporting the whole person and the whole community.



Alyssa Lai
Alyssa Lai
Chair,
YMCA Board of Directors



Manny Figueiredo
Manny Figueiredo
President & CEO

The fire at our Hamilton Men's Residence was a painful moment in our year. Yet from it came a renewed commitment to transitional housing and community support. Our response, shaped by compassion and collaboration, has shown what it means to rise stronger together.

As we mark our 169th Annual General Meeting as an association, we do so with appreciation for every member, volunteer, partner, and supporter. Thank you for continuing this journey with us.

Together, we will keep igniting potential, one life, one story, and one impact at a time.

Left to Right
Standing: Marie-Claude Evangelista, Alyssa Lai, Manny Figueiredo,
Scott Rasmussen, Danielle Law, Paul Gibel
Left to Right
Seated: Nicole Wagner, Phil Reddon, Rochelle Reid
Not pictured: Grace Mater and Yohana Otite

Officers of the Board of Directors

Alyssa Lai,
Chair, Associate Director,
Communication & Marketing,
St. Mary's General Hospital Foundation

Paul Gibel,
Vice Chair, Retired,
Partner Grant Thornton

Directors of the Board

Marie-Claude Evangelista
Vice-President, Strategic Initiatives and
Product Management
Fairstone Bank

Dr. Danielle Law
Program Coordinator, Youth & Children's Studies
and Associate Professor, Psychology
Wilfrid Laurier University

Grace Mater
General Manager, City of Hamilton

Yohana Otite
Officer, Human Rights and Equity
Hamilton-Wentworth District School Board

Scott Rasmussen
Real Estate and Business Development

Phil Reddon
Managing Partner
Covington Capital Corporation

Rochelle Reid
Senior Lead & Strategic Advisor, Equity, Diversity, and Inclusion
Hamilton Health Sciences

Dr. Nicole Wagner
Faculty Member, DeGroote School
of Business
McMaster University

Demonstrating Our Impact

Strategy in Action, Guided by Evidence

In 2023, we established baseline data, set measurable goals, and prioritized key communities. This groundwork supported the launch of our 2024–2028 Strategic Plan and informed the Annual Operating Plan. At the centre are our three YES priorities:

Young People – Our Legacy and Future

Employees – Our Source of Sustainable Energy

Seniors – Our Commitment to Lifelong Health

In 2024, we focused on expanding reach, improving access, and delivering services where they are needed most. These results prepare us to deepen outcome measurement in the years ahead.

Measuring What Matters

Our 2024 results demonstrated meaningful progress across all strategic priorities:

Community Reach: 97,492 individuals engaged, up from 83,293 in 2023. Of those, 18,881 were from priority communities.

Young People: 59,608 young people engaged – 7.2% above target and 11.4% higher than 2023.

Employees: Workplace well-being improved from “adequate” to “healthy.”

Seniors: 6,090 seniors engaged – 4,698 above target and 35% higher than 2023.

Commitment to Continuous Improvement

This report reflects progress under our Strategic Plan. Research partnerships continue to guide and improve our programs. In 2025, we will sharpen our focus on measurable impact. We remain committed to transparency, accountability, and outcomes that matter.

To truly understand our impact, we are focusing on the meaningful outcomes of our work as well as the outputs. While tracking our reach and attendance remains important, our priority is evaluating the real-world changes that result from our work. With our research partners, we are implementing new tools to measure these significant outcomes.

Guided by our mission to enhance community well-being, our work in 2025 will focus on achieving three key outcomes. Drawing on data and evidence, we will dedicate our efforts to fostering increased resilience among youth, promoting greater recognition and well-being for employees, and building a stronger sense of belonging for seniors.

Our Community

Fourth Quarter Results: (January - December, 2024)



Total Community Members
97,492



Total Enabled Access
32,845



Total Members from Priority Communities
18,881

Young People

2024 Results: (January - December 2024)

- 2024 Young People Served (0-29)
- 2024 Young People Served from Priority Communities (0-29)
- 2023 Young People Served (0-29)
- 2023 Young People Served From Priority Communities (0-29)

Total: 59,608
2024 Target: 55,606

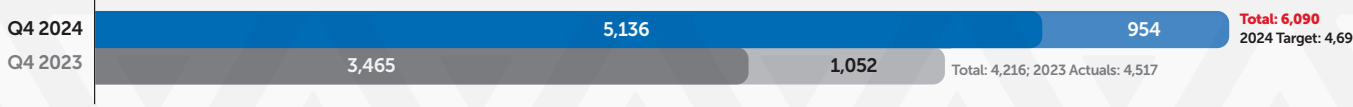


Seniors

2024 Results: (January - December 2024)

- 2024 Young People Served (0-29)
- 2024 Young People Served from Priority Communities (0-29)
- 2023 Young People Served (0-29)
- 2023 Young People Served From Priority Communities (0-29)

Total: 6,090
2024 Target: 4,698



Employees

YMCA WorkWell Insight Scores

Strong (85-100)
Healthy (77-84)
Adequate (69-76)
At Risk (60-68)
Unhealthy (1-59)

Overall Health Score:

77

Dec 2024

73
Dec 2023

Igniting potential in Young People

Amino



Amino has been coming to the YMCA's Newcomer Youth Centre (NYC) every day for the past four years. There, she built confidence and made friendships, while also getting help building a resume and preparing for interviews, which landed her a job with YMCA Day Camps. Now, as a volunteer and mentor at the Newcomer Youth Centre, Amino is happy to give back to a program that has given her so much.

"The Newcomer Youth Centre really helped me. It was an amazing experience. I love to come to the NYC, and I will continue to give 110% to the YMCA."

Tibi



Tibi has autism and when he started kindergarten he had low communication skills. Then Tibi entered YMCA School Aged Child Care (SACC), and his mom Angela says it was a turning point. At SACC Tibi's speech improved, he learned how to use the toilet, and he was able to be a kid beyond his autism. When summer came, Angela enrolled Tibi in Kinder Connections, a summertime YMCA program with play-based activities for children 4-5 years old. She says staff in both programs worked together to make sure he had a smooth transition and she is grateful for their care and the potential the Y has ignited in Tibi.

"As a mom of a kid with needs, I was terrified to send him to school—petrified. But the staff at that program are just amazing and they took him under their wing."

K

Like many 18–30-year-olds, **K** worries about their future... a lot. So, when they heard about a youth mental wellness program at the YMCA, they reached out for help. When they first started the program, K's anxiety made it hard for them to focus, often leading to panic attacks. K also experienced the unexpected loss of a close family member, but they say continuing with the wellness sessions helped them find comfort and stability. The conversations and support helped K find light during a dark time.

"I would have borderline lost it if it wasn't for the program."

Saba



Saba immigrated to Canada from Denmark with her husband in 2016. Four years later they got pregnant and had their son, and in 2022 they welcomed their daughter. Saba loved being with her children, but she was feeling lonely. So when a friend told her about EarlyON, free, high-quality, drop-in programs for families and children from 0-6 years old she mustered up the courage and went to the program where she found camaraderie and friendship among YMCA staff and other parents. She says going to EarlyON has become a habit for them and that the program has been life-changing for her son, helping him with his speech and social skills.

"It's been an amazing journey seeing him grow. It's been a blessing with EarlyON, there's been so many things that came with it, for my kids and myself."

Marjorie



Marjorie is a mother to two young boys, Marco and Isaiah. Growing up in the Bahamas, she wasn't able to go to camp as a child, but it's something she's always dreamed of, and an experience she wanted her children to have. Now, living in Canada she was searching for summer camps and stumbled across YMCA Wanakita and Family Camp. She contacted Wanakita and shared her concerns about being able to afford the full cost. That's when she learned the YMCA is a charity that would give her financial assistance to be able to attend camp with her boys. At camp, Marjorie says she was able to slow down and grow closer to her sons. She says they made new friends, sang silly camp songs, and were able to just be kids outside of the stresses of everyday life.

"I feel like I belong here, I made the right choice coming to Wanakita."

Meet Mardo: 40 Years of Dedication at the YMCA

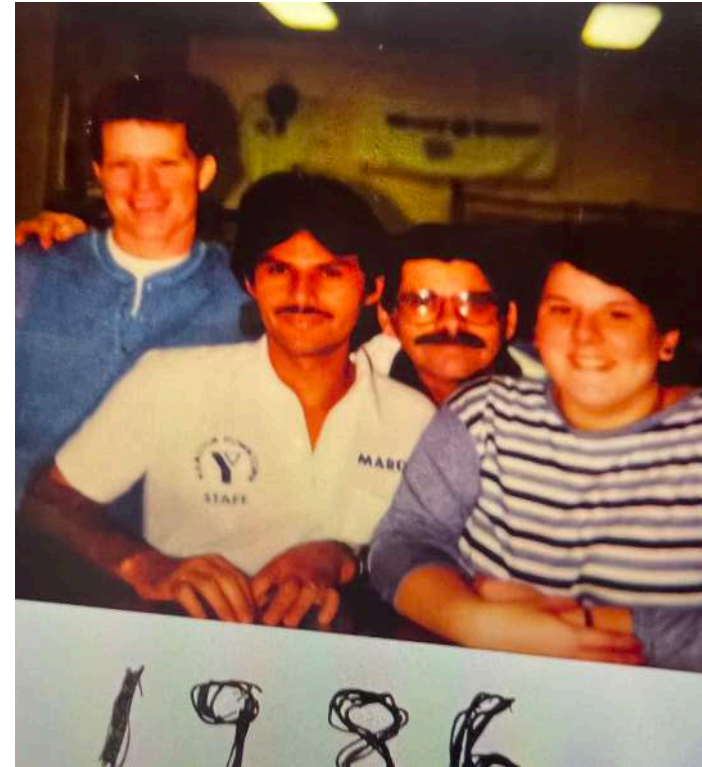
In 1984, Mardo arrived in Hamilton from Costa Rica with no English and a letter of recommendation from the YMCA in his home country. He brought it to the Hamilton Downtown Family YMCA, where—thanks to the kindness of staff and a lot of determination—he found both a job and a new beginning.

After taking ESL classes, Mardo was hired as a Basketroom Attendant, where he greeted members, helped them feel at home, and memorized hundreds of basket numbers just to make someone smile. “If it made them happy, then I was happy,” he says.

When the Basketroom closed, Mardo transitioned to the YMCA Men’s Residence in 1995, where he continues to serve with humility and care. “I just try to help wherever I can,” he says of his work with residents.

The Y has been more than a workplace for Mardo—it’s where he built a life. In 1986, he was even married at the YMCA. Over four decades, he’s seen many changes, but says it’s always been the people that make the Y special.

“I share my story in honour of the thousands of staff and members I’ve met who are no longer here. I hold those memories with me, always.”





"The Y was welcoming from the beginning...and I am so glad I'm here because it's benefiting me greatly."



LiveWell: A Community of Care and Recovery

We've long known that good health is not merely the absence of disease, but the presence of something much deeper. The World Health Organization defines health as a "state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity." That philosophy is at the heart of **YMCA LiveWell**, a community-based collection of specialized programs designed to support individuals living with or recovering from chronic health conditions.

Developed in partnership with Hamilton Health Sciences and McMaster University, LiveWell is a 12-16 week health management initiative that blends clinical insight with the power of community care. Programs include supervised exercise, education, and social supports and participants can continue indefinitely. Whether recovering from a heart attack, stroke, surgery, or managing chronic conditions like back pain, falls prevention, diabetes, cancer, or arthritis, participants find a place where recovery goes beyond the physical.

Recovery is about rebuilding confidence, restoring independence, and reconnecting with community. LiveWell provides a space where people can do just that, surrounded by others who understand their journey and supported by a team that believes in their potential.

"After my heart attack, I couldn't go back to work. I wasn't even getting out of bed. The Y has changed my life. I love getting up and getting ready to come to Healthy Hearts. Everybody is great, it's just given me another purpose."

Deborah, LiveWell Healthy Hearts participant

"Just being able to share experiences and hear that someone else is going through the same thing, it's motivation to keep going. The program has been transformative. It's allowed me to participate in my life again. I can cycle, swim, jog. I have my life back, and I'm no longer fearing collapsing in a parking lot."

Richard, Back to Living Well participant

"After open heart surgery, this program has helped a lot. The Y was welcoming from the beginning, and I'm so glad I'm here because it's benefiting me greatly. I like the group here, there's a lot of camaraderie, and I don't plan to stop attending the program."

Rob, Healthy Hearts participant

"Being with people who have been through the same thing that I've been through is really big... it lets you know that where you are is where they are...you have a community."

Sandy, Healthy Hearts participant

LiveWell is also part of a broader vision. By working closely with healthcare partners, the YMCA continues to contribute to evidence-based research that strengthens programming and supports system-level outcomes like reducing the need for participants to re-enter the healthcare system and supporting long-term community recovery.



Rising from the Ashes: Resilience and Community Support

On July 22, a fire broke out on the third floor of the Hamilton Downtown Family YMCA Men’s Residence. In a matter of moments, the lives of 173 men who call our residence home were upended. Thanks to the quick response and heroic efforts of first responders, the Hamilton Fire Department, and YMCA staff, everyone was safely evacuated, but the damage was significant.

What happened next was a powerful reminder of the strength and resilience that define our YMCA community.

From the moment the smoke cleared, the community showed up, and our team got to work.

Together with partners across the community, our YMCA worked tirelessly to provide and secure temporary accommodations, provide meals, and ensure that no one was left behind. Partner organizations, donors, volunteers, and YMCA staff stepped up with open hearts and helping hands.

Over \$414,000 was raised to provide immediate and meaningful support to residents, helping them replace personal belongings and start anew during this challenging time.

With thanks to our partners

United Way • Salvation Army • Good Shepherd • Mission Services • City of Hamilton • Red Cross • Men’s Street Ministry • St. Joseph’s Healthcare Hamilton • RCF • Hamilton Police Services • Hamilton Fire Department • Winmar • Carmen’s Group •



A Recovery and New Chapter

By the end of 2024 the second, fourth and fifth floors were once again home to residents, but the third floor remained closed as it underwent a complete renovation.

Almost one year on, the third floor is almost ready to welcome back residents. With a renewed commitment to transitional housing and community support, we haven’t just renovated the space - we are rethinking our programming and how we can better serve every man who walks through our doors.

Our response, shaped by compassion and collaboration, shows that together we can rise again, stronger than ever.

"To everyone who organized, volunteered, supported, donated, or walked—your efforts made a meaningful difference, and we cannot thank you enough. Your commitment to helping others exemplifies the spirit of the YMCA and the values we strive to uphold."

Nicki Glowacki, Chief Operating Officer

The Long Walk Home

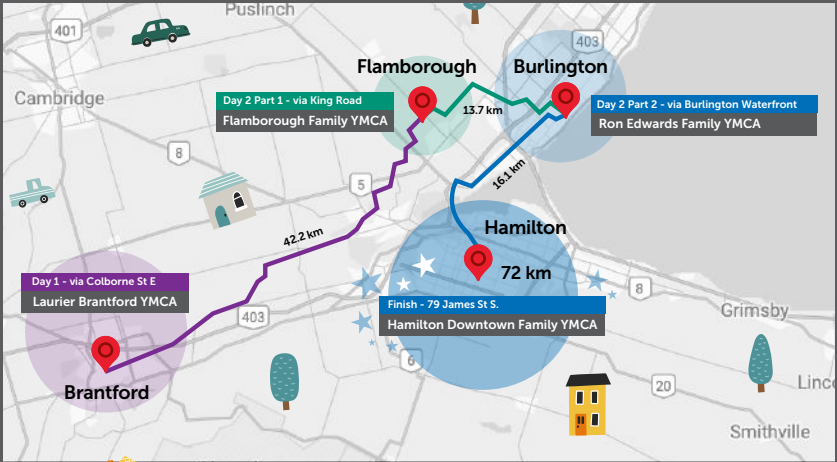
What began as Kelly Frapporti’s solo effort to walk 72 km in two days to support the YMCA Men’s Residence quickly evolved into a powerful community initiative. Inspired by her late father’s struggles with mental health and addiction, Kelly was driven to raise awareness for men who, she believed, were too often overlooked.

Kelly’s mission was to highlight the need for not just affordable housing, but housing with essential wraparound supports. These services are funded through the YMCA’s \$1 million “Y Saves Lives” campaign.

Just five days after Kelly and nine others announced The Long Walk Home, the July 22 fire broke out on the third floor of the Men’s Residence - underscoring the vulnerability of the residents and bringing more urgency of their cause.

With the help of dedicated YMCA staff and volunteers, the walk not only went ahead but exceeded all expectations. Held on September 13 and 14, 2024, the event raised over \$72,000, nearly tripling the original \$25,000 goal.

For Kelly, the walk was never just about fundraising. It was about dignity, visibility, and hope. And thanks to her leadership, the community responded with overwhelming support.



The event raised over **\$72,000** nearly tripling the original \$25,000 goal.

Building Brighter Futures Together: How the Tachane Foundation is Powering Change through YMCA Beyond the Bell™

When Rusty Sutherland talks about the Tachane Foundation, there’s a quiet but unmistakable sense of purpose in his voice. As president of the family-run foundation, Rusty oversees a philanthropic mission rooted in one clear vision: empowering Indigenous youth and families across Canada. Since its inception 18 years ago, the Tachane Foundation has been focused on making meaningful, community-driven investments that address systemic gaps in education, opportunity, and support for Indigenous communities.

“We’ve always believed in walking alongside the communities we serve,” says Rusty. “Our goal is to help Indigenous youth thrive—not just today, but for generations to come.”

That commitment to long-term impact is what brought the Tachane Foundation to the YMCA. What began as support for a local after-school program at the YMCA of the National Capital Region soon grew into something more. Rusty’s own son had been part of the YMCA’s Kids Academy—a program that introduced children to fitness, nutrition, and healthy lifestyles—and that personal connection sparked a deeper partnership. The Foundation helped expand the program, making it accessible to more children throughout Ottawa.

But the story didn’t end there.

In 2014, the Tachane Foundation was introduced to YMCA Hamilton|Burlington|Brantford and its flagship academic support program, Beyond the Bell™. Designed to bridge the achievement gap for children in under-resourced communities, Beyond the Bell™ offers literacy and numeracy support, nutritious snacks, physical activity, and social-emotional learning—all in a safe and inclusive after-school or summer environment.

Right away, the mission clicked.

“This was a population we hadn’t directly supported before—early learners, children just starting out,” Rusty reflects. “We realized we could help give these kids the foundation they needed from day one.”

What started as an investment in one site quickly grew into a shared vision for broader inclusion. With support from the Tachane Foundation, YMCA HBB began expanding Beyond the Bell™ into neighbouring Indigenous communities, including Six Nations of the Grand River and Mississaugas of the Credit First Nation.

“Beyond the Bell showed my son that he can succeed.”

Today, thanks to the Foundation’s generosity, Beyond the Bell™ is not only helping children read, learn, and grow—it’s doing so in ways that honour and reflect Indigenous cultures and languages. From the Grand River Read-a-Thon, which highlights the river’s cultural significance to the Haudenosaunee people, to specialized Cayuga language and cultural learning sessions led by Haudenosaunee Knowledge Keeper, Jessi Skye, programming is rooted in community and driven by impact.

“We’re not just teaching kids to read,” says Chris Hunt, manager of Beyond the Bell™ and Indigenous partnerships. “We’re helping them see themselves in the stories they read. We’re helping them take pride in who they are.”

Recent initiatives include introducing Six Nations students to Haudenosaunee authors and illustrators, collaborating with the community Cultural Coordinator to bring a weekly Anishinaabe storytelling and drumming circle to students in Mississaugas of the Credit, and setting aside time for Beyond the Bell™ students in both to participate in other cultural learning groups before rejoining the rest of program.

These efforts are further underpinned by purposeful engagement with leaders in these communities, ensuring that Beyond the Bell™ operates on a foundation of respect and reciprocity.

For Rusty, hearing the stories—and seeing the impact—is what makes it all worth it.

“I get the annual reports, I see the numbers,” he says. “But it’s the stories that stay with you. During COVID, the team sent newsletters to families even when in-person programming had to pause. The demand for those updates went beyond just the participants. That tells you something—that this program matters to people.”

As the Tachane Foundation and YMCA look to the future, the path forward is clear: deepen the work, reach more children, and keep building a foundation for lifelong success.

“We’re proud to walk this journey with the YMCA,” says Rusty. “Together, we’re making sure more children grow up knowing that their futures are

TOTALS SERVED IN SIX NATIONS (2013-2024)	
In-person after-school programs	505
Adapted programming	1930
Summer camps	242
IN TOTAL	2677



TOTALS SERVED IN Beyond the Bell™ (Sept 2023 - Sept 2024)	
After -school programs and summer camp programs:	270



2024 Fundraising Report

\$1.2M
Community Outreach

\$527,615
Wanakita

\$513,085
Enabling Access

\$397,294
Beyond the Bell™

\$64,304
Other

1,354 Donors | \$2.65M

Together, we shine on.

Your generosity ignites potential in people across Hamilton, Burlington, and Brantford. Because of you, more kids grew in confidence, more families found connection, more newcomers felt welcome, and more seniors stayed active and engaged.

Thank you for believing in brighter futures—and for making them possible.

2024 Key Supporters*

- ABACUS Fund

Alinea Group Holdings Inc

Allan C. Will

Bell Canada

Benevity Community Impact Fund

Brant Community Foundation

Brenda Wivell

Bruce Pearson

Burlington Community Foundation

CAF Canada (Charities Aid Foundation of Canada)

CIBC Foundation

Children's Aid Foundation of Canada

City of Hamilton

Edith H. Turner Foundation Fund

Elham & Joseph Farah Family Foundation Fund

Estate of Rena McInnes Oliver

Estate of Richard Arnold Hainsworth

Halton Region

Hamilton Community Foundation (HCF)

Hamilton Health Sciences

Imperial Oil

Jane Inch

Joyce Family Foundation

Karen & Peter Turkstra Family Foundation Fund
- Kelly Frapporti

Mischa Weisz Foundation

Nicki Glowacki

Ontario Trillium Foundation

Patrick J McNally Charitable Foundation

R.R. McCann & Family Foundation

RBC Foundation

RPM Mechanical Inc.

Scotiabank (The Bank of Nova Scotia)

Six Nations Community Development Trust Fund

Slate Asset Management

SYSCO Food Services of Central Ontario

TD Bank Group

Tachane Foundation

The Catherine and Maxwell Meighen Foundation

The Home Depot Canada Foundation

United Way Halton & Hamilton

Wholesome Kids Catering

William Hughes

Wilson Blanchard Management, An Associa Company

*includes donors who gave \$10,000+

Statement of financial position

	2024 \$	2023 \$
Assets		
Current assets	7,830,324	8,591,986
Investments, and LT Receivables	10,773,825	10,472,546
Capital assets	59,953,167	59,702,836
Total Assets	78,557,316	78,767,368
Liabilities		
Current liabilities	16,849,091	16,531,609
LT Liabilities and Deferred capital contributions	36,083,563	37,483,804
Total Liabilities	52,932,654	54,015,413
Net Assets	25,624,662	24,751,955
Total Liabilities and Net Assets	78,557,316	78,767,368

Statement of operations

	2024 \$	2023 \$
Revenue		
Programs and Services	45,008,531	40,470,039
Donations, Grants and Fundraising	27,347,263	26,490,204
Investment (Loss) Gains	1,913,578	374,715
Amortization of Deferred Contributions	1,549,597	1,502,591
Total Revenue	75,818,969	68,837,549
Expenses		
Programs, Service, Compensation, Administration	71,503,529	62,273,637
Interest Costs/Bank Service Charges	178,038	154,369
Amortization of Capital Assets	3,264,695	3,009,702
Total Expenses	74,946,262	65,437,708
Excess Revenue over Expenses	872,707	3,399,841

Financial Highlights

Year Ended December 31, 2024

The report includes selected financial information extracted from statements audited by Deloitte LLP. Complete financial statements are available upon request.





2024 Staff Leadership

SHARED LEADERSHIP TEAM

Manny Figueiredo, President & CEO

Nicki Glowacki, Chief Operating Officer

Derek Bodden, Senior Vice President, Finance & Risk

Patrizia Finucan, Senior Vice President, People, Leadership & Culture

Paul Haddad, Senior Vice President, Philanthropy

Shawn McKillop, Senior Vice President, Communications & Digital Transformation

Andy Gruppe, Vice President, Overnight Camp & Outdoor Education

Genevieve Hladysh, Vice President, Health, Fitness, Aquatics & Residence

Dana Liebermann, Vice President of Research Strategy & Impact Measurement

Lily Lumsden, Vice President, Employment & Immigrant Services

Christina Martin, Vice President, Child Care, Day Camp & Community Outreach

St. John O'Neill, Vice President, Information Technology, Business Administration & Management Information Systems

Jen Stoddart, Manager, Governance & CEO Support, Office of the CEO





GET INVOLVED

The YMCA relies on the financial support of donors and funders who share our vision.

The Y Saves Lives.

[YMCAHBB.CA/Donate](https://ymcahbb.ca/Donate)

Charitable Registration #10808 3825 RR0001

OUR VISION

Creating a vibrant and healthy community where everyone thrives, igniting their fullest potential.

OUR MISSION

The YMCA of Hamilton|Burlington|Brantford is a charitable organization that creates spaces to belong and promotes healthy living for people at all stages of life.

OUR VALUES

Caring. Honesty. Inclusion.
Respect. Responsibility.

[YMCAHBB.CA](https://ymcahbb.ca)

