

ANNUAL REPORT
2020-2021

Building healthy communities





Board of Directors 2020-2021

Left to Right / Top to Bottom

Chris Baba, Chair

Tyler Pocsik, Finance & Audit Committee Chair

Shonna Barth, Governance/Philanthropy Committee Chair

Travis Beck, Director

Paula Isfeld, Director
*resigned September 20, 2021

Ryan O'Reilly, Director

John Roflik, Director

Karen Blewett, Director

Pamela Kunz, Director

Harrison Applin, Director



Senior Leadership Team 2020-2021

Left to Right

Betty Duhaime, General Manager – Health, Fitness & Aquatics

Corina Cayer, Director of Finance/Controller

Sharon Hayward, CEO

Sandra Warkentin, General Manager – Child Care

Mission

The YMCA of Medicine Hat, 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



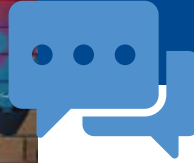
Respect



Responsibility



Inclusivity



CEO & Board Chair Message

The YMCA has been here for the community throughout the pandemic and will continue to serve the people of Medicine Hat as we look to emerge into a new normal. The last year provided many opportunities for the YMCA to meet the needs of individuals in new and different ways. Although the community often thinks of the YMCA as a gym or fitness organization, it is a charity that does so much more than that.

As families adapted to moving between online and in-person schooling and businesses adapted to frequent closures, operating restrictions, and temporary layoffs, the YMCA supported hundreds of families in the community with high-quality, licensed childcare. The pandemic highlighted just how essential childcare is to a healthy economy. As families faced uncertainty and tightening budgets, the YMCA was there for over 1,370 children. With childcare services for ages 0 – 12, the YMCA operates 2 child development centres, 11 out-of-school programs, and several day camps. Because these programs are government-licensed, parents can access childcare subsidies and other government supports to offset their costs. As a charity, the YMCA has a distinct advantage in its ability to apply for various grant funding in order to further offset costs. A great example of this is the grant funding received from the United Way of South Eastern Alberta that allowed the YMCA to offer licensed day camps during seasonal and summer school breaks at half the price to families in 2020-2021. Similarly, an Early Learning Child Care (ELCC) Transition Grant provided both child development centres with an extra year of subsidized childcare rates after the government ended its \$25/day pilot project.

Another significant area of growth for our charity over the last 5 years has been employment services. As businesses struggled with the financial impacts of the pandemic, many people found themselves laid off or otherwise unable to find work. Throughout the pandemic the YMCA's employment centres in Medicine Hat and Brooks have offered numerous programs designed to assist Albertans ages 15+ in finding,

and maintaining, employment. The pandemic also forced employers to modernize the way they recruit staff. The YMCA was pleased to be a part of a brand-new Drive Thru Job Fair initiative. This allowed for 6 job fairs to be offered in a unique format that met all public health restrictions, ensuring the health and safety of all participants.

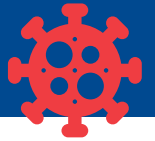
Virtual services increased throughout the pandemic and the YMCA was pleased to expand its offerings in this way with the 2020 launch of Y@Home+. This virtual platform provides YMCA members with access to live and recorded fitness classes, children's programming, and other resources to promote health and wellbeing at home. Not only can members use this platform at home, they can also incorporate it into workouts done at the YMCA's Downtown and South Ridge facilities.

As we move forward into 2021-2022, the YMCA will pilot an Alternative Suspensions Program to support students in building non-academic life skills when they face a school suspension. Traditional at-home suspension is a missed opportunity for the student to learn skills that build resilience, autonomy, and set them up for school success. We look forward to releasing more details about this exciting pilot program in 2022.

Finally, thank you to the Senior Leadership and Management teams for their strength and leadership during this exceptionally challenging year. And our biggest thanks of all goes out to our members, volunteers, program participants, childcare families, and donors. It is because of your support of that they YMCA achieves its mission of promoting a healthy community, fostering belonging and connection, and helping children and families thrive.

Chris Baba
Board Chair

Sharon Hayward
CEO



Covid 19 Timeline 2020-21



September 2020

- Downtown & South Ridge return to regular operating hours
- Pool re-opens after 5 month closure
- Before & After School Care Programs resume with limited capacity and new restrictions



November 2020

- GOA requires fitness centres to operate at reduced capacity and cancel all in-person group fitness classes



February 2021

- GOA allows fitness centres to re-open, with restrictions
- Downtown re-opens, with restrictions



October 2020

- Hot tubs and steam rooms re-open



December 2020

- GOA requires fitness centres to close



March 2021

- South Ridge re-opens with restrictions





May 2021

- GOA requires fitness centres to close



July 2021

- GOA lifts all public health restrictions
- Downtown and South Ridge return to “normal” operations
- Licensed and non-licensed summer day camps operate



September 2021

- State of Public Health Emergency declared
- Fitness centres required to implement Restriction Exemption Program or operate at reduced capacity with increased restrictions

2021

re-opens,
ions

OPEN

June 2021

- Downtown and South Ridge re-open with reduced hours and restrictions



August 2021

- Licensed and non-licensed summer day camps operate



It's Fun to Camp at the YMCA!



“ This summer we were looking for something for our 5-year-old son to do. With the pandemic going on, he was looking forward to getting out of the house and being active. He had such a great time attending the YMCA Summer Academy

Day Camp. Our son has special needs, and the staff were so welcoming of him and his aide. We found the cost of the camp to be very affordable and we look forward to him attending the YMCA Summer Academy again.”

- Ashley

The Y provided 1302 Day Camp experiences in 2020-2021

Licensed Seasonal & Summer Day Camps

807 camp experiences provided

United Way of South Eastern Alberta funding ensured the community had access to affordable childcare during school breaks by covering 50% of all parent fees.



United Way
South Eastern Alberta
Change starts here.

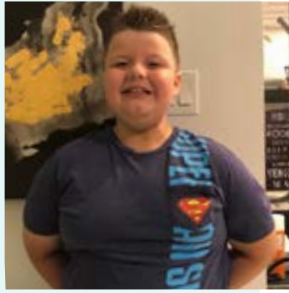
Summer Academy Day Camps (non-licensed)

495 camp experiences
(84% increase from last year)



“ Last year was Oliver’s first year and experience using the YMCA Dr Roy Wilson Before and After School Care Program while in Grade 1. Although it was a challenging year with the pandemic and navigating an ADHD diagnosis, Oliver always loved attending and some days it was hard to get him to leave. Both Brady and Chayce made him feel welcome and included. They were always playing any kind of sport that he wanted to play and Oliver also loved that Brady would draw with him. Drawing is one of Oliver’s favourite activities. They did an amazing job keeping him busy.”

- Lisa



YMCA Child Care

Before & After School Child Care Program (11 locations)

Served **443** children / **350** families

Early Years Child Care Program

John Millar Child Development Centre

Served **61** children / **52** families

Crescent Heights Child Development Centre

Served **62** children / **54** families

“ As a family who now has 2 children attending the YMCA Crescent Heights Child Development Centre. I couldn’t be luckier to have such wonderfully trained staff to care for my children. My husband and I feel their well-being and safety is always put first. We are so appreciative of all the hard work, patience, dedication, tolerance, and creativity the staff display in their day-to-day care for our kids. I feel our “thank you” for doing such an excellent job caring for our children worry free doesn’t come close to acknowledging the Heart and Compassion that is shown to them daily. I am so happy that our family has chosen to be a part of the Crescent Heights YMCA Child Development Centre family, our Children have grown and blossomed in so many ways because of it.”

- Charmaine



“ I started my two children at the YMCA John Millar Child Development Centre at the beginning of August. I have felt comfortable leaving my children at this daycare facility since I started. It is a hard adjustment for parents and children to start this routine, but the staff are so helpful and understanding in this transition. They have made my children feel at home, and made it a safe, educational, and fun place to spend their days. I personally feel that they have learnt so much from being there and have both really excelled. Making the choice to work full time, this is the peace of mind that we need.”

- Alana



Space Creation Grant

15 NEW SPACES for 2021-2022

Funding received from the Government of Alberta allowed the YMCA to increase the number of licensed childcare spaces available to the community.



ELCC Transition Grant

The Government of Alberta's \$25/day pilot program ended in 2020. The YMCA was pleased to receive an additional one-year grant to assist families with a gradual transition back to full market rates. Thanks to this funding, both YMCA Child Development Centres were able to do the following:

- Keep monthly fees significantly lower than market rates
- Hire a full-time Family Support Worker to increase communication with parents, provide education and training sessions, connect families to local resources, etc.
- Hire 2 part-time Curriculum Coaches to mentor and support all Early Childhood Educators in the use of both the YMCA Place to Connect curriculum and Alberta's Early Learning and Care Flight Curriculum Framework



“My experience with the YMCA Crescent Heights Child Development Centre has been nothing short of exceptional. When my son first started daycare, I was nervous, anxious, and hesitant, leaving him

in the care of someone else. On the first day, we were welcomed with big smiles and open arms. What made our first day and week at daycare an easy transition was being allowed to stay until we both felt comfortable. I had the ability to drop in throughout the day and check in on my son if I needed to. This isn't a drop-off and get-out kind of center. It's a welcoming and supportive centre. A short four months later, my son is thriving, growing, and developing because of the fantastic staff at the YMCA and because of their investment into my child.

Ed, an Early Childhood Educator (ECE), always takes the opportunity to say hi to us. When he walks by the room my son attends, he will stop in to say good morning or goodbye to us. One moment that stood out for me the most was one morning in the parking lot. I was carrying my son into the daycare, and Ed waved and yelled from across the parking lot, smiling, “good morning”. Bryton and I never have felt so welcomed in my life. Seeing the way my one-year-old's face lit up and waved back was a rewarding experience. Shannon, another worker my son has grown attached to, has a warm and caring heart. She has also gone above and beyond in helping my son develop and learn through play, but she has also made me feel welcomed by simply asking me how my day is going. Esmeralda goes out of her way to come up with new things for my son to do. One example is she added food colouring to measuring cups in the water table for him to explore the new colours. She has even brought tomatoes from her garden for him as that is one of his favourite foods. I am always grateful for how thoughtful Esmeralda is.

All of the staff are amazing, and I often find myself saying that we have gained a support system since we started at this daycare. The staff genuinely care about my child. In the last four months, my son has begun to walk, has learned to share, has become more caring, loving, more independent, and most importantly, he is HAPPY. In fact, he rarely even notices I'm leaving in the morning at drop-off.

YMCA child care is a safe place for children to gain relationships with their peers, meet developmental milestones, learn, and play and have fun while feeling the love and support of the staff. Had I known what I know now, I would have started my son in daycare sooner.”

*Sincerely,
A very grateful parent*



“For me, the YMCA Young Moms Program was a life saver. I am confident I would have never returned to regular high school after having my son and therefore would not have received my high school diploma. The program offers so much more than education. During my time there I was able to participate in many different learning opportunities and groups such as equine assisted learning, swimming lessons with my son, multiple parenting groups and much more. The program gave me a chance to familiarize myself with being a new parent while finishing my education. I was treated with the most respect and never made to feel less than. The onsite daycare also made transitioning my son into daycare easier for both of us. I had constant support and access to see my son whenever I needed or wanted to and was able to be involved in his development and learning. Because of this program, I am now enrolled in college for criminal justice.”

- JD

Early Intervention Program for Young Mothers

9 participants

3 participants graduated high school

4 healthy babies born

8 children attended on-site child care



Prairie Instinct's Equine Assisted Learning Program uses horses to build teamwork, problem solving, relationship, and self-confidence skills.



YMCA Employment Centres Medicine Hat & Brooks

YouthWORKS Program *New January 2021

Designed to help youth ages 15-30 overcome barriers to employment and develop the skills and knowledge needed to find employment

48 clients, and **83%** successfully completed the in-class training

Employment Ready Program (Career and Employment Information Services)

Designed to assist adults in finding employment through:

- job search assistance and skills
- job maintenance skills
- identifying and assisting in resolving barriers to employment

177 individuals assisted
30 job placements,
93% obtained employment

Transition to Employment Services Program

Designed for adults who need help acquiring some additional skills to find employment quickly. Participants can access up to \$7,000 worth of training required to enter their career of choice

222 individuals assisted,
73% obtained full-time employment

Connect Program

Designed for individuals who have multiple barriers to employment such as addiction or mental health issues, inconsistent work history, lack of references, disabilities, etc.

88 individuals assisted,
57% obtained employment

Workplace Training Program

Provides employer-delivered, work-site training opportunities to adults experiencing barriers to employment

19 individuals enrolled to date,
74% hired at completion of work placement



Drive Thru Job Fairs

An innovative approach to job fairs during the pandemic! This initiative was funded by an Alberta Labour Market Partnership (LMP) grant and planned in partnership with the Government of Alberta (CSS and Labour & Immigration Ministries) and Medicine Hat College.

6 job fairs were held, featuring **30** employers who had **594** vacant positions

819 job seekers attended the events with **33%** moving on to the next stage of recruitment



Health, Fitness, and Aquatics



Membership

Member Spotlight Greg Seguin



“I have been a member of the YMCA since I was 14 years old, and I am now 55. Through the years I really have relied on the YMCA for my fitness, my recovery, and my well-being. At the YMCA it's a family atmosphere where people can talk,

share experiences/goals, and help one another to achieve fitness success and well-being. I appreciate all the professionalism from all the staff but my hand and heart goes out to the personal trainers who go out of their way to help me/members with exercises, fitness advice, and group classes to achieve our goals. All the personal trainers from the Downtown and South Ridge branches have helped me in my recovery from back surgery, knee surgery, and a torn tricep. As I said I am 55 years old now and without the YMCA I wouldn't be as healthy and flexible as I am today. As a YMCA member I have been able to maintain a good attitude, make lifelong friends and stay both mentally and physically healthy. All the staff at both the Downtown and the Southridge branches have been friendly, helpful and courteous. The YMCA staff put in the extra effort to create a clean and inviting atmosphere. I really appreciate Sheila's hard work and friendly smile. She – along with the other staff – work hard to keep the building clean, and I especially appreciate their efforts to keep the YMCA safe and sanitized through the Covid pandemic.”

- Greg

“The YMCA of Medicine Hat has been a pivotal part of my own health and fitness journey for nearly 14yrs. Throughout the past year, I have taken part in personal training, group fitness classes, as well as utilizing the general facilities. The trainers and instructors have been amazing to deal with and very knowledgeable. Furthermore, I am so grateful to the YMCA (board, staff, and volunteers) for all of their work during the Covid pandemic over the last 16 months. I can't imagine the challenges that have been faced and simply wish to say thank you to all for what you've done and continue to do.”

- Tim

Fitness

Living Fit Program

27 participants with chronic health conditions and/or disabilities accessed 1-1 support **435** times

Find Your Fit

586 one-on-one sessions

Personal Training

53 one-on-one sessions

Group Fitness Classes

889 group fitness classes provided
4452 experiences

Child & Youth Programming

51 different child & youth programs offered

Aquatics

450 individuals participated in swimming lessons

Philanthropy



Total donations received

\$416,418

General donations **\$6,618**

Strong Kids **\$39,960**

A. McDougald Bequest **\$319,840**

Capital Campaign **\$50,000**



The YMCA Gives Back

We provided **\$155,213**
worth of support to our community

Strong Kids Financial Assistance
to offset membership and/or camp fees:

\$147,287 (565 people)

Licensed Day Camps

provided **\$900** to support 1 family

Summer Academy Day Camps

provided **\$720** to support 4 families

YMCA Gift Certificates

provided to local charities to assist in their fundraising efforts:

\$6,306 (29 requests)

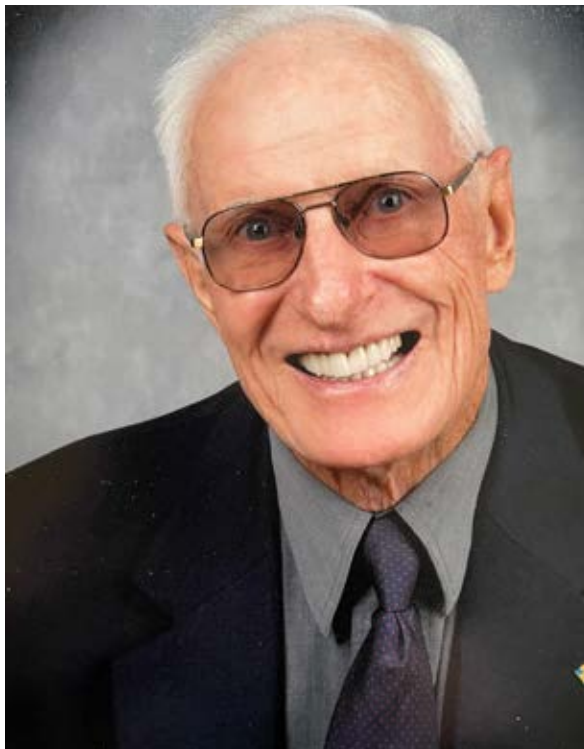


Claim Your Name Capital Campaign for the Downtown YMCA



Sun City Dental - Men's Health Plus Club Sponsor

Drs. Baba, Van Dam, and Fedosa are true Medicine Hatters. Born and raised here, they have a long history of giving back to the community through volunteerism and financial support of the causes they are passionate about. The pandemic has been challenging for the entire community. Men's mental health has been particularly impacted with high rates of suicide devastating our community. As we begin to emerge from the pandemic, Sun City Dental believes in the importance of safe places for men to connect and unwind, where they can prioritize their physical health and fitness. The YMCA Men's Health Plus Club is that space and thanks to the support of Sun City Dental, it will continue to be a safe and welcoming community for years to come.



Estate of Alexander McDougald - Accessibility Project Sponsor

Alexander McDougald (known as Alex to most) was an active YMCA member, businessperson, and down-to-earth individual whose values included health, well-being, helping others, and giving back to the community. He had a terrific sense of humor that was enjoyed by all who knew him. Alex was very community-minded, dedicating his time to coaching athletes competing in the Special Olympics, often doing so in the YMCA's pool and fitness areas. Alex took up cycling in his later years and became an Iron Man competitor. He enjoyed these competitions because they allowed him to meet new people, build relationships, and experience life to its fullest. Thanks to Alex's generous bequest, the YMCA was able to install a wheelchair elevator in 2021 with plans to renovate the lobby washrooms in 2022 to provide a gender neutral, inclusive, and accessible space.

Volunteer Spotlight



Shelly Bitz has been a dedicated fitness volunteer with the YMCA since October 2015. Her energy, enthusiastic spirit, sense of humour, and caring nature provide a sense of optimism that anything is possible, the hardest step is the first one, and every step that follows is with your best intention in mind.

What Impact has the YMCA had on you?

The energy is amazing! There's nothing like watching people gather in a group setting with the same intent to work out and genuinely feel better. There is something humbling about being able to journey with individuals as they achieve a goal that they thought was impossible. The support provided by one another coupled with moments of laughter fill me with energy!

Why do you choose to support the YMCA through volunteerism?

I strongly believe in giving back to the community in any way possible! I am grateful able to do this and be active at the same time. It is about helping other stay physically fit and inspiring them to never give up on a goal. We all have to start somewhere and even one push-up from your toes instead of your knees is an achievement!

What Impact do you hope you have on others?

To help individuals see that any kind of movement is being active and experience what it means, or how it feels, to be in great shape. I hope that through my classes I introduce members to an activity they have never done before while being part of a non-judgmental atmosphere full of positive support.

2020-2021 Donors

Capital "Claim Your Name" Campaign Sponsors

▼ Estate of Alexander McDougald-Accessibility Projects ▼ Sun City Dental-Mens Health Plus

Chair Round Table \$1,000.00 and higher

Anonymous (2) ▼ Avanti Software Inc. ▼ Calgary Shaw Charity Classic Foundation ▼ Cancarb -Tokai Carbon Group ▼ Medicine Hat Toyota (Car Raffle) ▼ Murray & Margaret Sihvon ▼ Nehemiah Construction Ministries ▼ Optimist Club of Medicine Hat ▼ Redi Enterprise Bottle Depot ▼ Scotia Wealth Management ▼ Sunrise Rotary Club ▼ Vista Park Pharmacy ▼ YMCA Heritage Fund (CFSEA)

Gold \$500.00 - \$999.00

Busy Bee Auto Salvage & Repair ▼ Callow & Associates Management Consultants Inc. ▼ Helene Nicholson ▼ Ian & Phyllis McLaughlin ▼ Jolene Klug ▼ Ken Biemens ▼ Pritchard & Co. Law Firm LLP ▼ Sharon Hayward ▼ Tracy Pederson - In Kind

Silver \$100.00 - \$499.00

Anonymous (3) ▼ Corina Cayer ▼ Darla Holmstrom ▼ Elizabeth Duhaime ▼ Gord Eisenbarth ▼ Kaylyn Sissons ▼ Kelly Warkentin ▼ Megan Cowling ▼ Nicole Lehr ▼ Paige Schlenker ▼ Sandra Warkentin ▼ Tim Schipper ▼ Tyler Pocsik

Bronze- \$1.00 - \$99.00

Anonymous (12) ▼ Ashley Ulrichson ▼ Breanna Rathwell ▼ Brooke Burden ▼ Esmeralda Ritchot ▼ Gareth Campbell ▼ Heather Harder ▼ Jaime Bueckert ▼ James Gilbert ▼ Jason Thunberg ▼ Jerimy Chisholm ▼ Jillian Clarkson ▼ Joe Klug ▼ Jordon Sager ▼ Karen Wiley ▼ Kimberley Weiss ▼ Lisa Clemens-Love ▼ Miranda Kleemola ▼ Nicole Walcer ▼ Norman Johnston ▼ Richard Duhaime ▼ Rod Wand ▼ Ryan Pahl ▼ Riley McNally ▼ Sharon McNabb ▼ Stephanie Williams ▼ Stephen Leech ▼ Susan Douglas ▼ Tim Panaker ▼ Tony Houlton

Heritage Club Members

Alexander and Jean McDougald ▼ Bill and Vi Roberts ▼ Colette Eirich (Friedt) ▼ 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 Margaret Sihvon ▼ Roger and Cheryl Moses ▼ Scott Richter ▼ Terry Chapman ▼ Tim Martin ▼ Todd and Darlene O'Reilly ▼ Tom and Maureen Coulter

Community Partners and other Funding Agencies

Association of Fundraising Professionals ▼ AGLC ▼ Alberta Camping Association ▼ Camp Ice Cream ▼ Canadian Forces CF One Program ▼ Canadian Red Cross ▼ Canadian Tire Jumpstart Charities ▼ City of Medicine Hat ▼ Government of Alberta ▼ Government of Canada ▼ IG Wealth Management ▼ Jim Pattison Broadcast Group (Pattison Media) ▼ 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 & Brooks ▼ Medicine Hat Police Association ▼ Medicine Hat Public School Division ▼ Medicine Hat Toyota ▼ NAYDO ▼ Optimist Club of Medicine Hat ▼ Participaction ▼ Rafflebox ▼ REDI Enterprises ▼ Shaw Birdies ▼ For Kids Program presented by AltaLink ▼ Shaw Charity Classic Foundation ▼ SimplyK ▼ Squash Alberta ▼ Sun City Dental ▼ Sunrise Rotary Club ▼ United Way of South Eastern Alberta ▼ Vista Park Pharmacy ▼ YMCA Calgary ▼ YMCA Canada ▼ YMCA Lethbridge ▼ YMCA of Northern Alberta

THANK YOU to all of our supporters, our programs wouldn't run without you!



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YMCA of Medicine Hat

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