

Message from the Board of Directors

By Mark Phillips, CEO and Leah Wales, Board Chair

As we move into the second year of our strategic plan we want to explore ways to collaborate before acting independently. Through a new initiative called Community School Programs, we will work with both school boards to offer recreational programs for elementary school students after school throughout the school year.

In their "Community Matter" document, the United Way of Leeds and Grenville refers to its goal as two-fold:

- To better understand and adapt to the ever changing dynamics of our social environment in Leeds and Grenville
- To clarify and expand on what we discovered during the previous consultations that found that youth is a high priority across the united counties



Our initiative will focus on the direct delivery of programs that accomplish **three things**:

1. Increase the number of active children and the hours that children are engaged in active programming
2. Promote literacy, healthy eating, and homework
3. Introduce leadership concepts to children/youth in selected communities

A special note...

The summer of 2007 will be memorable for many of our staff and volunteers. We endured the loss of two of our friends who, in their own way, made quite significant and positive impacts on our YMCA.

Some would say that **Roselyn MacDonald** was 'the face' of our Y. In fact, Roz was a lot more than that. She is a reminder to all of us that it is our actions that influence our legacy; and, more precisely, in the YMCA it is our interaction with others that truly has impact and demonstrates our mission in action. Roselyn epitomized our mission in action.



Nancy Romanenko, our former Chief Executive Officer, brought us a vision of philanthropy at the grass-roots level, by introducing our annual appeal in support of our Financial Assistance program. Visionaries like Nancy often offer the level of responsiveness a community organization, like the YMCA, needs to stay relevant and aligned with the community's needs.

Both Roselyn and Nancy will be missed dearly and gratefully remembered.

A Message from the Development and Communications Office

By Sandra Devaney, Senior Director of Development and Communications

A banner year, to say the least! This is what we can say about 2007 so far. As we celebrated our successful “2007 Annual Giving Campaign: The Power of Giving” on Thursday, September 6, 125 donors and supporters joined us as we journeyed back in time to 2003, when our first campaign took place. And what a ride it has been. Here is a snapshot of our last five years:

Campaign goal for the 5 years: \$290,000	Total raised 2003-2007: \$546,607
Number of donors in 2003: 149	Number of donors in 2007: 281
Supporting businesses in 2003: 18	Supporting businesses in 2007: 50
Staff participation in 2003: 6%	Staff participation in 2007: 94%

As we approach the fall season and another successful campaign comes to a close, it is only befitting to acknowledge the contribution George Smith has made to our success as a charity of choice, a charity that is open to all. George led the troops to incredible successes in his four years as Chair of the Annual Giving Campaigns. This year alone, his team helped raise a total of \$103,272, in addition to a generous donation of \$50,000 by our

benefactors Don and Shirley Green, designated to repair our north parking lot in its entirety. Thank you, Don and Shirley! Working with George has been an amazing experience for everyone at the YMCA, but especially for me. I consider George my mentor and my guide as I find my way through the labyrinth of philanthropy and development. Thank you, George! I am glad we can count you amongst our friends.

As George stepped down, he proudly introduced Mary Jean McFall as the incoming Chair for our 2008 Annual Giving Campaign. Mary Jean, a lawyer with the firm of Templeman Menninga, brings a firm belief in the work of the YMCA, empathy for those individuals and agencies we help through our Financial Assistance program, and an enthusiasm to learn so much more about the difference your YMCA makes in this community. With her support, expertise and effort, we will continue to grow. Welcome, Mary Jean!





Message from Camp

By Rob Adams, Manager of Camps, Supervisor of Youth & Adult Recreational Programs

As the tans fade and we see our kids walking to and from school, what better time to reflect on what a fun time everyone had at the Brockville and Area YMCA Summer Adventure Camps. No matter what camp these children participated in, smiles were all around. Campers and staff, caregiver and members, we all witnessed YMCA values at work through nine weeks of camps this year.



At the Brockville, Prescott, Athens, Browns Bay, and Specialty Camps the main focus was on building positive relationships amongst all, while providing great opportunities for personal growth and skill development. This was accomplished by the hard work, professionalism and dedication of our summer staff team, complimented by the generosity of our donors, who helped send hundreds of children and youth to camp, even if their families could not afford to pay the full fee.



Our campers enjoyed a well planned camp every week. The plans included weekly trips to interesting and fun sites such as the Kanata Wave Pool, Ottawa Lynx Baseball, The National Art Gallery, and The Museum of Civilization to name a few. Every Wednesday morning, four buses loaded with children and youth from all our surrounding areas, headed off to a new adventure. Over the 9 weeks, over 1700 campers traveled with us on Wednesdays!



As fall moves forward and winter waits for everyone involved will continue. We now doing all we can do to ensure that local time with us next year, so that their are this year.



us around the corner, the hard work of start planning for Summer 2008; we now start children and youth, will have a tremendous memories of camp will be unforgettable, as they






A Message from the Health, Fitness and Recreation Department

By Mark Phillips, Interim Senior Director of Health, Fitness and Recreation

I think it's amazing that any organization can do what your YMCA does everyday: achieve its charitable mission while helping people of all ages achieve greater health. YMCA membership benefits include enhanced health and wellness. It also brings about a sense of civic duty and we see some of our members getting involved in new-to-them areas such as volunteerism and philanthropy. Opening these doors of opportunity is what defines your YMCA.



Our all inclusive membership has helped your "Y" see some solid growth.

- Membership stands at over 4,000 now
- 1 in 5 receive Financial Assistance
- We extend to Portland, Gananoque, north of Spencerville, Prescott, Kemptville and Cardinal
- Over 800 individuals are supported by our donors and supporters
- Courses and programs are either full or close to capacity


In addition to our incredible growth, we have listened to our member feedback and developed new programs



- iron kids (3-9 years), which is a triathlon-like program involving swimming, running and cycling
- youth leadership corps (10-17 years), a program that uses experiential activities to help build leadership competencies in youth
- expanded on our gentle fitness programs to include five new classes throughout the weekday mornings




and we purchased

- 
- 24 new stationary bikes with pacing monitors to replace the existing bikes
 - a cable cross-over including two seated rowing components
 - a bent-over row and a back extension
 - an assist-chin and -dip machine and 4 pieces of cardio equipment

A new computer system will be in place effective January 2008. It will

- Complete up to date address and e-mail address on our members
- Up to date banking information
- *Update your personal information at the Front Desk before January and you will have a chance to win next year's membership!*

Some exciting points with our new system:

- Monthly payments are on an on-going basis
 - Automatic changes to your membership as you move through it
 - Paid your membership in full? Get 30-90 days advance notice of your renewal
 - Full Memberships and Childcare payments can be done by Cash, Visa, MasterCard or Debit
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A Message from our Finance and Human Resources Department

By Maribeth Graham, Senior Director of Finance and Human Resources

The Human Resources department started the year off with a new Human Resources policy for all staff at the Brockville & area YMCA. Staff was introduced to it through staff meetings. In March, a staff survey was circulated and we had a great return of 46%. Surveys were returned from every area of the organization giving the Human Resource Department a good overview of the issues, concerns and areas of interest. Meetings with all staff areas were held to share the results. Concerns and suggestions were discussed at length as well.

Training continues for staff through a consolidated training budget. Our Health, Fitness and Recreation department spent September 16th. learning best practices. All staff will have a chance to come together on Friday, September 28th for a mandatory training session followed by some fun for the team. With the assistance of Sandra Devaney, Senior Director of Development and Communication, an

application has been made for funding to assist in the Volunteer development and management area.



Volunteer Update

The summer months have so much to offer our local families, and this leads to a decrease in their volunteer involvement not only at their YMCA, but throughout the community. However, as soon as the fall arrives, our supporting group of volunteers know it is time to get back to their YMCA and start giving of their time once again. Indeed, it is great to see them back and be able to welcome them! Special welcome back to our young people; hats off for getting involved in volunteerism!

New Volunteer Orientation Initiative:

- Every 3rd. Wednesday and Saturday of each month
- Wednesdays from 6 to 7 p.m.
- Saturdays from 10 to 11 a.m.
- Facilitated by Senior Management and Supervisors
- Perfect time to get answers to any questions a potential volunteer may have



The Human Resource Department is working on preparing a survey for our volunteers that will become part of our yearly routine. We will keep you up to date on the progress of this initiative.

For more information on either Human Resource issues or Volunteering at your YMCA, please contact Maribeth Graham, Senior Director of Finance/HR at 613-342-7961 x33, or via e-mail at mgraham@brockvilley.com Please visit our updated website for employment opportunities and for the volunteer application at www.brockvilley.com

VISION STATEMENT

“We build strong kids, strong families, strong communities”

MISSION STATEMENT

The Brockville and Area YMCA is a charity dedicated to helping individuals grow in spirit, mind and body, and in service to others in an environment that is open to all.



CORE VALUES

- Volunteerism and Philanthropy
- Participation and Accessibility
- Education and Prevention
- Self-Respectability
- Balance & Variety
- Lifelong Commitment
- Ethical Behaviour

STRATEGIC DIRECTIVES

- Engaging Youth
- Enhancing Communication
- Maintaining a Balanced Lifestyle
- Facility Enhancement Strategy
- Volunteer Leadership
- Our Partnerships
- Family Programs
- Development



YMCA

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