

COMMUNITY IMPACT REPORT



MESSAGE FROM OUR CHAIR, BOARD OF DIRECTORS AND PRESIDENT & CEO



John Chisholm



Jim Commerford

When we reflect on the past year, we often consider it through two distinctly divided periods, the time before pandemic and the time after.

When we welcomed in 2020, our YMCA focus was oriented to the future, considering important questions and imagining new opportunities to serve community.

How could we strengthen and enhance our support to our communities, particularly individuals at-risk? What ways might we adapt as an organization to better anticipate the emergent health and social supports individuals and families need? With our community partners, what more could we do to address the persistent health equity gaps affecting so many children, youth and adults?

We never imagined how prudent and pressing these questions would become. The pandemic immediately became an accelerant to our communities' health, economic and social challenges, disproportionately impacting the most vulnerable members of our community.

Rapid response and support were needed. Joining partners across our communities, the YMCA quickly moved into action.

Adapting our child care centres to support essential workers, transitioning employment, immigrant services, health and fitness and community outreach programs to virtual service delivery, meeting food security needs and taking aggressive

steps to meet and exceed public health guidelines across all our programs, including conducting regular COVID-19 surveillance testing for those living in transitional housing at the YMCA Men's Residence.

Like all organizations, we experienced a challenging year, however the opportunity to rise and serve our community in new and meaningful ways reminded us that the YMCA is more than a place it is about people and purpose.

We are tremendously grateful for the generous support of YMCA donors and funders which provided the essential foundation to support this response effort.

As our communities begin the process of pandemic recovery, we continue to ask tough questions and think about what is needed next. Well-being, social connection and supports to help individuals and families get back to work are critical in the days and months ahead. We will be ready and there to help.

Sincerely,

John Chisholm, Chair
Board of Directors

Jim Commerford
President & CEO

HEALTH AND SOCIAL SUPPORT

BOARD OF DIRECTORS

John Chisholm, Chair, YMCA Board of Directors
Partner & CEO, SB Partners LLP

Gary Beveridge, Past Chair
Retired, Partner KPMG

Sue Dunlop, Superintendent of Student Achievement,
Hamilton-Wentworth District School Board

Craig Fraser, Retired,
Crown Counsel Ministry of the Attorney General

Paul Gibel, Partner,
Grant Thornton

Alyssa Lai, Corporate Communications Consultant,
The Co-operators

Carrie Morris, Associate Vice President,
Enterprise Payment & PCI Governance
Canadian Tire Bank

Michelle Nelles, Director,
Advisor Experience and Digital Strategy,
Manulife

Shelagh Paul, Senior Vice President,
Global Communications, OMERS

Karmel Sakran, Managing Partner,
Green Germann Sakran



1,263

of YMCA donors who've
given to support YMCA
COVID-19 response efforts
throughout pandemic.



44,153

of PPE kit donations received
to support YMCA teams
through support from
Red Cross & United Way.



CELEBRATING PARTNERSHIP: REFLECTIONS ON A CAREER OF SERVICE TO OUR YMCA COMMUNITIES

Over our 165-year history, partnerships have been the hallmark of supporting the YMCA's impact on people and communities.

From the strength of our volunteer Board & staff relationships, working with Government, elected officials, collaborating with our many valued community partners and most notably, through the day-to-day relationships of our YMCA staff team working with a child or family facing seemingly insurmountable challenges; these powerful interactions have been forces for social good in our communities.

It is for this reason, that Partnership is the central and most important Enabler of our 2023 Strategic Plan. I believe that any success we enjoy as an individual or as an organization is always a result of working together, not alone.

As I reflect on my 18 years with our YMCA, and in particular the past year, which has been dominated by a global pandemic, there is one enduring commonality. Real impact is only achieved through the mutual commitment, dedication and hard work of people coming together.

This year, I announced my intention to retire at the end of 2021 after a 40+ year career of service with the YMCA.

The most frequent question I am asked is what I have enjoyed most in my work at the YMCA? The answer is very

easy. It is the people, staff and volunteers, with whom I work that make a real difference. These are the truly inspirational people who are making real change in our communities through their dedication and personal commitment to the well-being of others.

Our Board, staff and volunteer teams are committed to the Mission, Vision, Values and meaningful impact of YMCA work in our communities. It has been an honour and privilege to work with such an extraordinary group of people.

I am grateful and humbled to have had the opportunity to serve our communities.

Thank you.



Jim Commerford

Jim Commerford,
President & CEO

SENIOR MANAGEMENT TEAM

Jim Commerford, President & CEO

Derek Bodden, Vice President, Finance and Risk

Nicki Glowacki, Chief Operating Officer

Paul Haddad, Vice President, Philanthropy

Genevieve Hladysh, Senior Regional Manager, Health, Fitness & Aquatics

Kyla Kumar, Vice President, Marketing, Communications, Information Technology & Government Relations

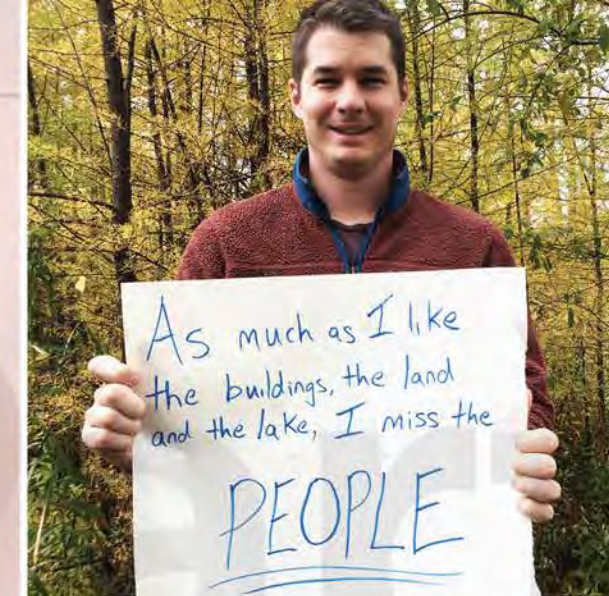
Lily Lumsden, Senior Regional Manager, Employment & Immigrant Services

Christina Martin, Senior Regional Manager, Child Care, Day Camp and Community Outreach

Ursula Motyka, Vice President, Human Resources

St. John O'Neill, Senior Regional Manager, Management Information Systems

Jen Stoddart, Executive Assistant, CEO Office



370+

YMCA staff trained in
COVID-19 disease prevention.



MORE THAN A SAFE PLACE TO SLEEP



1,615

of COVID-19 surveillance tests conducted at the Hamilton Downtown Family YMCA Men's Residence to support the safety and well-being of residents during pandemic.

YMCA & COMMUNITY PARTNERS PROVIDE HOLISTIC CARE TO HAMILTON DOWNTOWN FAMILY MEN'S RESIDENCE DURING COVID-19

At the onset of the pandemic, the YMCA identified a need to expand supports to the 174-men living in residence to support both their essential needs as well as contribute to the collective need to reduce community spread.

Enhanced cleaning, hygiene, masking and physical distancing education for the residents were all immediate action steps to mitigate COVID risk. Along with safe housing provided by the YMCA, food security also became a critical issue for the men.

"As doors were forced to close to stop community spread, it also meant that many of the community resources our residents relied on for food and meals, such as drop-in meal programs and soup kitchens, would temporarily need to close their doors," said Genevieve Hladysz, Senior Regional Manager, YMCA Health, Fitness & Aquatics. "We knew it was imperative that we consider how we could meet the broader health needs of residents to support their continued well-being through the pandemic."

The YMCA immediately organized a meal delivery program to provide nutritious meals to men in residence. This supported community-wide stay-at-home orders and helped limit external mobility and support physical distancing requirements. Funding to support this work was

provided through the City of Hamilton's COVID-19 Emergency Relief Fund, the Hamilton Community Foundation and donors to the YMCA. Meals were supplemented through a weekly nutritious snack delivery program donated by the Sai Dham Food Bank.

Through the leadership of Hamilton's Shelter Health Network, a coordinated strategy to manage cases of COVID-19 within the shelter system and introduce surveillance testing to mitigate further spread was also introduced. YMCA staff team members were trained to perform testing on-site and conducted more than 2,000 surveillance swab tests during the pandemic.

An on-site vaccination clinic also enabled the residents and YMCA's essential support staff to receive priority vaccinations. More than 80% of residents and 100% of eligible staff received the COVID-19 dose through this process.

The YMCA continues to support the health and social needs of residents throughout the pandemic. An additional on-site vaccine clinic to provide second doses of COVID-19 vaccines to residents and eligible YMCA essential workers is scheduled for June 2021. Through the support of the Ontario Trillium Foundation the addition of a social worker and mental health/addiction specialist will join the residence team in June 2021.

Together we can make a difference.

YMCA BEYOND THE BELL™ BRINGS SURPRISES, SOCIAL CONNECTION & FOOD SECURITY TO CHILDREN DURING PANDEMIC

While it will be years before the full impact of the COVID-19 pandemic on children is fully understood, emergent data is already revealing concerning trends about the toll its' taken on the overall social and emotional development of children in their formative years.

For children facing health inequities prior to the pandemic, these challenges are even more acute.

For over 10 years, the YMCA of Hamilton|Burlington|Brantford has delivered the YMCA Beyond the Bell™ program to participating schools in the Six Nations of the Grand River community. YMCA Beyond the Bell™ is a 100% donor-funded after school and summer program designed to support children's overall academic achievement, food security and recreation activities for children in high-needs communities. The YMCA program is delivered in 12 local schools located in priority neighbourhoods in Hamilton, Burlington, Brantford and Six Nations.

When schools closed early in the pandemic, and the YMCA could no longer provide on-site programming, the YMCA Beyond the Bell™ team recognized the immediate need to find a means to remain connected to the children in their programs; particularly children living on reserve.

"We knew COVID-19 would immediately take a toll on families, particularly in the Indigenous communities we serve, where social and economic challenges are amplified by social isolation, food deserts and financial insecurity," says Chris Hunt, Program

Coordinator, YMCA Beyond the Bell™. "Through conversations and the distress expressed by families, a burning need for expanding our collaboration with community partners was lit."

To create a continued link to programming for children, the YMCA developed a series of on-demand YMCA Beyond the Bell™ virtual classes that children could participate in from home. Access to technology would be a key factor considered as part of the move to virtual programming.

The YMCA also linked in with Youth Life Promotions of the Six Nations of the Grand River Social Services department and developed a plan to safely deliver surprise gift boxes to each of the children over the holiday season.

Over the course of a single day, working with its partners, the YMCA delivered gifts to 54 children from 34 different households. Each box contained a new pair of Converse shoes, locally-sourced arts and crafts from the Iroqrafts, Indigenous gift store, such as arrowheads, children's jewelry from local craftspeople, and Haudenosaunee children's books written by local authors.

"I had not seen our participants or their families for months, which made delivery in-person even more special. Each delivery we made brought about different reactions; surprise, joy, laughter," said Hunt. "It was one of our final stops that truly moved me. Two siblings in our program have had a particularly long and tumultuous road. Many evenings after our program, our Educators would agonize over what these children needed



100+

of holiday gifts delivered to children living on the Six Nations Reserve in Ohsweken during pandemic.



\$10,000

in grocery gift cards was provided to YMCA families throughout the holiday season.



YMCA Beyond the Bell™ Parents: In Their Words

Despite the challenges children and families have faced throughout these last 15 months in Six Nations, expressions of gratitude for the support our YMCA Beyond the Bell™ program has provided have been overwhelming.

- > "The kids LOVE your deliveries that come and look forward to them."
- > "The kids had a blast doing this one!"
- > "Thanks so much for all that you do."
- > "We appreciate every package."
- > "When I told him he will be getting more deliveries he was smiling ear to ear. Thanks so much."

from us; what could we do to support them? While I stood at their front door with gifts in hand, I wondered what their reaction would be when they saw me. When I knocked their father answered – he told me to wait, the kids were home. When they descended the stairs and their faces came into view, I could see them light up with excitement. "Chris!" They both ran to the door with big grins. After talking for a few minutes, I gave them their gifts and watched. The older child, who has attended our program since she was young, began to well up with tears. It meant so much to her to receive a pair of shoes and a craft from the local store. It breaks my heart to think about how little it took for her to feel special and worthwhile."

Along with gift deliveries to families in the Six Nations community, through the support of YMCA donors, grocery gift cards were provided to YMCA Beyond the Bell™ families in Hamilton, Burlington and Brantford through the holiday season to support food security needs.

The YMCA continues to provide virtual programming to facilitate continued social connection for children and support their academic needs. The YMCA looks forward to coming back to schools again to resume in-person YMCA Beyond the Bell™ programming.





PROTECTING OUR MOST VULNERABLE DURING COVID-19: GARY'S STORY

When COVID-19 first surfaced in communities across the country, experts in public health warned of the disproportionate impact and risk that faced the most vulnerable residents in our cities; particularly in large urban centres.

As health restrictions were implemented and businesses closed to stop community spread, individuals facing homelessness, food insecurity and unemployment faced increasing risks.

For more than 60 years, the YMCA has provided clean, safe and affordable transitional housing for at-risk men in Hamilton's urban core at the Hamilton Downtown Family YMCA Men's Residence.

Many of the residents, like Gary Jones face both health and social challenges and without the safety of the housing provided by the YMCA, face the risk of homelessness.

Gary was referred to the YMCA through a long-time partnership with the Hamilton Police Services Social Navigator Program.

When HPS officers first met Gary, he was sleeping in a ditch in Hamilton's west end. Gary had lost his job at the beginning of COVID. He had no income or housing options available to him.

Through the help of HPS, he was able to get support from Ontario Works and complete a YMCA application for housing. Within a short period of time, he was housed in a safe, and warm place at the YMCA.

"I know without the help of Hamilton Police Services and the YMCA, I would no doubt be still trying to stay dry laying on cardboard with whatever I could find as a blanket," said Gary. "I may not have much to pass along, but I will do what I can. I am very grateful to be where I am today."



48,720

hot meals and snacks delivered to at-risk men living in the Hamilton Downtown Family YMCA Men's Residence throughout the pandemic.

WITH OUR THANKS: THE JOYCE FAMILY FOUNDATION

Ron Joyce called Hamilton and Burlington home. The late Canadian entrepreneur left an indelible mark on this community, not just for his business successes but also his unrelenting philanthropic work which focused largely on ensuring that local at-risk children received the academic supports and mentorship they need to succeed in life.

"Ron Joyce used to tell youth to find their passion and then work with complete determination," says Maureen O'Neill, Executive Director of The Joyce Family Foundation. "Education is a path to make that happen."

It is this passion and vision that The Joyce Family Foundation Board continue to work towards through their support of programs, such as YMCA Beyond the Bell™, an academic achievement program offered in inner city schools which is funded through the support of donors.

The Joyce Family Foundation has provided continuous support of YMCA Beyond the Bell™ for the past 12 years. "In YMCA Beyond the Bell™, we found a wonderful program academically, that provides support and personal relationships in the lives of young people," says Maureen. "Mentors and role models are so important in the development of young people. It is transformative for a young person to have a consistent support in their educational path."

Research has shown that reading proficiency by third grade is the most important predictor of high school graduation and career success. Participation in literacy activities and educator role models

through YMCA Beyond the Bell™ have shown to increase a child's reading level by at least one grade level by the end of the program.

"Everyone needs a little help. We need to cultivate joy, engagement and service to school and community in children," says Maureen. "YMCA Beyond the Bell™ is a wonderful place to create and learn while working alongside others."

The Joyce Family Foundation
Board of Trustees



...WONDERFUL PLACE TO CREATE AND LEARN



20,000+

women left the workforce as they struggled to manage the impacts of the pandemic.



PANDEMIC SHE-CESSION: YMCA SUPPORTS WOMEN AND FAMILIES IMPACTED BY PANDEMIC

Across Canada, more than 20,000 women left the workforce in 2020 as they struggled to manage the impacts of the pandemic.

For many women, the decision to leave employment in order to care for their children highlighted the essential relationship between access to reliable child care and retaining successful full-time employment. "We heard loud and clear from families we work with that Child Care was not simply a nice support to have but a necessity and table stake for their continued employment," said Lily Lumsden, Senior Regional Manager, YMCA Employment & Immigrant Services.

Throughout 2020, YMCA Child Care centres were a model of adaptability and safety providing support for families across the region, adjusting to new and changing provincial and regional health and safety guidelines and allowing parents to continue to work with the knowledge their children were well-cared for in uncertain times.

"I've always valued the role my child care educators play in supporting my child's development," said one YMCA parent. "Working as a nurse, it has been a lifeline and enabled me to continue working to serve patients throughout the pandemic."

Essential workers throughout the pandemic, YMCA Child Care Educators served as a critical support to women and families,

particularly those in front-line roles where remote work is not possible.

"While the world was in chaos our YMCA Child Care programs provided a nurturing, safe place for children and peace of mind for parents. Looking forward, we are focusing on what is important and taking the opportunity to reaffirm [our] core values and beliefs," said Christina Martin, Senior Regional Manager, YMCA Child Care, Camp & Community Outreach.

The pandemic also took a toll on many businesses across our communities and resulting loss of employment for many people. While public office spaces were closed, YMCA Employment Services quickly adapted to provide support, resources and employment opportunities through online and phone appointments.

YMCA Employment Counsellors supported those directly impacted by the loss of employment and in some cases, the shutdown of entire commercial sectors.

"Many of the people who found themselves unemployed were the same people who were not able to work from home and were looking for work that was considered essential," said Lumsden.

Helping to find job opportunities for these community members in work environments with high COVID safety standards was a priority for the YMCA Employment Services team.

Looking ahead, the need for reliable Employment Services programming remains high as communities begin the process of pandemic recovery. YMCA team members are eager to use the learnings from a year of online service provision and incorporate them into a more flexible support model as they return to providing in-person support for job seekers.

EXTENDING OUR VIRTUAL REACH: HIGHLIGHTS

In March 2020, as our communities closed down and in-person supports for individuals and families were unavailable, the YMCA shifted focus to deliver online programs and services to support the growing needs of our community.

Virtual Employment Counselling

YMCA Employment and Immigrant Services teams continued to provide seamless delivery of counselling, education, retraining and work placements through virtual and in-person appointments, serving more than 5,300 individuals. Thousands more took part in online workshops and events focused on hard and soft skills required to pursue stable employment.

Arkells Support Virtual YMCA

In April, 6X JUNO Award-winning, arena-rock band and proud YMCA members, Arkells, reached out wanting to help support the YMCA and local community. Within a couple of weeks, a limited edition T-Shirt, designed by Arkells had been created exclusively for the YMCA. One hundred percent of the profits from t-shirt sales went directly to support the YMCA's new virtual programming. On April 13, t-shirt sales and YWeAreHere.ca launched raising \$20,000.

YWeAreHere.ca

Over 400 on-demand virtual programs were made available for free to the community through YWeAreHere.ca to support the health and wellness needs while the community remained locked down. More than 11,000 people accessed programs.



81

participants that took part in YMCA Wanakita virtual Senior Counsellor Leadership Development program.

LiveWell at Home Series

Among our most vulnerable community members have been seniors and those with chronic health conditions. Through our partnership with Hamilton Health Sciences, McMaster University and GERAS Centre for Aging, the YMCA has provided free registered programs for older adults. More than 200 people have taken part in the livestream programs: GERAS Dance, Balance+ and GentleFit.

YMCA Beyond the Bell™

YMCA Beyond the Bell™ educators facilitated dynamic virtual programs to provide academic supports for children throughout Hamilton, Burlington, Brantford and Ohsweken. Both live streamed and on-demand programs were developed to provide some relief from isolation and encourage social connections.

Senior Campers [SC] Virtual Leadership

Through a grant provided by RBC, YMCA Wanakita delivered a summer-long virtual leadership development program for 89 Senior Campers (SCs). The weekly sessions focused on preparing youth for successful employment in the future both in and out of the camp industry. Topics included key concepts in leadership, behaviour management, conflict resolution, inclusion and diversity, program planning and building your personal and professional brand. SCs play an important role mentoring younger campers when programs are operating and are trained to become future councilors to build memories with the next generation of campers.



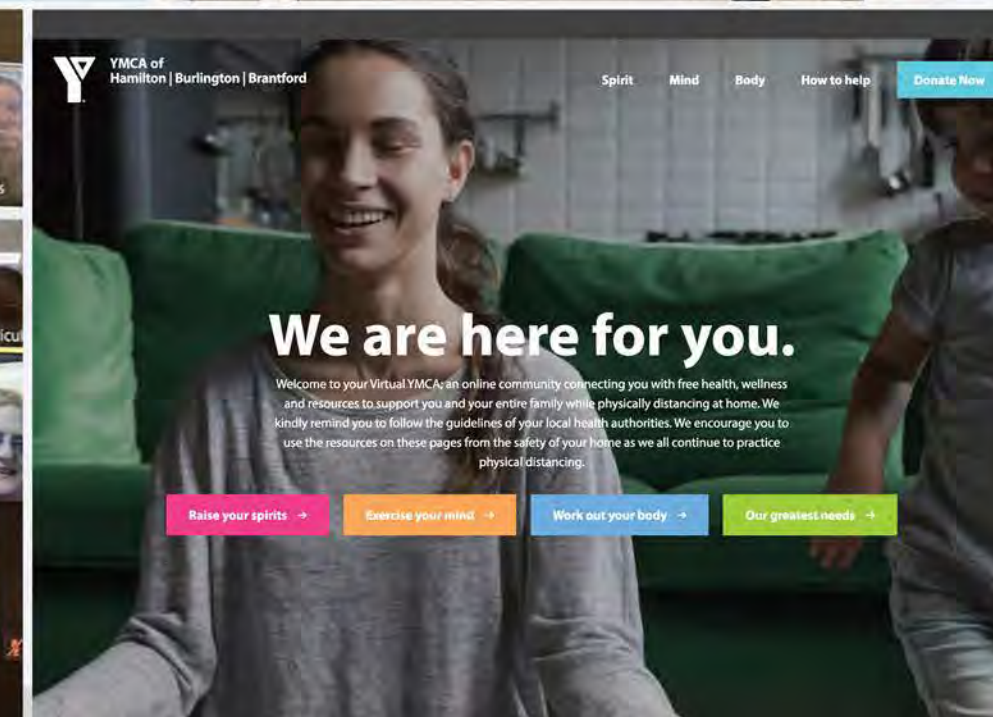
700+

of Arkells YMCA t-shirts sold across Canada to raise funds to support YMCA virtual programming.



413

of virtual on-demand YMCA classes made available for free to community through Virtual YMCA since start of pandemic.



CHILD CARE



5,624

children served in
SACC programs.



1,038

children served in
Preschool Child Care.



245

YMCA Child Care educators
providing essential work to
support families during pandemic.

EMPLOYMENT & IMMIGRANT SERVICES



940

Employment Services
clients served through
in-person & virtual
appointments.



3,991

Immigrant Services clients
served through in-person
& virtual appointments.



380

individuals who've received
education, retraining &
placement to work in the steel
sector through Skills for Steel
program across region.

Total number of visits at
YMCA EarlyON Centre



1,185

In person visits (Jan-Mar)

1,038

Outdoor visits (Sept-Dec)

245

Virtual visits (Dec)

Total number of individuals who've
attended virtual/online workshops,
training sessions and events.



1,852

Employment Services

4,944

Immigrant Services

250

Anti-Human Trafficking

KEY STATISTICS

HEALTH, FITNESS & AQUATICS



237

people who've registered for
YMCA LiveWell at home fitness
classes to stay active, healthy and
connected to community.

YMCA LiveWell At Home



77

exercise sessions offered.



12

education sessions offered.



1,600

personal wellness check-in
& outreach calls made to
YMCA senior members.



130,000

homes had access to a
4 week senior adult
classes on Cable 14 TV.



1,833

accesses to Virtual Y
fitness programs.



16

outdoor fitness classes during
province-wide lockdown.



2020

A YEAR IN PICTURES



Financial

FINANCIAL HIGHLIGHTS

Year Ended December 31, 2020 (Audited)

	2020	2019
Statement of Financial Position		
Current assets	\$6,013,562	\$6,140,892
Investments, and LT Receivables	\$9,620,066	\$9,803,624
Capital assets	\$61,848,623	\$65,065,788
Total Assets	\$77,482,251	\$81,010,304
Current liabilities	\$11,814,029	\$10,399,210
LT Liabilities and Deferred capital contributions	\$40,047,808	\$41,915,947
Total Liabilities	\$51,861,837	\$52,315,157
Net Assets	\$25,620,414	\$28,695,147
Total Liabilities & Net Assets	\$77,482,251	\$81,010,304

	2020	2019
Statement of Operations		
Revenue		
Programs and Services	\$38,236,124	\$41,892,697
Donations, Grants and Fundraising	\$634,333	\$18,500,033
Investment (Loss) Gains	\$16,889	\$866,645
Gain on disposal of capital assets	—	—
Amortization of Deferred Contributions	\$1,574,499	\$1,597,586
Total Revenue	\$40,461,845	\$62,856,961
Expenses		
Programs, Service, Compensation, Administration	\$39,496,892	\$58,110,966
Interest Costs/Bank Service Charges	\$125,658	\$147,339
Amortization of Capital Assets	\$3,914,028	\$3,313,644
Total Expenses	\$43,536,578	\$61,571,949
Excess Revenue over Expenses	\$(3,074,733)	\$1,285,012

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

2020 Fundraising Report

Generously Supported by Our Donors:

Community & Outreach Programs*	\$145,500
YMCA Wanakita	\$293,672
Enabling Access to YMCA Programs	\$519,121
YMCA Beyond the Bell™	\$269,898
Other**	\$203,038
Total 2020 Funds Raised	\$1,431,229.00

*Community & Outreach Programs: includes support to specialty community programming including Seniors Outreach, YMCA Men's Resident and YMCA Anti-Human Trafficking Program.

**Other: includes Bequests, In-Kind Support, YMCA Annual Peace Medal Breakfast et al.





YMCA of
Hamilton | Burlington | Brantford

ymcahbb.ca

The YMCA is a reflection and celebration of the diverse communities which we all call home. We endeavour to create safe spaces, programs and services where all people may belong as their true authentic selves.

We are grateful for the passion of our dedicated staff, volunteers and donors who make the work of the YMCA possible and to the communities we are privileged to serve.



United Way Charitable Registration #10808 3825 RR0001