



# 2019 IMPACT REPORT

YMCA OF GREATER VANCOUVER FOUNDATION



## Thank you for helping others reach their potential

In 2019, the YMCA of Greater Vancouver Foundation was able to invest \$5.29 million into the YMCA's life-changing programs, services and facilities during the year.

A quick breakdown includes:

- 4.21M capital gift: An accelerated payment toward the Foundation's \$10M gift to the What Really Matters capital campaign
- \$37,000 donor designated and foundation designated grants
- \$710,000 Foundation discretionary grants as recommended by the Impact & Advancement Committee

## How the Foundation Invests in the Community



# Where we make an impact

**The YMCA of Greater Vancouver Foundation promotes, supports and funds the YMCA to build healthier communities for this generation and generations to follow. Today, our work is more important than ever.**



## Impact Report Purpose

To provide the YMCA of Greater Vancouver Foundation's Impact and Advancement Committee and Board of Directors with a report back on the Foundation's 2019 discretionary grants.

## Background

To accommodate the new Granting Strategy, the YMCA of Greater Vancouver Foundation's board approved a two-phase granting schedule in 2019.

Wave 1: \$410,000

Wave 2: \$300,000

## 2019 YGV Foundation Generously Funded

Wave One	YMCA INNOVATION FUND	\$30,000
	YMCA GLOBAL INITIATIVES	\$60,000
	YMCA YOUTH ENGAGEMENT	\$60,000
	YMCA CAMP DEKA	\$60,000
	YMCA STRONG KIDS CAMPAIGN	\$250,000
Wave Two	YMCA CHRONIC DISEASE MANAGEMENT PROGRAM	\$100,000
	YMCA STAFF LEADERSHIP DEVELOPMENT AND TRAINING	\$85,000
	YMCA FAMILY DEVELOPMENT CENTRE AT ROBERT LEE YMCA	\$29,000
	YMCA YOUTH LEADERSHIP AND PROGRAMMING IN CHILLIWACK	\$20,000
	YMCA ALTERNATIVE SUSPENSION & PLUSONE MENTORING	\$16,000
<b>TOTAL</b>		<b>\$710,000</b>

# YMCA Innovation Fund



Craft Collective

## Project Description

The purpose of the Innovation Fund is to foster a culture where innovation ideas are cultivated and celebrated. The Innovation Fund focuses on the exploration and enhancement of both new and existing programs and services, system improvements, and ways of engaging so that the YMCA is better able to meet community needs. The fund provides up to \$5,000 per project or initiative. There are two funding cycles per year. Members of the YMCA Youth Leaders Council select which projects to fund from the applications. Successful projects from 2019 are highlighted below:

## Craft Collective

Project Lead: Sam Talbot, Team Lead, Gibsons YMCA Youth Centre

The Craft Collective program is a weekly program for youth age 12 to 18 to get together and create art for the purpose of selling it online and at local art fairs. The program is designed to give youth an opportunity to truly develop their leadership and collaboration skills and learn valuable work related skills through their involvement.

## YMCA Youth Leadership Development Evaluation

Project Lead: Courtney Epps, Manager, Fund Development

The Youth Leadership Development (YLD) Program builds the potential of young people so that they have the skills to positively impact the community as a young professional. Currently, the YMCA Youth Leadership Development program is undergoing a program redevelopment and evaluation. In the past, the program did not have an evaluation component to its programming. This has made it hard to evaluate the success of the program, which impacts the ability to communicate why it is an important and necessary program for the development of youth. This has impacted YLD recruitment and the ability to receive donations from funders. The evaluation is for parents, donors, participants and YMCA leadership. Being able to communicate why YLD is an important program is imperative to the program's future impact.

## Program at a Glance

**Dollar Value Received: \$30,000**

**Grant Type: Operational Term**

**Grant Duration: 2nd of 3 years**

### Target groups:

All YMCA of Greater Vancouver staff and volunteers are eligible to apply to fund innovative ideas that align with the Y's strategic priorities

### Population group:

Varies by project

### # of participants directly engaged in this program:

Varies by project

### Geographic reach:

Communities across the Lower Mainland, from Sea-to-Sky to Chilliwack

### Alignment with YGVF Priorities:

- Development of YMCA staff and volunteers
- Ensuring sustainability, maximizing accessibility and inclusion
- Support and invest in the creation of philanthropic capital to meet community needs

### Areas of impact:

- Fostering Belonging and Connection
- Helping Children and Families Thrive
- Promoting Healthy Living

## Food Rescue

Project Lead: Manvir Aujla, Youth Development Leader

Food Rescue program is designed to collect healthy imperfect looking produce deemed as surplus and unsaleable by the food industry standards and to redistribute it to the University Community for free or by donation.

## Community Kitchen

Project Lead: Lizeth Escobado, Manager, Family Development Centre & Immigrant Services

The Community Kitchen program is designed to encourage community whose English is a second language to join a conversation club revolved around food. Focus will be on reading, writing and sharing recipes.

## Community Bicycle Repair

Project Lead: Stef Block, Youth Centre

The Community Bicycle Repair project consists of creating a bicycle stand with tools available for youth to use to work on their bicycles. The program is designed to employ youth and support mentorship from members in the community to develop youth's skills in bike repair and mechanics.

## Electronic sign-in/out for Registered Programs

Project Lead: Andrew Jamison, Manager Family Programs

The project is to implement an electronic sign-in/out and archiving system for registered programs in the Child, Youth and Family department. This innovation will seek to improve the parent and caregiver experience while enhancing our Child Protection practices which by modernizing our data storage.

## Managers Inspiring Action (MIA) Committee - Manager Engagement Fund

Project Lead: Katie Konopczynski, Manager, Healthy Child Development

The Managers Inspiring Action (MIA) Committee works to engage managers across the organization by providing opportunities for them to connect, communicate and have fun. The committee will use the funds to develop and execute impactful events for managers that will help to feel more engaged within their work at the YMCA. The initial event will be a "Learn and Share" event, to help connect managers from across the organization, providing them with a chance to share knowledge and learn from each other.



Community Kitchen conversation club

# YMCA Global Initiatives



Y 175 Conference delegates

## Program Descriptions

The YMCA of Greater Vancouver has been committed to supporting YMCA global initiatives for many years. Global education is incorporated in some way through all YGV programs and services for children and youth. In 2019, the Foundation's grant supported programs with a very specific global mandate including:

- The award-winning YMCA Youth Peace Network program that provides a unique opportunity for youth from around the world to travel to Vancouver and to concentrate their energy and commitment on building global awareness and understanding;
- YMCA of Greater Vancouver's participation in the Canada Africa Leadership Alliance—a 10-year coalition of 11 Canadian YMCAs—invested in building the leadership capacity of the African Y by providing mentorship and leadership development programs in Africa;
- YMCA of Greater Vancouver's partnership with the Ethiopia YMCA, along with the other YMCAs in BC, supports critically important programs offered by the YCMAs in Ethiopia including Youth Leadership Development and HIV awareness; and
- A delegation to attend the Y175 Conference in London, England.

## Y175 Conference, London England

In August 2019, YMCA representatives from across the globe gathered for four days in London, England—the city where the YMCA was founded—to mark the 175th anniversary of the global YMCA.

## Program at a Glance

**Dollar Value Received: \$60,000**

**Grant Type: Operational Term**

**Grant Duration: 2nd of 3 years**

### Target groups:

Children and youth

### Population group:

Campers, young staff and volunteer leaders from YMCA of Greater Vancouver and YMCAs around the world

### Geographic reach:

Across lower mainland BC Youth Peace Network participants' countries and Africa

### Alignment with YGVF Priorities:

- Support the capacity of the YMCA to offer services to those who may not otherwise be able to participate in order to maximize accessibility
- Ensuring sustainability, maximizing accessibility and inclusion
- Development of YMCA staff and volunteers

### Areas of impact:

- Promoting Healthy Living
- Fostering Belonging and Connection
- Helping Children and Families Thrive

5,000 young leaders, staff, volunteers and senior leaders from more than 100 countries and six continents attended the Y175 Conference. Thanks to funding from the YMCA of Greater Vancouver Foundation, among them were six bright, hard-working young leaders from the YMCA of Greater Vancouver. They participated in lectures and interactive workshops, collaborative sessions and a broad choice of training and education sessions.

At the YMCA we know that young people have a passion and commitment to social justice and positive cultural change. Y175 demonstrated the YMCA's commitment as a platform for youth innovation and youth-led solutions. Experts in their fields from around the world shared their knowledge and experiences on topics including health, civic engagement, employment, and the environment to encourage the young leaders to develop their own ideas to bring about change in their communities.

Everyone at YMCA of Greater Vancouver and Y Canada is extremely proud of Lindsay Martin, one of only seven youth chosen worldwide to give a TED-Ed talk on Y175's main stage. Lindsay highlighted the important work she and others are doing around reconciliation with Indigenous communities in BC. "After the talk, people from difference countries came up to me to share that they had no idea about Canada's colonial history. It was great to hear how interested people were in learning more and how they could relate it to their countries' contexts," Lindsay notes. "This work began with an Innovation Grant from the YMCA of Greater Vancouver Foundation," she eagerly shares, "and we got a federal grant to run the program again!"



"Having the opportunity to travel to London to be at this special conference is an experience I will never forget and it has profoundly changed how I view my position at the YMCA and how I show up both in my professional and personal life. My position in the YMCA allows me to do great things, and I have the ability to make positive contributions to our members' lives."

**~ Hilary Muth, Manager of Membership Experience at Robert Lee YMCA**

## YMCA Youth Peace Network

The YMCA Youth Peace Network (YPN) program gives young leaders a unique opportunity to gain valuable skills in peace building and conflict resolution. They are able to exchange ideas with youth from YMCAs all over the world, develop relationships and grow to become change makers in their communities. Most importantly, the YPN'rs are given the opportunity to build strong connections and friendships to help guide and inform them as they grow to become leaders at home.

In 2019, the seventeenth year of the program, 10 youth from 10 different countries came to Vancouver and YMCA Camp Elphinstone to gain leadership and communication skills and be camp counsellors. During the thirteen-week program YPN participants volunteered as group leaders at YMCA Camp Elphinstone, receiving training and developing skills in camper care, activity leadership, child protection and emergency preparedness. Participants spent one day each-week leading activities in the Global Room, engaging young campers in learning about new cultures and their local impacts on the global world through fun activities and games. YPN participants also spent a week in Vancouver volunteering and meeting with organizations that match their areas of interest. The final two weeks of the program was dedicated to debriefing participants' experiences and planning for the future -- setting action plans for how they will use their experience to create change.

"I came to understand that most countries of the world share a lot of things in common, including resources and problems. [Us YPN participants] shared a common hope for soon realizing an equitable world where the mighty Pacific, Indian and Atlantic oceans are not seen as continental boundaries but beautiful links to another part of our commonly shared space called the world. After this program, I will be returning to Nigeria not as I came, but better informed and prepared to cascade my newly acquired knowledge and skills to those within my circle of influence."

~ **Kayode Oyeniran, 2019 YPN participant from Nigeria**





# YMCA Youth Engagement



2019 YLC Conference

## Program Description

The YMCA of Greater Vancouver has provided youth leadership programming for more than 130 years. The ability to respond and anticipate the needs of a diverse group of youth has enabled the Y to deliver relevant programming to over 8,000 youth per year. This programming benefits the youth themselves, their peers, their families and the community. In 2019, Foundation granting helped programs such as:

- YMCA Youth Leadership Development program in which youth develop leadership skills while connecting with their peers and giving back to their community;
- YMCA Youth Leadership Council comprised of young YMCA employees and volunteers who work to engage other young leaders at the Y by creating professional development opportunities, promoting philanthropic activity and creating ways to connect and collaborate; and
- YMCA Young Leaders Conference hosted by the Young Leaders Council, this annual conference is an opportunity for emerging leaders at the Y to feel engaged and further develop their potential.

## 5th Annual YMCA Young Leaders Conference

Organized by the YMCA Young Leaders Council, this event at YMCA Camp Elphinstone in Gibsons, B.C., from November 14th-16th, provided an opportunity for Y staff and volunteer emerging leaders ages 19-32 years old to join together for fun and learning. Those dedicated to the organization's mission and demonstrating the

## Program at a Glance

**Dollar Value Received: \$60,000**

**Grant Type: Operational Term**

**Grant Duration: 2 of 3 years**

### Target groups:

YMCA of Greater Vancouver youth staff members and volunteers

### Population group:

Youth Leadership programs available for 10-32 year olds

### Geographic reach:

Communities across the Lower Mainland, from Sea-to-Sky to Chilliwack, also from other regions of BC and Western Canada

### Alignment with YGVF Priorities:

- Development of YMCA staff and volunteers
- Ensuring sustainability, maximizing accessibility and inclusion
- Support young people

### Areas of impact:

- Fostering Belonging and Connection
- Helping Children and Families Thrive

desire and capacity to develop into leaders at the YMCA were encouraged to apply for the chance to attend. The intention was to give attendees the opportunity to deepen their engagement with the Y, develop connections with their peers and foster their own potential.

The 2019 conference expanded to include 50 young leaders from Greater Vancouver and nine other YMCA Associations from across Western Canada. The conference theme was Leading Self and provided participants with opportunities to (re)discover and align their core values, explore their leadership purpose, and develop skills and strategies to reach their leadership potential. They also had the chance to enjoy the beautiful scenery of the Sunshine Coast and traditional camp activities.

### **Measuring Results**

Participants completed a conference survey. After attending the Young Leaders Conference:

- 93% of participants felt more engaged and connected to their role at the Y;
- 97% of participants felt more connected to their peers at the Y;
- 94% of participants felt more excited about advancement opportunities at the Y; and
- 93% of participants felt more informed and excited about the growth of our Y.



"On behalf of the Professional Development Committee, we are thrilled to celebrate the success of our fifth conference! With 50 attendees from across Western Canada, we were provided with an opportunity to engage in critical conversation, reflect and develop our personal core values, and expand our leadership potential. It was an emotional closing ceremony, as many of our participants left the three-day leadership journey inspired, grateful, and charged to take their excitement back to the corner of their Y. We would like to express our utmost gratitude to the YMCA of Greater Vancouver Foundation for making this investment in our next generation of leaders."

**~ Joshua Miller, YMCA Young Leaders Council Professional Development Lead**

# YMCA Strong Kids Campaign 2019



## Program description

Funds raised through the YMCA Strong Kids (YSK) annual fundraising campaign provide financial assistance to break down financial barriers and make Y programs affordable for everyone. It helps ensure that kids, youth, adults and seniors get access to proven YMCA community programs to help them reach their potential. One in five children require financial assistance to participate at the YGV. Financial assistance is available to individuals and families across all Y programming—child care, health and fitness, aquatics, camp, leadership development, employment, newcomer supports, employment and immigrant services.

## Measuring results

- The YSK annual campaign raised \$534,713 in 2019.
  - Although below our YSK goal, overall fundraising dollars were over budget. Areas that affected us meeting our goal were the departure of several key association fundraisers and leadership changes, and funding requirement changes from significant donors. Fortunately, a significant increase in Major Gifts donors with targeted program donations helped us to increase overall donor dollars raised.
- Donor retention rate was 38% in 2019, an improvement from prior years.
- Number of volunteers in 2019 also remained consistent, with 21 volunteers supporting the campaign in event support, fundraising calls and prospect identification.

Our ability to retain the same number of donors despite losing key fundraisers and annual events in 2019 was thanks to the prioritization of relationship-building across our donors and reconnecting with every lapsed donor as a long-term strategy to build a dedicated donor base. Ultimately, we believe that this

## Program at a Glance

**Dollar Value Received: \$250,000**

**Grant Type: Annual Funding**

**Grant Duration: 1 year**

### Target groups:

Support is offered across all age groups we serve (early years childcare to seniors)

### Population group:

People with lower income

### # of participants directly engaged in this program:

10,750 people received access in 2019

### Geographic reach:

Communities across the Lower Mainland, from Sea-to-Sky to Chilliwack

### Alignment with YGVF Priorities:

- Support and invest in the creation of philanthropic capital to meet community needs
- Support the capacity of the YMCA to offer services to those who may not otherwise be able to participate in order to maximize accessibility

### Areas of impact:

- Promoting Healthy Living
- Fostering Belonging and Connection
- Helping Children and Families Thrive

Like many who journey from abroad to start a new life in Canada, Rahel and her family found adjusting to life in a new country—with its different language, culture and customs—difficult. Without a support network they felt lost...as if they didn't belong. The culture shock became too much for Rahel's husband, and unfortunately after a few months he returned to their home country. Rahel was left alone in Vancouver with her son Thomas, who became very distressed and depressed when his father left. Rahel knew her son needed an opportunity to meet friends and feel a sense of belonging. She turned to the YMCA and was grateful to discover—thanks to the YMCA Strong Kids Campaign—she could get a YMCA membership which included free swimming lessons for Thomas. "It really helps my son get his mind off our family's problems," Rahel shares. "He gets a chance to be active and socialize with other kids!"

focus on building relationships and connecting our donors to our cause is what helped our COVID 19: Community Action Fund appeals be successful in 2020.

### **Impact summary**

By financially supporting the annual campaign, the YGV Foundation is directly investing in the creation of philanthropic capital by supporting the success, sustainability and growth of the campaign year after year. The YGV Foundation's support maximizes accessibility to our programs by significantly increasing our capacity to offer subsidies to families who may otherwise be unable to access valuable community-based programming. The funds have also been used to leverage donors, as matching funds, to engage new and past donors and increase funds raised.

In 2019, the YMCA Strong Kids Campaign helped to ensure that the YMCA of Greater Vancouver was open to all, contributing to the \$2,004,514 in direct financial assistance provided to 10,750+ people. This sum of funding, including YGVF's significant contribution, is used to support families through the subsidization of childcare, membership, camp and much more.

### **Sustainability and/or the scalability**

The demand for financial assistance has always exceeded what is raised in the annual campaign. The YGV Foundation's generous support since 2008 has helped us to bridge the gap between the amount we have the capacity to fundraise, and the amount needed by the community. It has also helped us to grow and improve our campaign over this time, as we try our best to meet the ever-increasing demand for financial assistance across our programs.

One of the ways in which we aim to grow the reach and fundraising capacity of our campaign is by partnering with local non-profits for mutual benefit such as our annual Walk of Life event hosted with Cardiac Health Canada and our Healthy Heart Program and working with Canadian Tire's Jumpstart Charity to reduce barriers for children to access sports and recreational activities.



# YMCA Chronic Disease Management Programs



## Program description

YGV Chronic Disease Management programs seek to help those living with chronic diseases, or at risk of chronic diseases (heart disease, diabetes, stroke recovery, Parkinson's, post-cancer etc.) get the support they need. These programs have proven efficacious in improving cardiovascular and other tangible health measures including social connectedness and belonging. These programs primarily serve seniors with limited financial resources and mobility at a difficult time in their lives.

YGVF funding helped to improve health outcomes for participants, predominantly of our Healthy Heart program and was used to provide financial assistance for vulnerable seniors, staffing costs and space rental costs at community partner locations.

## Measuring results

- Increase in Healthy Heart participants receiving financial support from 8% in 2018 to 10.6% in 2019
- Improved efficiency in communicating with and moving people through the referral process into the program
- Doubled the number of Maintenance spots available – a model that moves participants along their healing journey towards independence and creates capacity for others who need the medically managed program
- Reduction in staff turnover due to changes implemented over 2019

## Impact summary

YGVF funding has allowed the YGV Healthy Heart program to serve 348 vulnerable adults and seniors, with 37 receiving direct financial assistance. To keep program fees affordable, in addition to financial assistance, YGV subsidized all participants' fees in 2019. The YGVF grant helped staff plan for the continued sustainability of the Healthy Heart program by updating it to make it more financially sustainable through incremental fee increases and increasing participants in both maintenance and medically managed programs.

The 348 participants contribute \$20,000+ annually to the Strong Kids Campaign through Walk of Life peer-to-peer fundraising and asks in Healthy Heart classes.

## Program at a Glance

**Dollar Value Received: \$100,000**

**Grant Type: Annual Funding**

**Grant Duration: 1 year**

### Target groups:

- Adults
- Seniors

### Population group:

- People with specific chronic diseases
- Low income seniors

### # of participants directly engaged in this program:

350 people annually

### Geographic reach:

Lower Mainland

### Alignment with YGVF Priorities:

Support the capacity of the YMCA to offer programs and services to those who may otherwise not have the opportunity to participate in order to maximize accessibility, inclusion and sustainability

### Areas of impact:

- Promoting healthy living
- Fostering belonging and connection

"I can't say enough about how great the YMCA Healthy Heart program has been for me. It provides me with a fun and safe place to exercise and strengthen my heart and cardiovascular system. It provides me with confidence in my health and my physical abilities. It provides me with a challenge that I might not take on my own without medical reassurance. It also provides me with emotional support. The journey to wellness for a heart attack patient is so much more than physical—at least it was for me. I experienced tremendous medical anxiety after my heart attack which ultimately required the help of a Psychologist and my MD. I was diagnosed with PTSD after my heart attack, which manifested in panic attacks and anxiety. The staff at healthy heart is amazing. I could turn to staff for support and reassurance. This component of my experience at Healthy Heart has been the cornerstone to my wellness."

**~ Cindy Stocker, Glen Pine Healthy Heart Participant**

### **Sustainability and scalability**

The January 2020 annual program fee increase will help us offset the year-to-year rising costs of operating the YMCA Healthy Heart program. This includes increases in facility rental fees and staff pay rates. Even with the scheduled increase in fees, the YMCA's fees are still lower than other programs in the community and the increase was well-communicated to participants preventing a higher decline in participation or rise in participant complaints.

YGV Foundation funds allowed the team to develop a new model of program delivery to increase the availability of Maintenance classes, while also creating much needed space in the medically managed classes. New access to the medically managed program is created by graduating physically able participants to these new classes with their peers. Based on planning done in 2019, a new Maintenance class was opened in Port Moody in January 2020 providing 36 spots by June 2020.

YGVF funding has provided the funding required to raise rates of pay for both full time and part time instructors for Healthy Heart to come more in line with other deliverers, and this along with strong planning, has greatly reduced staff turnover. This stable workforce has allowed management and staff to plan and implement the program improvements mentioned above.

Other program improvements include freeing up time to enhance the program referral process resulting in faster placement of new participants into appropriate classes in the community and an assessment of community need, which led to the creation of an additional medically managed class in New Westminster in 2020 that has capacity to welcome 36 more participants from that community.



**Healthy Heart participant  
Cindy Stocker**

# Family Development Centre

## Robert Lee YMCA



### Program description

The Family Development Centre on the fifth floor of the Robert Lee YMCA supports young families living in a busy urban centre. Programming focuses on healthy child development, developing skills of parents (nutrition and healthy eating), providing family development and supports and building a sense of community with other families. Funding from the Foundation ensured the Family Development Centre remained open to the community for 55 hours per week by contributing to staffing costs, as well as the costs of equipment, food and the lending library.

With the support of other key community organizations, programming has diversified to include the well-being of the parents/caregiver or others—helping them find a support system and a pursue a healthy lifestyle instead of just being child centered.

### Measuring results

Success and impact is measured by how many participants attend each class and the consistency of their attendance. For example, we used to have a waitlist of 30 people in our Kids Night Out program every single session so we added another staff on Saturday to welcome another eight children each time, and added one more session per month on a different night.

We continue to build strong relationships with our participants and help them feel that they belong to the community. Some of our volunteers have joined

## Program at a Glance

**Dollar Value Received: \$29,000**

**Grant Type: Annual Funding**

**Grant Duration: 1 year**

### Target groups:

- Core programming for parents and children 0-12 years old
- Some programs cater to other ages/demographics

### Population group:

Families with young children Newcomers,  
Low income families  
New parents, Caregivers, Seniors

### # of participants directly engaged in this program:

20,290 total participants for drop-in programs in 2019

### Geographic reach:

Predominantly downtown Vancouver but some families join our programs from Kitsilano, Burnaby, New Westminster, Coquitlam, Richmond and Surrey.

### Alignment with YGVF Priorities:

- Strengthen families and support young people
- Ensuring sustainability, maximizing accessibility and inclusion
- Development of YMCA staff and volunteers

### Areas of impact:

- Helping children and families thrive
- Fostering belonging and connection
- Promoting healthy living
- Promotion of physical literacy for children
- Nutrition and healthy eating
- Accessibility to community resources

the Early Child Care Career Exploration with Immigrant Services and others have become long-term volunteers. Some have become Y staff and pursued their Early Childhood Education to help address the shortage of ECE staff in the province.

### **Impact summary**

Aspects of the program/initiative funded by the YGV Foundation:

- Increasing staff in Kids Night Out
- Allowing the FDC to re-adapt to meet the needs of the program participants at the time.

### **Ways this grant has helped staff plan for the continued sustainability and/or the scalability of the program/initiative:**

- Empowering the FDC to build strong relationships with other organizations to continue to provide services together and achieve the well-being of the community.
- We have a successful partnership with Gordon Neighborhood House and Vancouver Society of Children's Centres to conduct outreach to families and offer more programming.
- Strengthening the perception of the Family Development Centre as a strong community member in the downtown core and providing opportunities for further partnerships.



"I'm a single mom of two boys, 6 and 4 years old. I've been going frequently to YMCA Family Development Centre since my first kid was a baby. I have tried a lot of different experiences and different activities – the Y has been positive and essential to my life and for my kids. It has made all the difference for us. Since all our family is back in Brazil the YMCA Family Development Centre at Robert Lee YMCA is kind of our second home. We feel comfortable, safe, loved and cared for. I was dealing with a very hard situation with my divorce and here I could find support, love and resources to make me feel better and to help me and my kids."

**~ Daniela**



# YMCA Staff Leadership Development



2019 Leadership Forum Retreat

## Program Description

This one-year grant in 2019 was used to subsidize training budgets that support employee engagement, retention and leadership development. The grant helped to:

- Provide a bigger investment into the leadership forums established for different levels of the organization (e.g. Leadership Forum for Managers, Operational Management Group for Directors and General Managers, and Strategic Leadership Team for Vice Presidents).
- Enable Y employees to attend conferences focused on their subject matter expertise, support internal training (YGV People Leader College) and ensure Y connections and exchanges could happen to learn best practices.

## Leadership Forum Retreat at YMCA Camp Elphinstone

The two day event began with a welcome and state of the nation talk from Stephen Butz, President and CEO, and a refresher on child protection. Staff found “Busting Barriers,” cross departmental break-out sessions identifying and addressing current Y challenges valuable. The inaugural manager learning group was held. The new group was formed to provide professional development and peer learning for managers – a need that was identified in previous employee surveys.

Professional speaker Tim Arnold led a session on The Power of Healthy Tension. This learning session addressed the tendency for people to approach every challenge as a problem to be solved, with a right or wrong answer. Attendees were encouraged to see that “either/or” thinking is flawed – that you don’t have to choose between two seemingly competing ideas such as planning or action, structure or flexibility. Often, both ideas are valid and important. And, to be a better leader — both at work and at home — we need to realize that many of life’s challenges are healthy tensions to be managed. The session provided a simple framework to enable Y participants to practice “both/and” thinking for improved critical thinking, teamwork and results, especially during times of tension and change.

## Program at a Glance

**Dollar Value Received: \$85,000**

**Grant Type: Annual Funding**

**Grant Duration: 1 year**

### Target groups:

YMCA staff members

### # of participants directly engaged in this program:

293 people total

- 85 at Leadership Forum
- 208 at Early Years Conference

### Geographic reach:

YMCA staff from across the Lower Mainland, from Sea-to-Sky to Chilliwack for Leadership Forum. Some Early Years staff came from communities further away

### Alignment with YGVF Priorities:

- Development of YMCA staff and volunteers
- Ensuring sustainability, maximizing accessibility and inclusion
- Support young people

### Areas of impact:

- Fostering Belonging and Connection
- Healthy child development
- Helping children and families thrive





**2019 Early Years Conference**

**Early Years Conference, Oct 25th - 26th, 2019**

YMCA of Greater Vancouver child care and preschool programs were closed on Friday, October 25th, so all full- and part-time educators could attend the 5th annual Early Years Conference at Camp Elphinstone. It was an insightful conference giving Y Early Learning professionals the opportunity to connect with others in the Early Learning profession, grow as leaders and experience valuable professional development. The two keynote educational sessions were How our Values and Beliefs Can Influence our Thoughts on Childcare; and Spirituality and the Indigenous Brain. Day two sessions were The Calm Curriculum for Children, connecting neuroscience, theoretical research and positive psychology to support social and emotional well-being; Re-constructing Family, Home and Community through an Indigenous Worldview; and Complex Trauma and Attachment: Healing Trauma through Empathy.

**Measuring Results**

A sample of the conference survey's qualitative questions can be found in the table.

<p><b>What are you doing differently as a result of what you learned? Are there any adjustments you have made to your practice as an Educator?</b></p>	<p><b>Your thoughts are important to us, is there anything you would like us to know?</b></p>
<p>I think just being a lot more conscious of children's backgrounds and beliefs and try to empathize from their view more.</p>	<p>I really appreciate we had a chance to go to camp again, please keep our conference at Elphinstone. Thank you!</p>
<p>When working with families, trying to think from their perspective in order to support them in a better way.</p>	<p>I loved us dancing as a surprise, almost everybody had tears in their eyes!</p>
<p>I continue to be aware of speaking and working in a way that respects other cultures and beliefs.</p>	<p>Thank you very much for the invitation. I had a great time! What you've done for the staff is fantastic and I am sure, helpful to their resilience and love for their work.</p>
<p>We are looking for ways to incorporate more elements of Indigenous culture into our daily lives at our centre.</p>	<p>I appreciate the YMCA providing this experience for us as a team and investing in our learning!</p>
<p>I'm implementing the information from the workshop and it's working. We could see the result on Monday with our first outburst of the day...and how smoothly the children took the direction given by staff and the child calmed and then cleaned on his own. We allowed him to go through the emotions and address them later when calm.</p>	<p>Thank you for the preparation and the great opportunity. The toque was great too. I loved this camp to build deeper relationship with not only my team but also other teams.</p>

# Youth Leadership and Programming at Chilliwack YMCA

## Program descriptions

Chilliwack YMCA offers a comprehensive array of infant, preschool and school-aged programs for children and youth of all ages, including Y Move, Y Play, Active/Creative Play, Active Games/Active Brains and Youth Leadership Development. Program offerings are based on a Play to Learn curriculum for children under 5.

Y Move is a program with a focus on physical literacy, ensuring all children ages 3-12 learn the fundamentals of movement. The goal is to set them up for a lifetime of activity with the competencies, aptitude and skills of movement learned at a young age.

Youth Leadership Development is delivered to Youth Grades 5-12 (with 3 age categories). The program fosters skills required for future leadership and peer mentorship, while helping participants build self-confidence and connections with other like-minded youth.

## Measuring results

Since reopening the new Chilliwack YMCA in February 2019, over 800 children and youth attended Chilliwack YMCA programs in 2019. Not only did this encourage their growth and development of self, it also gave parents the opportunity to exercise and create healthier lives—mentally and physically – for their families.

## Impact summary

Funds provided by the YGV Foundation provided staff time to develop and deliver the Chilliwack Y's youth programs, including staff time to attend training programs.

“After the Youth Leadership Development program, we noticed a more optimistic girl. She was also looking forward to every meeting as she had made a lot of new friends within the group as well that also had a more positive outlook. I know she would attend again when the program restarts.”

~ Parent of Madison, 11  
YLD Participant



## Program at a Glance

**Dollar Value Received: \$20,000**

**Grant Type: Annual Funding**

**Grant Duration: 1 year**

### Target groups:

- 6 weeks to 17 years old

### Population group:

- Children
- Youth
- Teens
- Families of young children and youth

### # of participants directly engaged in this program:

800+ to-date

### Geographic reach:

Local communities including Chilliwack and Agassiz

### Alignment with YGVF Priorities:

- Support the capacity of the YMCA to offer programs and services to those who may otherwise not have the opportunity to participate in order to maximize accessibility, inclusion and sustainability

### Areas of impact:

- Helping children and families thrive
- Promoting healthy living
- Fostering belonging and connection
- Healthy child development
- Promotion of physical literacy for children

# YMCA Alternative Suspension and Plusone Mentoring Programs



## Program descriptions

YMCA Alternative Suspension program is designed to provide immediate intervention for students ages 12 to 18 who are experiencing academic and behavioural difficulties and are at risk of academic failure or eventually withdrawing from the school system. Run in partnership with the Abbotsford, Surrey and Coquitlam school districts, this program supports students while temporarily away from school, through structured programming aimed at increasing personal growth, motivation, self-awareness, academic performance and social consciousness. The program is running out of Coquitlam for the third time as part of a strategy to increase YMCA programming in this community prior to opening the new YMCA. The Coquitlam Alternative Suspension program requested \$10,000 to ensure it stays and thrives in this community.

YMCA Plusone Mentoring program is a community-based program for youth ages 10 to 17 who are experiencing challenges in their social and academic development. Participants are referred to the program by community partners including schools, social workers, police, and other YMCA programs. The program is based on an established early intervention model that helps engage and equip young people to overcome the challenges they face. Participants are matched with mentors who are specially trained to work with youth. Mentors give young people positive role models and encourage them to gradually decrease their risky behaviours and pursue their aspirations. This one-year relationship provides youth with the support they need to achieve their full potential. The YGV requested \$6,000 to help this mentorship program succeed in 2019.

## Measuring results

Alternative Suspension is measured by 1 month, 3 month and year end follow ups, evaluating students on the reason they were referred to the program, if that behaviour has decreased, stayed the same or increased, and whether the student has been suspended again since being in the program.

- 73% of students didn't experience an additional suspension at the end of the year
- 80% of students improved their behaviours after being in the program
- 84% improved their academics after being in the program
- 10% increase in the number of participants in Coquitlam program

## Program at a Glance

**Dollar Value Received: \$16,000**

**Grant Type: Annual Funding**

**Grant Duration: 1 year**

### Target groups:

Age group: 10-17 years old for both programs and Plusone targets mentors ages 18+

### Population group:

Youth from all population groups including those with lower incomes, newcomers, from specific cultural communities, indigenous people, LGBTQ2+

### # of participants directly engaged in this program:

3,152 youth have attended Alternative Suspension and Plusone since the programs started

### Geographic reach:

Surrey, Abbotsford, Coquitlam

### Alignment with YGVF Priorities:

- Invest in the philanthropic capital necessary to meet community needs with the best possible programs and facilities;
- Strengthen families and support young people

### Areas of impact:

- Helping children and families thrive
- Fostering belonging and connection
- Family development and supports

Plusone Mentoring assesses the risk factors students have entering into the program and tracks the hours of support per youth in relation to the cost of the program.

In 2019:

- 10,704 hours were spent supporting 48 youth (104 volunteer mentor hours/youth + 119 staff hours/youth);
- The program cost to support a young person was \$17/hour;
- The Foundation's grant enabled approximately 352 hours of support to youth in Surrey; and
- Twelve of the Plusone referrals came from Alternative Suspension demonstrating that our programs are supporting each other and creating a system of support for youth within the Y.

### **Impact summary of the program/initiative funded by the YGV Foundation**

The Foundation's support of these two programs allowed the YMCA to maintain programming in the Coquitlam and Surrey communities. The Coquitlam Alternative Suspension program is in its infancy, so the funding helped the YMCA reduce the costs to the school district allowing us to build a stronger relationship in that community.

The Foundation's grant provided approximately 352 hours of support for youth in Surrey through the PlusOne program in the form of activities, program supplies, life skills training, etc. and allowed for more one-to-one support of students in the Alternative Suspension program.

### **Ways the grant has helped staff plan for the continued sustainability and/or the scalability of the program**

Both programs are delivered across Canada with the support of local Ys and other organizations.

Alternative Suspension program is in the process of expanding with funding from the Federal Government. This program will be opening two new locations for the fall of 2021. Alternative Suspension could expand provincially with the YGV as the lead agency supporting this process and working closely with Montreal. This program can be delivered successfully in communities without Y facilities as we have seen in Abbotsford for the last 10 years.

Plusone Mentoring program is at the end of its funding in June of 2021. This program would be a great addition to our organization long-term, potentially in a modified capacity. The program has the ability to be scaled back or combined with another program like Youth Leadership Development to offer a 1-1 mentoring component to the YLD program. There is potential for this hybrid program to be scaled across the province. With the redesign of YLD and adding 1-1 mentoring and group mentoring components, the YMCA has the opportunity to create a program that meets the pillars the federal government is focusing on when it comes to youth programming.

When referred to Plusone Mentoring, Sarah was a timid and anxious 12 year old dealing with her parents divorce and low self-esteem. She came to PlusOne hoping for a mentor she could really connect with after an unsuccessful match through Big Sisters. To say Sarah enjoyed the program and her mentor would be an understatement. She loved spending time with her mentor Karl. He became someone she could confide in and look to for guidance. Karl was great at not telling Sarah what she should do, but rather supporting her in learning from her mistakes and making good choices on her own.

When her time in the program ended, Sarah expressed how happy she was to have had Karl as her mentor. She recognized how much she had grown and felt immensely proud of the person she had become.



**YMCA of Greater Vancouver Foundation**

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