



YMCA of  
Hamilton | Burlington | Brantford



## 2018 Community Impact Report



# MESSAGE FROM THE CHAIR, BOARD OF DIRECTORS AND PRESIDENT & CEO

We marked an important milestone this year.

After more than a decade of planning and construction with our partners at Wilfrid Laurier University, we officially opened the doors to the Laurier Brantford YMCA, a new 122,000 square foot centre of community in the heart of downtown Brantford.

Seeing this new YMCA realized might provide a logical point to exhale, yet we saw it as added motivation to pursue the continued work of community-building.

The challenges facing today's children, youth and families are greater than ever. As we prepared to open the doors to a new YMCA, we also launched a bold, new strategic plan which focusses on three key priorities for our future:

- Partnering to Improve Population Health: We will work with our partners and funders to target the broad range of conditions that influence the overall health of our communities.
- Fostering Communities of Belonging: We will take an active role to develop, promote and advocate for communities and spaces where all people are welcome.
- Delivering Meaningful YMCA Experiences: We will mobilize our teams and new technologies to provide transformative experiences that change the quality and health of people's lives.

As you'll read from the stories in this Community Impact Report, our work to influence the health of whole communities is not possible alone.

Working in partnership with other community organizations in the health, social and education sectors and with YMCAs across our region strengthens our ability to address the complex issues facing local communities.

In 2018, we continued our work to deepen these partnerships particularly with neighbouring YMCAs in Niagara and Oakville.

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.



**John Chisholm**  
Chair, Board of Directors



**Jim Commerford**  
President & CEO

## YMCA of Hamilton|Burlington|Brantford 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**, Crown Counsel  
Ministry of the Attorney General

**Paul Gibel**, Partner  
Grant Thornton

**Alyssa Lai**, Digital Marketing Coordinator  
Hamilton Health Sciences Foundation

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

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

**Shelagh Paul**, Vice President, Investment Communications  
OMERS

**Karmel Sakran**, Managing Partner  
Green Germann Sakran

**David Sauve**, President  
Core Urban and MDL Investment

## Senior Management Team

**Jim Commerford**, President & CEO

**Nicki Glowacki**, Chief Operating Officer

**Paul Haddad**, Regional Vice President,  
Philanthropy

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

**Kyla Kumar**, Regional Vice President,  
Marketing & Communications

**Marina Kuyanova**, Vice President,  
Finance

**Lily Lumsden**, Senior Regional Manager,  
Employment & Immigrant Services

**Christina Martin**, Senior Regional Manager,  
School Age, Day Camp & Community Outreach

**Ursula Motyka**, Vice President,  
Human Resources

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

**Jen Stoddart**, Executive Assistant,  
CEO Office



Features of the new Laurier Brantford YMCA include:

- Aquatics Centre with two pools for lane swimming, swim lessons, aquatic fitness and therapy, plus an on-deck hot tub for teaching, fitness, therapy and leisure
- Inclusive member change rooms
- Child-minding area & Youth Zone for recreational, social and leadership development programs
- Double gym designed for sports and competition with retractable stadium seating for 860 people
- Single gym for drop-in sports and larger programs
- Conditioning Floor with state-of-the-art stretching, small group training, cable machines and cardio equipment with Wi-Fi capabilities for fitness programs and access to apps
- Health intake consultation rooms for specialized community-based health care programs in partnership with Hamilton Health Sciences and Brant Community Healthcare System
- Three studios for a large variety of group fitness classes, including Cycle Fit and dance
- Multi-purpose spaces for social, educational and cultural programming
- Fitness area equipped with strength equipment, including pin loaded and free weights
- Student Lounge for group work and socialization

# Opening the Doors to the Laurier Brantford YMCA

From the start, the Laurier Brantford YMCA was an ambitious proposition; a unique partnership between the YMCA of Hamilton|Burlington|Brantford and Wilfrid Laurier University to meet the growing need for a modern, health, fitness and aquatics centre in downtown Brantford.

On December 1, 2018, after nearly a decade in the making, the YMCA and Wilfrid Laurier University marked the official Grand Opening of the new Laurier Brantford YMCA. Believed to be the first time a university and YMCA have partnered to create a jointly owned and operated facility, the Laurier Brantford YMCA serves both local community members, and post-secondary students. On hand to participate in the official celebrations were representatives from federal, provincial and municipal governments, as well as local elected Indigenous community leaders.

The Laurier Brantford YMCA was made possible through a collaborative effort from all levels of government, and the local community. The project received \$16.7 million in funding from Infrastructure Canada, \$16.7 million from the Ontario Ministry of Food and Agriculture’s Rural Development Branch, and \$5.2 million from the City of Brantford. The remaining funds were raised thanks to generous support from corporate and individual donors, and through contributions from the university and the YMCA.

As construction began on the project, it became clear that the location had been a significant space for many Indigenous Peoples and the early development of downtown Brantford during the colonial period. Through an archaeology dig that uncovered almost 400,000 artifacts, the project contributed to the cultural fabric and understanding of the local community.

Through the support of the community and all levels of government, children now have an indoor pool where they can learn to swim, Laurier students have basketball courts to play a game of pickup with their friends, and people of all ages and abilities have the health and fitness programs and activities to help them stay active for life.

“Research is clear; we can improve the well-being of people in our community by creating spaces for health, belonging and social connectivity,” said Jim Commerford, president and CEO of the YMCA of Hamilton | Burlington | Brantford. “The Laurier Brantford YMCA is a response to this opportunity – bringing individuals, families, and students together to improve overall well-being.”



# It's Happening Here

**Human trafficking isn't what you think it is.** It's more than a crime, it's a human rights abuse that's also referred to as "modern day slavery." Human trafficking is often perceived as an international crime, something that seldom happens here in Canada. The reality is that it does occur and it's happening in Hamilton.

Sixty-six percent of human trafficking offenses reported in Canada between 2009 and 2016 occurred in Ontario with the Hamilton CMA reporting rates more than double the national average.

Spotting the signs of human trafficking isn't easy, which is why it can go unnoticed and why girls and women unknowingly fall victim to it. Markie Dell was one of those women.

Markie was born and raised in Hamilton coming from a sheltered middle-class family. While working as a waitress, she befriended a fun, outgoing co-worker. We'll call her Angie. Angie invited Markie to her birthday party in Toronto, but the fun was short-lived. The following morning Markie got in Angie's car expecting a ride home. Instead she was taken to a strip club.

Angie demanded Markie pay her \$600 in compensation for the night out and it had to be paid that day. Markie initially resisted until Angie threatened to harm her family. Markie complied thinking she would pay off the debt and it would all be over. But it was only the beginning.

Within just 24 hours Markie Dell became trafficked. Angie stole Markie's identification, deactivated her cellphone and forced her to continue stripping. Markie became the property of a pimp with the expectation that she do whatever it took to deliver \$1,000 per day. She would be trafficked for months, until a club owner became suspicious, tipped off the police and they got Markie to a safe house.

**Escaping human trafficking is only the start.** The road to recovery is about rebuilding your life and it is a difficult process. Survivors face many obstacles and often require a great deal of support.

Shortly after Markie's escape her story was published by Flare Magazine. It caught the eye of Candace Morley, Youth in Transition Worker with the YMCA of Hamilton|Burlington|Brantford. She was moved by Dell's story and knew that her lived experience could help shape the new Youth in Transition Anti-Human Trafficking Initiative. Morley would go on to offer Dell not just a job, but a meaningful opportunity to help others like herself by sharing her story.

"I feel this program is making a huge difference, little by little," explains Markie. "Every presentation I do, people are shocked to hear that this is happening in our community. If I had known what human trafficking was, and known the signs, I know I wouldn't have gotten into my situation. By spreading the word to every possible person, I know we are changing lives. The conversation has started."

Since its inception, the Human Trafficking Initiative has received 96 client referrals across the Golden Horseshoe, helping victims of human trafficking as young as 12 years old. Services provided by this program include one-on-one support from a case worker, community referrals, safety planning and harm reduction strategies. Funding for this program is provided by the Ministry of Children and Youth Services.

## She can't ask for help

### Ask the questions...

- Who holds your ID?
- Are you allowed to make your own choices?
- Are you safe?

### Know the signs...

- Inconsistency in story
- Talk of a boyfriend
- Unexplained job/money
- Shows signs of physical abuse
- Doesn't give information
- Has delayed responses to questions
- Address doesn't match current city
- Student Lounge for group work and socialization





## Makayla Roth – My Impact Story

When I first applied to be a Beyond the Bell educator, I understood that the purpose of the program was to increase the children's levels of literacy and numeracy. But upon being here, I learned that it is so much more than that.

My first few weeks at the school were pretty difficult. The kids really liked to push the limits and see what they could get away with. There was one girl who was particularly persistent in pushing the limits. She would lose her temper in almost every activity. This is how I began to learn that Beyond the Bell goes far beyond math and literacy. It also teaches coping and compassion.

I tried to discuss with this girl why she was acting out and why she was so upset. For the first while she brushed me off. But once she saw that I actually cared, she opened up. We discussed why she was doing it and we arrived at solutions together about what she might do instead. That is when I saw a major change in her attitude and her anger issues. Her mother noticed it too, saying that she had become more even-tempered at home.

That was the point when I understood how important it was to sit and talk to the kids, to let them know that they aren't alone and that we really care about them. The changes in this student even showed up in her confidence in math activities. Before, she would call herself stupid and give up. But once she felt that there was someone in her corner to cheer her on, her confidence in academics sky rocketed!

Behind all those test scores are a lot of individual stories. Now I truly understand the work that we do in YMCA Beyond the Bell.

Makayla Roth  
*Beyond the Bell Educator - 2018*



### Beyond the Bell

# 60.3%

of children who took part in the program, showed an improvement in reading by at least one grade level.

# 41%

of students who were working below their grade level in math had improved their skills to above or at their grade level.



# A Surprise Bequest from a Quiet Man

## Former Member makes \$1.1 Million Bequest

**When we last heard from William (Bill) Seabrook in 1991, he wasn't very happy.** That was the year that the federal government implemented the goods and service tax (GST). Bill wanted to pay for his membership in advance to avoid the GST. He objected strongly to what he called "a tax on his health" and ended his membership when we weren't able to comply. All these years later we learn that despite leaving, Bill retained a deep attachment to the YMCA.

Bill Seabrook died in 2018 and left a bequest of \$1.1 million to the YMCA of Hamilton|Burlington|Brantford.

"Mr. Seabrook never let us know of his plans," said President and CEO Jim Commerford. "It came as quite a surprise. Unfortunately, we never had the opportunity to thank him in person or learn more about his deep commitment to the YMCA."

According to Cathy Wetherelt, a family member and one of his executors, that fits the way Bill lived his life. "He mainly just kept to himself and went about his life quietly. However, he was very committed to his health," explains Cathy. He had been a dedicated swimmer and also used the track and the fitness floor. When he gave up his Y membership he started walking. Bill walked to his job at Westinghouse, and all over the city. It helped him stay healthy and it saved money.

"Bill was a bit eccentric in his frugality," acknowledges Cathy. Those who saw him around the city would not have guessed that he would one day make such a large gift to charity. However, donors like William, allow the YMCA to continue to deliver much needed services and support to our community, through financial subsidies and other support programs offered to families and children in low income brackets.

"Had we known his plans, we would have included Bill Seabrook in the Heritage Club," states Jim. The Heritage Club is made up of a group of people who have included a gift to the YMCA of Hamilton|Burlington|Brantford in their estate plans. Through endowment, those donations help ensure that the YMCA is here to enhance the health and well-being of future generations.

"Oh he would have avoided any fuss," states Cathy. However, she does point out that the way the gift was made would have met with his approval. The estate lawyer suggested giving the YMCA some of Bill's stock instead of cash in order to achieve significant tax savings. As a result Bill made the donation he desired and managed to save tax in the process. "Uncle Billy would have approved of that for sure!" said Cathy with a chuckle.





# 2018 Participation Impact



**895**

dedicated YMCA  
volunteers



**2,342**

passionate YMCA  
employees



**3,452**

generous YMCA  
donors



**8,923**

people participated  
in YMCA programs  
through support of  
Financial Assistance



**12,878**

children and youth  
made new friends and  
memories and built  
important leadership  
skills at YMCA Day Camps  
and YMCA Wanakita,  
the largest overnight  
and year-round outdoor  
education YMCA camp  
across Canada



**7,990**

Children found a  
safe and inclusive  
environment in  
YMCA Preschool and  
School Age Child  
Care programs



**4,850**

Children and  
youth developed  
life-saving skills  
and learned to  
swim at the Y



**26,634**

members were  
served across our  
communities



**43,856**

individuals accessed  
YMCA Employment  
and Immigrant Services



**12,155**

newcomers and  
their families were  
connected with a range  
of vital community  
resources as they find  
their path in Canada



# FINANCIAL HIGHLIGHTS

Year Ended December 31, 2018 (Audited)

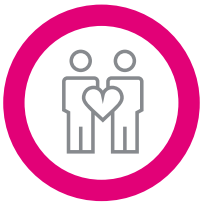
	2018	2017
<b>Statement of Financial Position</b>		
Current assets	\$8,940,077	\$18,239,422
Investments, and LT Receivables	\$8,310,113	\$9,036,278
Capital assets	\$66,617,355	\$61,408,488
Intangible assets	\$1,438,364	\$825,014
<b>Total Assets</b>	<b>\$85,305,909</b>	<b>\$89,509,202</b>
Current liabilities	\$10,696,357	\$15,945,809
LT Liabilities and Deferred capital contributions	\$47,199,417	\$48,222,441
<b>Total Liabilities</b>	<b>\$57,895,774</b>	<b>\$64,168,250</b>
Net Assets	\$27,410,135	\$25,340,952
<b>Total Liabilities &amp; Net Assets</b>	<b>\$85,305,909</b>	<b>\$89,509,202</b>

	2018	2017
<b>Statement of Operations</b>		
<b>Revenue</b>		
Programs and Services	\$40,542,221	\$37,932,791
Donations, Grants and Fundraising	\$18,009,525	\$16,025,140
Investment (Loss) Gains	(\$261,941)	\$210,934
Gain on disposal of capital assets	\$165,629	
Amortization of Deferred Contributions	\$1,162,139	\$961,613
<b>Total Revenue</b>	<b>\$59,617,573</b>	<b>\$55,130,478</b>
<b>Expenses</b>		
Programs, Service, Compensation, Administration	\$53,671,512	\$50,672,156
Interest Costs/Bank Service Charges	\$586,753	\$645,835
Amortization of Capital Assets	\$3,290,125	\$2,620,940
<b>Total Expenses</b>	<b>\$57,548,390</b>	<b>\$53,938,931</b>
<b>Excess Revenue over Expenses</b>	<b>\$2,069,183</b>	<b>\$1,191,547</b>

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

## Annual Giving/ YMCA Strong Kids Campaign

	2018	2017
<b>YMCA Strong Kids Allocation</b>		
YMCA Beyond the Bell	\$559,873	\$533,218
Camps	\$173,241	\$179,589
Child Care programs	\$24,612	\$27,246
Health, Fitness and Aquatics programs	\$143,625	\$241,508
International initiatives	\$43,659	\$33,806
Youth programs	\$10,228	\$22,360
<b>Total Donation Dollars</b>	<b>\$955,238</b>	<b>\$1,037,727</b>



3,452  
Donors



\$955,238  
Donation  
Dollars





YMCA of  
Hamilton | Burlington | Brantford

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.



Charitable Registration #10808 3825 RR0001