



YMCA of Central East Ontario

Winter
2012

YMCA Connections

A newsletter for members, volunteers, donors, staff and friends of our YMCA

2012 YMCA Strong Kids Campaign

Every kid deserves a chance...

The YMCA's Strong Kids Campaign raises money to help kids become the people they dream of being.

Children sit side by side in classrooms throughout the school year. After school and summers can often mean far different activity and recreational opportunities if you're a child from a family struggling to make ends meet. In fact there might not be any opportunities.

At the YMCA we meet parents and families who dream about success for their children – their kids participate in our programs and camps – learn to swim, play basketball, develop personal skills to help their interactions with peers, adults, sisters and brothers.

These children come from families who can afford our membership fees and those who can't. Each child, each family belongs at the YMCA regardless of the ability to pay fees. For families who cannot afford fees, the Strong Kids Fundraising Campaign makes the difference. Every dollar contributed to this fundraising effort helps kids in our communities live healthier, happier lives and transition into healthy and productive young adults.

In Belleville & Quinte West:

This year's campaign will be kicked off on February 20, Ontario's Family Day, at the Belleville and Quinte West Branches of the YMCA of Central East Ontario by committee co-chairs Wayne Dewe, of Dewe's Independent Grocer and Aleesha Camp, a lawyer in the Brighton and Quinte West area. The co-chairs lead a dynamic team of community volunteers who will be raising money through June of this year.

Each of the committee members, including Wayne and Aleesha, has their own YMCA story. Many have benefitted from a YMCA camp, learned to swim or had a leadership experience in their youth – and some have been subsidized kids themselves. Each one of the team makes their own donation to the campaign because they know that their support can change the life of a child.

Wayne and Aleesha will be joined at the launch of the campaign by families from our communities invited to participate in our Open House in honour of Family Day. Children and their parents will be playing games in the gym and enjoying free time in the pool from 9:00 am to 2pm.

(Continued on Page 2)

A Message from the CEO

On January 1st 2012, the YMCA of Belleville & Quinte and the YMCA of Peterborough amalgamated to become the YMCA of Central East Ontario. Together, we will be able to help more people in more communities. Currently, we serve almost 19,000 members from our three major Health, Fitness and Recreation facilities and we serve approximately 50,000 people across the central east region. Our Child Care Centres, Kids' Clubs and After School Programs provide care for over 700 children each year.

The YMCA is a charitable organization serving children, families, men, women from all walks of life, joined together by a shared passion: building healthy communities. I look forward to the future of the YMCA of Central East Ontario. Now, more than ever, we are needed in our communities. Together – we are stronger and we will create a positive impact in each of our communities.

We hope to see you at your YMCA soon!

Sincerely,

R.J. (Bob) Gallagher
CEO, YMCA of Central East Ontario

United Way of Quinte Meets Goal and then some...

During the achievement ceremony at the Empire Theatre in Belleville on Thursday January 19th, the agency announced they had achieved a milestone by exceeding their campaign goal.

Representing the greatest increase in its fundraising in the last ten years, the audience heard that the 2011 annual campaign hit \$1,807,488 which is a ten per cent increase over last year's achievement of \$1,636,268.

YMCA of Central East Ontario Belleville and Quinte West Regional Director David Allen was the United Way's 2011 Campaign Chair. "This number tells a story, it tells me that the people of the Quinte Region get it and they understand how to build community, what it means and how important it is to support those in need. It tells me, that even during these challenging economic times that people care, they care about our community, they care about their neighbours, they want to make a difference," said Allen. "We should never underestimate the generosity, kindness and compassion of people throughout the Quinte Region."

Judi Gilbert, United Way Quinte Executive Director was thrilled and overjoyed about this campaign even prior to the official announcement. "I'm just so proud of my team and what the community has achieved. It is incredible that during what is said to be tough economic times, the community has risen again to support us and to support all of our agencies and the people of our community, it is incredible," she said.

The money raised during this year's campaign will continue to support more than 40 agencies and 80 programs which are part of the United Way in Hastings and Prince Edward Counties. "This experience has taught me a great deal about our community's resolve, in the inherent goodness of our people" said Allen.

Allen went on to thank the community, his Campaign Team, Judi Gilbert and the United Way Staff and all of those who have supported and continue to support the United Way are part of the United Way Family. Allen also recognized and thanked his YMCA staff team, many of who were in attendance, "Without your support and commitment I could not have been as involved" said Allen.

2012 Strong Kids Campaign (continued from Page 1)

To add to the festivities RBC Royal Bank has invited Valerie Hould-Marchand a Silver and Gold Medalist in Synchronized Swimming from the Pan American, Commonwealth and Olympic Games to join us as a special guest and to help us make Family Day a little extra special for the kids in the pool. In 2011 RBC contributed \$10,000 to the Strong Kids Campaign and offered to underwrite the family swim at both the Quinte West and Belleville Branches. Valerie will be bringing her medals to both branches so that youngsters can meet a champion athlete.

At the launch of the 2012 campaign we will be pleased to let our community know that in 2011 donations helped over 1,300 children access programs and membership at the YMCA in the Belleville and Quinte West Branches. Donations funded subsidies so that 435 children could go to camp and enjoy an engaging and challenging summer. Every kid deserves a chance... and through donations from individuals such as you, we're changing the lives of kids in our community. Thank you for your gifts to Strong Kids – you're giving kids a chance to become the people they dream of becoming.

In Peterborough:

The launch for the 2012 Strong Kids Campaign will also be held on February 20th, Ontario's Family Day. The Balsillie Family Branch will be a-buzz with family-friendly activities including dance, yoga, swimming, face painting, live-music and bouncy castles. Activities will take place from 9am to 1:30pm.

(Continued on page 4)



In support of

YMCA Half Marathon
Kicks into High Gear



Our largest annual fundraising event, the YMCA of Peterborough PepsiCo Canada Half Marathon, AccuPed 5K Walk, Run and Wildrock 1K Kids Fun Run will take place on Sunday, February 26th. This event attracts over 1000 runners from across the Peterborough area and the GTA. An exciting day, the 1K Kids Fun Run starts at 12:05pm, followed by the Half Marathon at 12:30pm and the 5K Walk Run at 12:50pm. Food, awards and draw prizes all take place at the YMCA shortly after the race. All proceeds from the event go to the YMCA Strong Kids Campaign, this is a great event to participate in either by running, walking or volunteering.

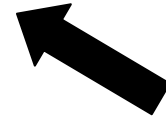
The YMCA Strong Kids Campaign gives children, youth and families a chance to participate in YMCA programs and memberships which they otherwise could not afford. Through our much needed financial assistance program, we are able to provide YMCA Memberships to less fortunate families and give kids a chance to attend YMCA Day Camps. The memories and friendships built will last a lifetime.

Our participants will run the challenging and scenic course through the city of Peterborough. It's a great way to spend a Sunday – so come on out on February 26th and help a child build confidence and experience success. Take part in the YMCA of Peterborough Half Marathon.

A Fresh New Look for the YMCA

The YMCA has a new refreshed look! For the first time in our history, all YMCAs across Canada are joining together to build a unified national brand that reflects our mission and delivers on a consistent promise.

The YMCA of Central-East Ontario is one of the first YMCAs in Canada to showcase the new brand through our 2012 program brochure and website. Check out our new branding and share your thoughts with our staff. We'd love to hear from you.



Each One Teach One Program

In a partnership with Rotary Club of Belleville, the Belleville Branch of the YMCA of Central East Ontario is proud to announce the first graduate of our Each One Teach One program. Based on the Teach Your Children Well learning module (founded by Michael Maloney <http://www.teachyourchildrenwell.ca/michael.htm>) the students work with a tutor twice weekly to improve reading skills.



*Pictured (Tutor) Sharon, (EOTO leader) Jeanette, John and Kim, and Philip.
Photo courtesy of Lola Reid-Allin*

Building confidence and reassuring the sometimes reluctant learner are the foundations of this one to one relationship between tutor and learner. Young Philip recently attended a Rotary Club of Belleville meeting and received a graduation certificate as those in attendance learned about his amazing progress since enrolling in the Each One Teach One program.

His confidence in all subject areas has improved, as have his grades and his success at school. We are pleased to offer this program at no charge to students in the community that are at risk in literacy. So much more is lost when a student struggles to read.

What an inspiration this young man is for all of those enrolled in this worthy program.

Peterborough Starts

All-Inclusive Programs!

Beginning January 2012, the Balsillie Family Branch of the YMCA introduced All-Inclusive programming. Following the lead from both Belleville and Quinte West branches, all inclusive programs will allow all child and youth members to receive one free aquatic and one free land program per 12-week session.

All inclusive programs will be available to all family, youth and child memberships. Please note that additional fees will apply for specialty programs. Please visit the front desk, pick up a program brochure or visit us online at www.ymcaofceo.ca for more information on all-inclusive and specialty programs.

Upcoming Events

Strong Kids Campaign Launch Family Day February 20th

Peterborough, Belleville and Quinte West

*Valerie Hould-Marchand, 2011 RBC Olympian will be making guest appearances at the **Belleville and Quinte West Branches** along with many other family themed games and events.*

*Strong Kids Member Campaign Launch
In the **Peterborough Branch**, the event will provide families the chance to come enjoy some family themed games and events including yoga live music and swim times.*

Carl Oake Swim-a-thon

February 24th at Peterborough Branch

YMCA of Peterborough Half Marathon

February 26th at Peterborough Branch



2012 Strong Kids Campaign (Continued from page 2)

In 2011, the Balsillie Family Branch received over \$120,000 in donations for the Strong Kids Campaign; a goal, we hope to surpass this year. At the launch of our 2012 campaign, we will let our members know that in 2011, through subsidy and donations, it was possible to send 55 youth to experience 140 weeks of camp. We were able to provide membership assistance to 680 children, youth and families. Without the Strong Kids Campaign – this would not be possible.

Below is a letter written from a real-life “Strong Kid”. Elyas’ powerful and touching story demonstrates how the YMCA can truly change the life of a child. If you are interested in donating to the Strong Kids campaign, please visit www.strongkids.ca

Strong Kids in Action: Elyas’ Story

Dear YMCA Members and Supporters:

I don’t really write much unless it’s for school, and I don’t really talk about myself very much either, but I wanted to say ‘thank you’ to you for the opportunities you’ve given me over the last year. If you know me, you know I love playing basketball. I like the challenge of the game, throwing baskets, psyching out the other players, and I like the excitement of a game or a one-on-one competition. I like to think I have some b-ball skills.

I play on a basketball team at school and I’ve just started grade 10 this year. If I’m not playing at school, I like to shoot hoops at the YMCA when I can. I play a lot at the outdoor court in Peterborough, not because I like it better than the YMCA, but because it’s free. To get in at the YMCA I have to buy a day pass and I can’t ask my foster family for that kind of cash. So, I save up my change until I have enough. I don’t like people seeing me have to count my change so I wait until I’m alone at the front desk. I like being able to pay my own way and I don’t want to accept charity.

When I’m at the YMCA, I hang out with a guy named Jordan. One day our friends were complaining about their parents and how much they hate their rules and the things they make them do. I got angry at them, which I don’t like to do because it’s nobody’s fault, but I got angry at them and told them they should appreciate what they’ve got. Having one real parent who’s watching out for you is great – having two of them is just plain lucky. Sometimes, I wish I had that. I told the guys they should appreciate what they’ve got because if they couldn’t do something they wanted to do or didn’t have parents at all, they miss them. I know I do.

I guess what I said that day meant something to Jordan because he told his Mom about me – about what I said, about how much I love basketball (and my skillz), and how I have to count my change (I guess people saw me after all). One day, Jordan came to find me downtown because he had something to tell me. The YMCA had said they would give me a membership if I’d agree to be a volunteer and help to teach some other kids some basketball skills. Can you believe it! Having a membership means I can play basketball inside whenever I want. With a membership I can even swim in the pool!

Kelly (that’s Jordon’s Mom), told me that the YMCA was able to give me a membership because of the money raised through the Strong Kids campaign. She explained that throughout the year, members donate money and fundraise in order to do things like give a future NBA star some free court time (yeah, that’s me I’m talking about). So, I wanted to say ‘thank you’ to all of you guys. I wanted to say ‘thank you’ for hearing what I wasn’t saying, ‘thank you’ for taking a chance on me, and ‘thank you’ for giving me the chance to volunteer and do something good for the YMCA. You did something good for me. I need the YMCA to keep me strong.

Elyas

In 2011 the YMCA of Central East Ontario:
Helped over 1,980 children and families access programs and memberships
With funds raised through subsidy, we sent over 490 children to camp at our various summer camp locations
Every Kid Deserves a Chance... Donate today!



YMCA of Central East Ontario

Check out our new website!
www.ymcaofceo.ca

Balsillie Family Branch - Peterborough

123 Aylmer Street South
Peterborough, ON
K9J 3H8

705-748-9622

Belleville Branch

433 Victoria Avenue
Belleville, ON
K8N 2G1

613-966-9622

City of Quinte West Branch

50 Monogram Place
Trenton, ON
K8V 6S3

613-394-9622