



YMCA of Medicine Hat

150 Ash Ave SE, Medicine Hat, AB
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medicinehatymca.ca

Charitable Registration
BN889630448RR0001



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ANNUAL REPORT

2017/2018



YMCA
Medicine Hat
Building healthy communities

Board Listing 2017-2018

Chris Baba,
Chair

Tyler Pocsik,
Finance/Audit Committee Chair

Shonna Barth,
Governance Committee Chair

Mel Deydey,
Philanthropy Committee Chair
Peter Donnelly

Brian Widmer
David Petis

Reagan Weeks
Glen Allan (partial term)
Alison Landreville (partial term)

Senior Leadership 2017-2018

Sharon Hayward,
CEO

Aime Snazel,
General Manager – HFA

Jill Ross,
General Manager – Community
(partial term due to maternity leave)

Joshua Falk,
General Manager – Community
(maternity leave replacement)

Sandra Warkentin,
General Manager/Director–Child Care

Rhonda McKenna,
Association Lead HR/OHS/
Child Protection
(partial term)

Mission

The YMCA of Medicine, a charity supported by volunteers, is devoted to enriching our community by providing services to people of all ages within a safe, healthy environment that enhances personal wellness.

Our Vision

THE FUTURE WE WILL CREATE
The YMCA of Medicine Hat is recognized as a community charity that is primarily responsible for the provision of health, wellness, youth leadership, and community services.

Our Impact

HOW WE WILL ACHIEVE OUR MISSION
The YMCA is committed to strengthening the foundations of community by:



Helping children and families thrive;



Promoting a healthy community;



Fostering belonging and connection.

Our Core Values

OUR GUIDE TO DECISION-MAKING AND BEHAVIOUR



Caring



Honesty



Respect



Responsibility



Inclusivity

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CEO & Board Chair Message

The 2017-2018 year has seen the YMCA of Medicine Hat continue to evolve and diversify. With the changing marketplace, competitive landscape and legislative environment, YMCAs across the country face challenges like never before. While working hard to continue providing a quality HFA (health, fitness and aquatics) experience, YMCAs must also look outward to focus on their local community impact. This was our main priority over the last year and as you can see from the information in this report, the rewards of our hard work are exciting.

YMCAs are the largest provider of child care services in the country. We are very pleased to share our local accomplishments in this area over the past year. In addition to new early years funding that allowed us to cap parent fees at \$25 a day, we also expanded into out of school care. These two initiatives increased our total child care spaces by over 400% and our staff body by approximately 60%.

Similarly, our Employment Centre saw major expansion in both Medicine Hat and Brooks which was made possible with the addition of three new funding contracts. We are very proud of our ability to create significant impact in both of these communities through the provision of high-quality employment services designed to get Albertans back into the workforce.

We recognize that there are still challenges ahead of us as we continue to modernize the way our YMCA operates. As we reflect on the successes of the past year, we look forward to 2018-2019

as a time of renewed engagement with our members to ensure that our HFA programs and services provide the level of quality individuals and families within our community have come to expect.

Thank you for your continued support on our journey to promote a healthy community, foster belonging and connection and help children and families thrive.

Sharon Hayward
CEO

Chris Baba
Board Chair



ABC Childcare

Early Years Child Care

NEW! Both YMCA child development centres were selected to receive Early Learning Child Care funding from the Government of Alberta which caps parent fees at **\$25/day** and provides employee wage floor increases, professional development opportunities and enhanced curriculum.

We added **22** new child care spaces to meet the growing demand in the community. (Total = 115)

2018 YMCA Canada Early Learning and Preschool Care Survey Report

Well above the national average!

% AGREE	YMCA Medicine Hat	YMCA Association National Average
Overall Satisfaction	94%	88%
Developmental Outcomes	95%	89%
Kindergarten Readiness	93%	90%

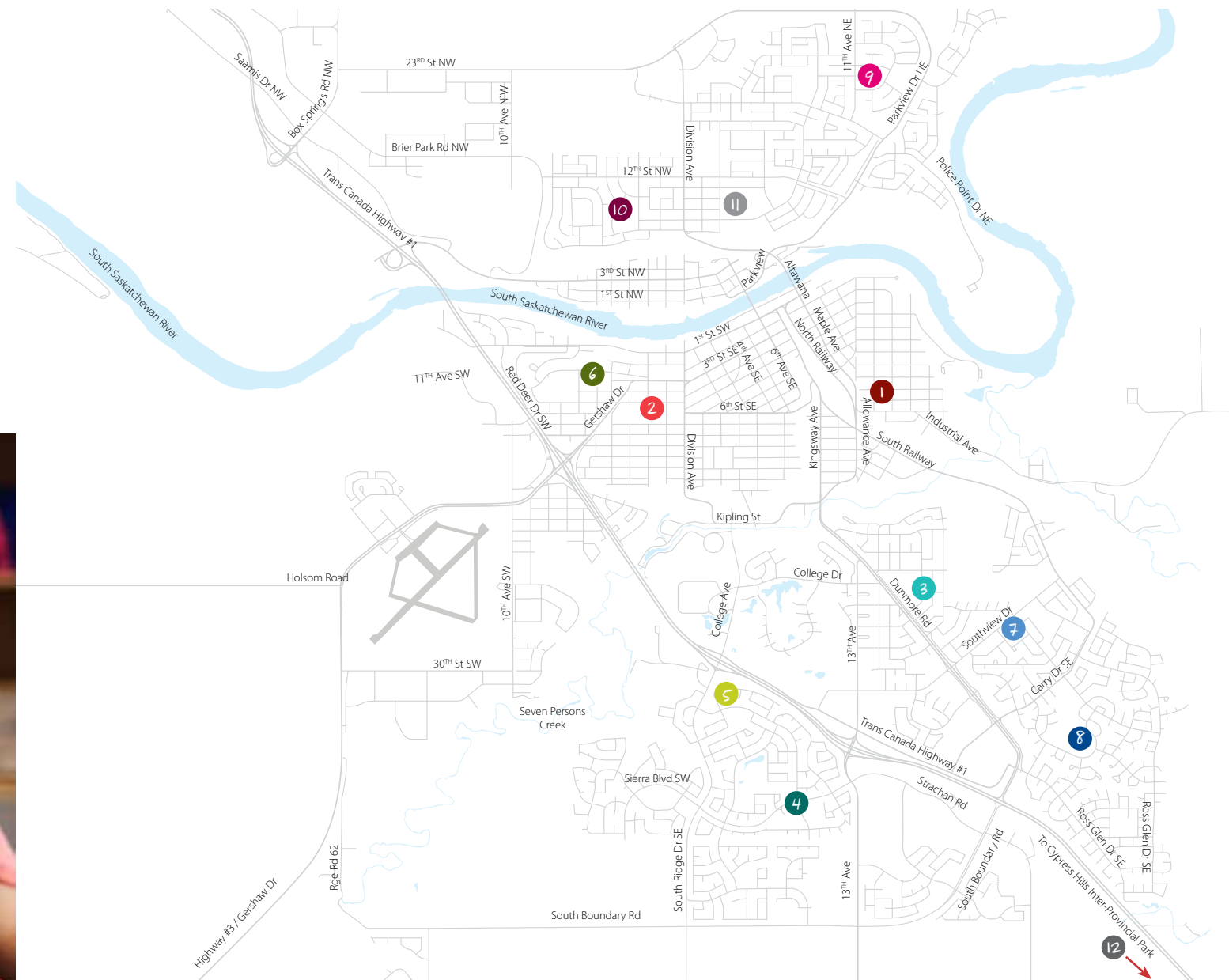
Served **147** children and **124** families throughout the year.



Before & After School Care Program

NEW! Selected as the operator of the Medicine Hat Public School Division's and Prairie Rose School Division's Before & After School Care programs at 12 sites

- 1 Elm Street School (mornings only)
- 2 Connaught School
- 3 Crestwood School
- 4 Dr Roy Wilson School
- 5 George Davison School
- 6 River Heights School
- 7 Southview School
- 8 Ross Glen School
- 9 Dr Ken Sauer School
- 10 Vincent Massey School
- 11 Webster Niblock School
- 12 Dunmore (bussing to/from Irvine School)



Employment Services

Employment Ready Program (Career and Employment Information Services)

Locations in Medicine Hat and Brooks provide:

- ✓ Resume Writing
- ✓ Career Coaching
- ✓ Interview Coaching
- ✓ Cover Letter Development
- ✓ Job Search Assistance
- ✓ Job Placement

We served **860** individuals (600 through the Medicine Hat office and 260 in Brooks).

Transition to Employment Services

NEW! Medicine Hat

Funding to offer this program in Medicine Hat was awarded in August 2018

Over the next 2 years we will assist **360** clients.

Allows participants access to **up to \$2,500** for retraining in a new career area.

Helping individuals acquire the workplace and occupational skills to facilitate their rapid attachment or re-attachment to the labour market.

Brooks

Program has been operating since August 2017

Assisted **60** individuals through this program.

44 have obtained employment.



Introduction to the Trades Integrated Training Program (Medicine Hat)

Funded through Alberta Labour, in partnership with the Medicine Hat College, the YMCA Employment Centre – Medicine Hat recruits and selects students to enter this program.

12 participants attended weekly life management and employability workshops over a 22-week period.



Professional Sales Integrated Training Program (Medicine Hat)

In partnership with Positive Life Concepts, attended employment / essential skill development workshops **over a 22-week period**

Learn more:
medicinehatymca.ca



Community

Seasonal and Summer Day Camps

Total Registrations: **1521**

(increase of 95% from last year)

Elkwater Camp

Total Registrations: **151**

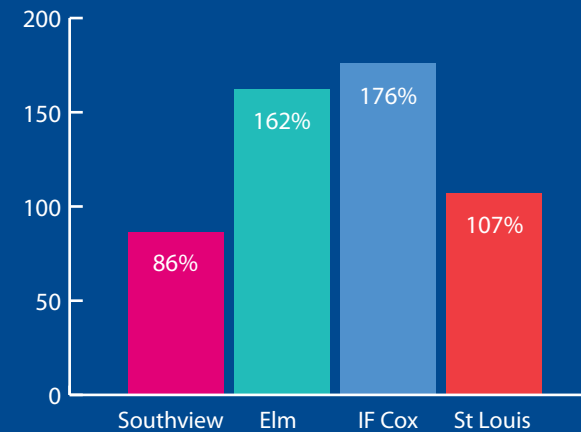
(increase of 29% from last year)

Financial Assistance allowed **64** children an opportunity to experience camp, build skills and have fun (worth \$12,077)



Get Active

Changes in physical literacy scores at the start of the school year/program vs the end of the school year/program:



Avg Improvement: **133%**

While this seems like a big jump from the previous 2 years' data showing a 40% improvement, there are a few reasons why:

- ✓ More experienced staff doing the testing
- ✓ Testing being done more consistently
- ✓ Programming planned out with schools in a more coordinated fashion, being offered with a larger focus on fundamental movement skills
- ✓ Targeting the areas that have lower scores at the start of the year
- ✓ Kids in program that have taken it for 3+ years now



Early Intervention Program for Young Mothers

- ✓ 12 program participants
- ✓ 6 healthy, full term babies born to participants
- ✓ 5 participants graduated in June 2018



Program Outcomes:

Increased academic performance

92% met school attendance requirements
100% passed their coursework
5 high school graduations in June 2018



Increased financial stability

100% of all eligible participants were successfully linked with the appropriate funding program



Increased healthy relationships

92% reported living in a safe environment
78% self-identified their relationship as healthy



Increased parenting abilities

100% of participants participated in education about nutrition, parenting, mental health, attachment, etc



Healthy babies

100% of babies are up-to-date on immunizations
6 healthy babies born





Child Minding at the YMCA

Available at the Downtown and South Ridge locations

Offers parents the opportunity to utilize YMCA programs and services while their children enjoy a safe, interactive and fun environment.

YMCA ratios of
1:4 for children 0-12 months;
1:6 for 13 months – 4 years;
1:8 for 5+

Available for children ages 0 -9.

Non-licensed, however follows YMCA standards that are consistent across the country.

Expanded to meet the growing demand Downtown!

Child Minding in our facilities averaged **569** children per month.

Our prior location was a small room that was often overcrowded (*at our peak times we have as many as 30 children in the room*)

New area provides more space for children to:

- Play safely in different age groupings
- Experience age appropriate YMCA programming based on the national early years' Playing to Learn curriculum
- To have easy access to supervised a washroom and water fountain located in the same room



Philanthropy at the YMCA

Donations **\$74,657**
 TOTAL DONATIONS:
(increase of 14% from previous year)

Campaign Breakdown

Strong Kids Campaign **\$29,526** General **\$3,544**
 Living Fit Campaign **\$11,152** Get Active **\$30,435**

YMCA Gives Back

We donated **\$18,019** worth of YMCA gift certificates to assist local charities in their fundraising efforts

Financial Assistance

- Strong Kids and Financially Assisted Memberships**
- 353 individuals received financial assistance to offset the cost of their membership
 - Average of 202 adults per month (worth an estimated \$87,264)
 - Average of 151 children/youth per month (worth an estimated \$45,300)

Camp

- 64 children received financial assistance to offset the cost of camp (worth **\$12,077**)

Volunteers **48**
 TOTAL REGISTERED:

1722 hrs Fitness	235 hrs Living Fit	151 hrs LITs/Leaders
25.50 hrs Maintenance	151 hrs Youth & Preschool	398.5 hrs Climbing Wall
360.5 hrs Membership	Total Hours: 3043.50	

EVENT VOLUNTEERS **131**
 TOTAL REGISTERED:

Total Hours: **1147**
 Value of **\$17,205**

Total Combined volunteers:
Total \$ Value \$62,857.⁵⁰
(based on \$15.00/hr)

Membership

- ↗ South Ridge membership increased **5%**
- ↘ Downtown membership decreased **3%**
- ↘ Overall total member was stationary with a slight decrease of **.5%**

Why?

- ✓ Reflection of the overall economy
- ✓ More people are using fitness apps and working out at home
- ✓ Community need for financial assistance grew 8% (a reflection of the economy and unemployment in our community)
- ✓ Increased competition from private and public health & fitness organizations



Living Fit

NEW! Effective September 1, 2018 Living Fit has become a core offering of the YMCA of Medicine Hat. Here's what this means:

- Living Fit is recognized as a unique and important program within our community that changes peoples' lives
- 1-1 initial fitness assessments
- Personalized fitness plan that accommodates chronic health conditions and/or disabilities
- 1-1 support with workouts
- Follow up assessments to monitor progress
- Access to qualified and trained personnel 2017-18 Program Stats

An average of **141** individuals participated in Living Fit each month.

2017-2018 Donors

**Strong Kids (SK), Get Active (GA),
Living Fit (LF), General (Gen)**

Chair Round Table \$1000+

Bobby Tokamp (LF)
Box Springs Rodeo Club (SK)
Chris Baba Professional Corporation (SK)
CIBC Children's Foundation -
Wood Gundy Advisors (GA)
Creative Concepts Music School (SK)
Gary Soucey (GA)
Ken Beimans (GA)
Larry Serr(SK)
McBrides Bakery (SK)
Medicine Hat Public Schools Education
Foundation(GA)
Medicine Hat Rotary Club (Gen)
Murray Sihvon (GA) (SK)
Nehemiah Construction (SK & GA)
Optimist Club of Medicine Hat (GA)
Pembina Pipeline Corporation (GA)
RBC Foundation (SK)
Redi Enterprise Bottle Depot (LF)
Versaterm Inc (GA)

Gold Donors \$500 to \$999

Andrew Kirschenman (GA)
Ask The Experts (SK)
Ian and Phyllis McLaughlin Fund -
Community Foundation of South Eastern
Alberta (Gen)
Creative Flooring Coverings (GA)
Dunlop Truck Centres (SK)
Glen Giduk -ATB Cares (GA)
Joyce-Ann Bacon (Gen)
Kim Weiss (GA)
Korrie Miller (Gen)
Loretta Evans (SK)
Marilyn Tokamp (LF)
Selena McLean-Moore (SK)
Sharon Hayward (SK)
Shelley Acheson (LF)

Silver Donors \$100 to \$499

1274587 Alberta LTD. (GA)
Aime Snazel (SK)
Alexandra Seitz (SK)
Alfred Elder (GA)
Allison Landreville (SK)
Anne Lehr (SK)
Aubrienne Pudwell (SK)
Barry Knodel (GA)
Blake Pederson (GA)
Business Ambassador Students (SK)
Brandon Koble (GA)
Brent Carson (GA)
Cenovus Energy (GA)
Chris Baba & Chris Baba Professional
Corporation (GA)
Clayton Baumann (SK)
Colette Friedt (SK)
Custom Print & Stitch (GA)
Dallas Demon (SK)
Dale Thacker (GA)
Daniel Frost (GA)
Daniel Gaucher (GA)
Darryl Hanlon (SK)
Dawn Allan (SK)
Desk N' File Office Furniture (SK)
Derek Whitson (GA)
Devon Potvin (GA)
Dominique Hirsch (SK)
Don Anderson (SK)
Douglas Thorson (GA)
Drew Barnes (GA)
Elkwater Milehigh Tri Association (GA)
Filling Services Canada (LF)
Five Star North America (MH Five Guys
Burgers & Fries) (GA)
Fred Gautreau (LF) (GA)
Ian McLaughlin (SK)
Jace Anderson (GA)
James Croker (GA)

Jessica Hayes (SK)
Jillian Ross (SK)
Jim Patterson Broadcast Group (SK)
Jim Taylor (GA)
Joey Sabourin (GA)
John Carter (GA)
John Hammel (SK)
Joyce Walcer (SK)
Landon Halmrast(GA)
Lyndon Heidinger (GA)
Keith Frost (GA)
Ken Montgomery (GA)
Marion Snape (LF)
Mel Deydey (GA)
Michael Long (GA)
Michael Popove (GA)
Michelle Marshall (SK)
Murray Shivak (GA)
Paige Lacelle-Winter (SK)
Postcard Portables (GA)
Peter Wigle (SK)
Pritchard and Company (SK)
QinetiQ Target Systems Canada(SK)
Rae-Anne Ziegenhagel (SK)
Randy Gant (GA)
Rhonda McKenna (SK)
Richard Moore (GA)
R.I.F. Services (GA)
Rob Schottner Professional Services (GA)
Robert Jackle (GA)
Robert Symmonds (GA)
Rossco's Pub (GA)
Royal LePage Community Realty Ltd. (GA)
Shaun Meagher (GA)
Tanis Garden (SK)
Tom Toms (GA)
Thomas Simpson (GA)
Tyler Pocsik (SK)
Walter Stojke (SK)
William J Hayes Professional
Corporation (GA)

Bronze Donors \$1 to \$99

Amara Hellman (SK)
Bonnie Krakalovich (SK)
Caleb Hartman (LF)
Catherine Dennison (LF)
Christine Elson (SK)
Connie Edelman (LF)
Craig McIvor (LF)
Davina Thuroo (LF)
Eva Jensen (SK)
Helene Nicholson (SK)
Ian McLaughlin (SK)
Ivan Gomke (LF)
Janine Tolhurst (LF)
Jason Thunberg (SK)
Jeremy Leismeister (SK)
Judy Coombes (LF)
Karen Pillman (SK)
Kat Reid (SK)
Kiersten Dola (SK)
Kristen Godbolt (GA)
Kolby Hoare (SK)
Kyle Bitschy (SK)
Larry Samcoe (SK)
Laura Schmitt (SK)
Linda Roth (SK)
Lois Lien (LF)
Michelle Debolt (SK)
Pat Lester (LF)
Pat Sutor (LF)
Sandra Moore (SK)
Tara Stricker (SK)
Tory Correale (SK)
Trish Rooney (LF)
Wendy Von-Niessen (SK)

2018 River Run Sponsors

Cancarb (Title)
Culligan Water
DavidsTea
EIWM Holdings (Tim Hortons/Cold Stone)
Foodland IGA
GNC Live Well
Gravity Sports
Jay Johnson
My 96 FM
Madhatter Coffee Roastery
Medicine Hat Mavericks
Nutter's Bulk & Natural Foods
Paradise Valley Golf Course
Pritchard & Co. Law Firm
Runners Soul
Social Wealth Management
Spoiled Rotten
The Keg
Trophy World
United Rentals

Heritage Club Members

Alex and Jean McDougald
Bill and Vi Roberts
Colette Friedt
Dr. Donald and Judy Davis
Garth and Gaye Russill
Gerald and Elaine Freedman
Glen and Wendy Giduk
Ian and Phyllis McLaughlin
Jamie and Janet White
Jim and Dorothy-Lee Smith
Larry Serr
Marilyn Tokamp
Mick Nodwell
Murray and Marg Sihvon
Roger and Cheryl Moses
Scott Richter
Terry Chapman
Tim Martin
Todd and Darlene O'Reilly
Tom and Maureen Coulter

Other Partners and/or Funding Agencies

100 Men Who Care
Alberta Camping Association
Alberta Health Services
Canadian Mental Health Association
Alberta Southeast Region
City of Medicine Hat
City of Medicine Hat - FCSS
Community Foundation of
Southeastern Alberta
Cypress Hills Destination Area
Days Off Pub
Elm Street School (GA)
Government of Alberta
Government of Canada
IF Cox School (GA)
Kinsmen Club of Medicine Hat
Lifesaving Society of Alberta
Medicine Hat and District
Chamber of Commerce
Medicine Hat and District
Child Care Association
Medicine Hat Catholic Board
of Education
Medicine Hat College
Medicine Hat College – Brooks Campus
Medicine Hat Early Childhood Coalition
Medicine Hat Public School Division
Mount Royal University
Play Partnership
Prairie Rose School Division
Southview School (GA)
Squash Alberta
St Louis School (GA)
Town of Elkwater
United Way of South Eastern Alberta
YMCA Canada
YMCA Western Canada Regional
Development Centre

***THANK YOU to all of our
Sponsors, our programs
wouldn't run without you***