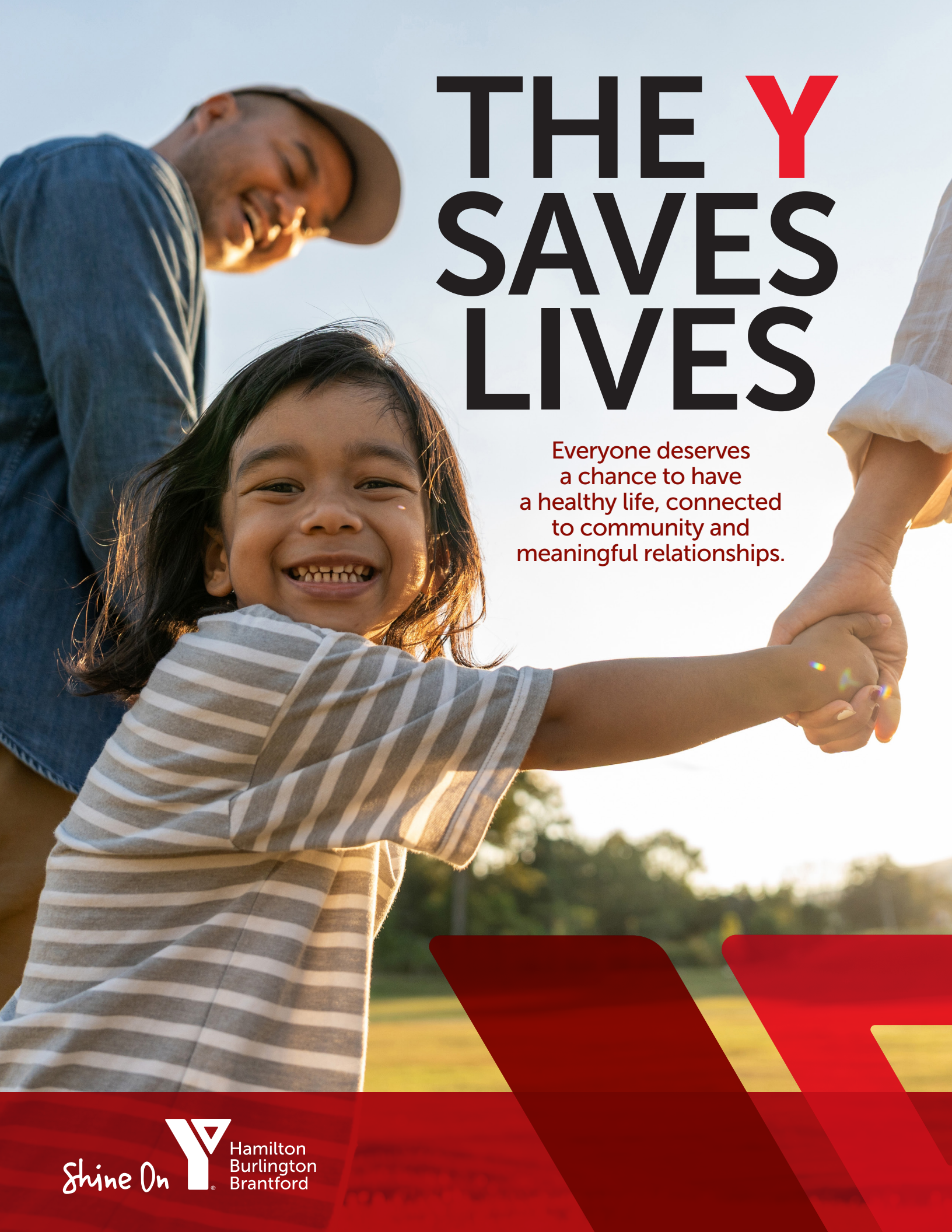
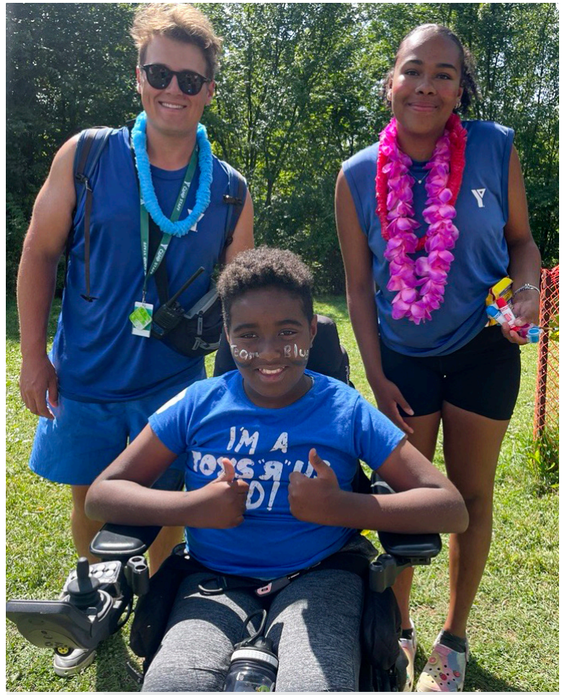

THE Y
SAVES
LIVES
Everyone deserves
a chance to have
a healthy life, connected
to community and
meaningful relationships.
Shine On
Hamilton
Burlington
Brantford

The Y Saves Lives®

Campaign is raising **$25M** to reach more people at critical moments, reduce financial barriers and invest in the YMCA spaces that keep our communities healthy.



> When people tell me what the Y has meant to them, they say: 'The Y saved my life.' I've heard this over and over. We didn't come up with that line — our community did.
>
> — **Manny Figueiredo,** President & CEO, YMCA Hamilton | Burlington | Brantford



Mutasim

> "Seeing a smile on their faces at the end of the day. It makes a huge difference, because they feel included. It's not an easy thing to do."
>
> – Mutasim's mother

Mutasim and his twin sister immigrated to Canada with their parents when they were four. Mutasim has a disability that affects his mobility, and their mother wanted a camp experience where both children could participate together. Through YMCA Day Camps and Helping Hands, both were placed at Camp Chippewa, with one-to-one support tailored to Mutasim's needs. With personalized assistance, he fully joined in, discovering a love of canoeing and experiencing camp alongside his sister.

Dorothea and Deborah

> "It's been a lifesaver. After my heart attack, I couldn't go back to work. I wasn't getting out of bed. The Y has changed my life. It's given me another purpose."
>
> – Deborah

Dorothea and her daughter Deborah were both referred to the YMCA by their health-care providers. Following a stroke, Dorothea, now 90, took part in the YMCA LiveWell program, a 12-week prevention and rehabilitation initiative delivered in partnership with Hamilton Health Sciences and McMaster University.

Years later, after Deborah had a heart attack, her health-care team recommended LiveWell's Healthy Hearts group. Having seen the impact on her mother, she immediately said yes.



Today, mother and daughter still come to the YMCA, staying active and connected to their LiveWell communities, where participants check in on one another and gather for monthly lunches.

For **170 years,** the YMCA has helped our communities stay healthy, active and connected. In Hamilton, Burlington and Brantford, a robust ecosystem of programming serves nearly **100,000** community members each year across **120+** locations throughout the region. From swim lessons and camp to after-school and resilience-building programs for young people, to health, connection and belonging for seniors, the Y supports well-being at every age and stage of life.

The Y also steps in at critical moments, bridging gaps in care and opening pathways to opportunity, belonging and healthy futures.

Community partners, including municipalities, school boards, healthcare providers and police services, regularly turn to us to address issues they can't solve alone. Whether closing education gaps, supporting youth before violence or mental-health risks escalate, addressing chronic disease or reducing isolation among seniors, the Y puts solutions into action. Drawing on established infrastructure, trained staff, deep partnerships and the global strength of the YMCA movement, we respond quickly and deliver targeted services where they are needed most across our local communities.

In some cases, going to the Y is not only encouraged — it is prescribed.

Our programming is grounded in evidence and focused on results that matter. Youth programs strengthen resilience, helping young people cope with setbacks, stress and adversity. For seniors, we measure physical function and sense of belonging, which are essential to healthy aging. Long-standing collaborations with post-secondary institutions connect research to real-world health outcomes.



While many of our programs are sustained by member fees or government funding, donor investment enables us to close crucial gaps in access and services while addressing essential YMCA facility requirements. With your support, we can build resilience, deepen connection and invest in the programs and spaces that will keep our communities healthy into the future.

This is the heart of the Y Saves Lives Campaign.

Together, we are shifting trajectories, so every person, at every age, has a place to turn and the momentum to move forward.

Join Us.

Campaign Goals

The Y Saves Lives Campaign seeks to raise $25 million to:

- Reach more people at critical moments, when timely support can change the course of their lives
- Remove barriers to participation, ensuring access to YMCA programs regardless of financial means
- Sustain and strengthen YMCA spaces, so our communities have safe, inclusive places to turn



Campaign Priorities

The Y Saves Lives Campaign will invest in four priority areas to help people across our communities build healthier, more connected lives.

Priority 1: Programming	$9M
Priority 2: People	$9M
Priority 3: Place	$4M
Priority 4: YMCA Wanakita	$3M

Priority 1: Programming — Reaching people at critical moments ($9M)

Supporting programs that help people grow in spirit, mind, and body.

Programs that build resilience and strong foundations for healthy futures like **Helping Hands**, **YMCA Beyond the Bell®**, and **Youth of Tomorrow**.

Programs that provide support, stability and pathways forward when people are most vulnerable like **Back on Track by the YMCA**, **Anti-Human Trafficking & Vanessa's Closet**, and **Men's Residence**.

Programs that promote healthy aging, independence and community connection like **LiveWell & Seniors' Programming**.

Investment will:

- Support programs that build resilience early
- Provide stability in times of crisis
- Promote lifelong health and connection

Priority 2: People — Enabling life-changing access to the Y ($9M)

Ensuring **young people**, **families**, **adults and seniors** can participate in YMCA programs when they need them most.

Investment will:

- Remove financial barriers
- Strengthen equity
- Sustain long-term impact across all program areas



> Offering programs that build resilience and strong foundations for healthy futures.

Removing financial barriers and offering safe and inclusive spaces.

Priority 3: Place – Sustaining Y community spaces ($4M)

Supporting essential capital upgrades, from accessibility enhancements to critical infrastructure, so YMCA spaces remain safe, inclusive and ready to serve growing community needs.

Investment will:

- Improve accessibility and sustainability
- Protect health and safety
- Support expanded participation and programming



Priority 4: YMCA Wanakita – Investing in transformative outdoor experiences ($3M)

For generations, YMCA Wanakita has helped young people and families build confidence, leadership and lifelong relationships through transformative camp experiences.

Investment will:

- Enhance year-round programming and leadership development
- Enable essential capital renewal and infrastructure upgrades
- Expand access for diverse families, young people and those with disabilities



Ken

> "You walk in one way and leave feeling completely different. It just lifts you up."
>
> – Ken Geroux,
> YMCA member since 1975

Ken joined the YMCA over 50 years ago, looking for a place to train. What he found was community, mentorship and a lifelong sense of belonging.

Through decades of change, the Y remained a constant in his life. Today, he still comes six days a week, often working out alongside his longtime friend Paul.

For Ken, the Y is much more than a place to work out. It's home.

This is a place where feeling stuck gives way to forward momentum

Every day, the YMCA steps in at critical moments: when a young person is at risk of falling behind, when a family is facing barriers that feel insurmountable, when isolation or poor health begins to take hold. By filling gaps in care, access and support, the Y helps people build skills, strengthen well-being and resilience, stay connected to school and community and move toward healthier, more stable futures.

These moments matter. Often, they prevent escalation toward disengagement, crisis or isolation, and instead open new pathways to opportunity and belonging.

This is what we mean when we say: the Y saves lives.

The **Y Saves Lives Campaign** is an invitation to invest in these turning points. With your support, we can reach more people at critical times, expand access so cost is never a barrier and ensure our YMCA spaces remain safe and welcoming.

Together, we can strengthen resilience, deepen connection and ensure everyone in our community has a place to turn.

At the Y, what starts as timely support grows into life-changing momentum.

This is how we are saving lives across Hamilton, Burlington and Brantford.

Every gift makes a difference.

Here are some meaningful ways to give:

- Consider a transformative, multi-year philanthropic investment
- Explore gifts of securities as a tax-effective way to contribute
- Commemorate a special moment, achievement or the life of a loved one through "In Memory" or "In Honour" giving
- Leave a legacy by including the YMCA in your will or estate plans
- You can also make a one-time or recurring donation online at **ymcahbb.ca/donate**

Join Us.

To learn more or discuss how you can support The Y Saves Lives Campaign:

Email: philanthropy@ymcahbb.ca

Phone: 905-253-0001

YSAVESLIVES.ca

170 years

the YMCA has helped our communities stay healthy, active and connected

$2.2M+

given in financial assistance annually

95,000+

community members served each year

120+

locations throughout the region serving a robust ecosystem of programs


Hamilton
Burlington
Brantford
Shine On
United Way
Golden Horseshoe
Charitable Registration #10808 3825 RR0001
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