



# Annual Report 2022-2023



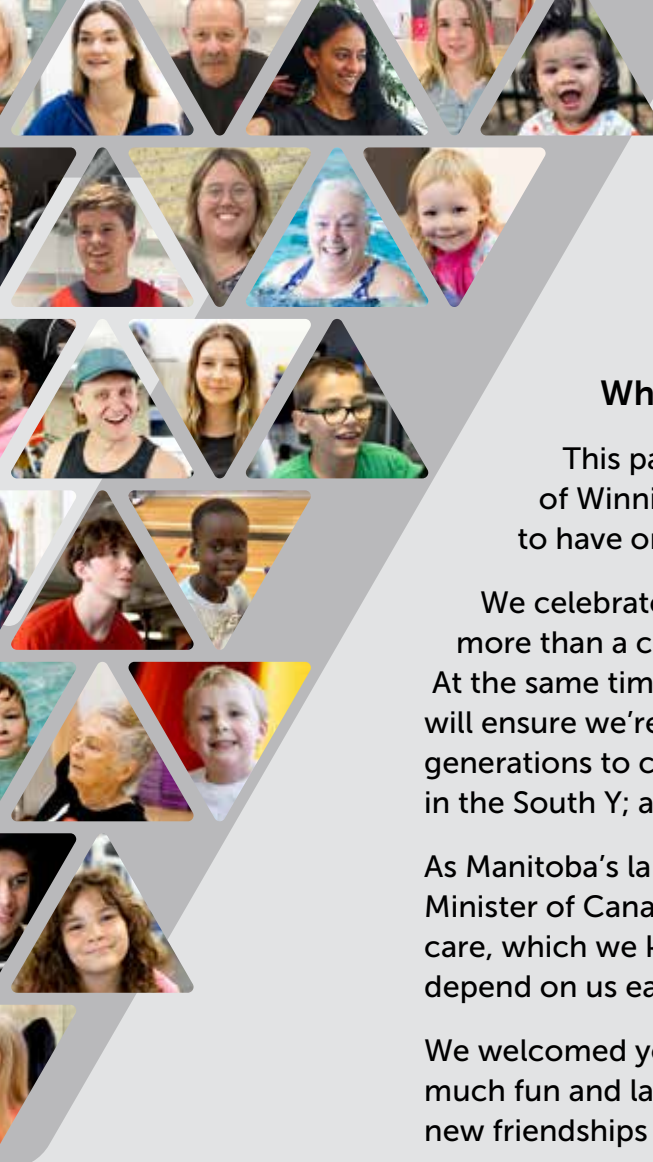
September 1, 2022 – August 31, 2023

**YMCA-YWCA of Winnipeg  
ignites potential in all  
people , helping them to  
grow, lead and give back  
to the community. We are  
proud to have welcomed  
many different faces and  
been part of many different  
journeys over the past year.**



### **Board of Directors**

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- Liz Choi
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- Kevin Freedman
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# Message from our Leadership

## What an exciting time to be part of the Y!

This past year was a year of countless successes for YMCA-YWCA of Winnipeg, measured by the incredible impact we've been able to have on the community around us.

We celebrated the 110<sup>th</sup> Anniversary of the Downtown Y, representing more than a century of building community in the heart of our city. At the same time, we unveiled a bright new vision for the facility that will ensure we're able to meet the needs of that same community for generations to come, and completed the first phase of capital investment in the South Y; a new indoor play structure and family space.

As Manitoba's largest child care provider we were thrilled to host the Prime Minister of Canada and Premier of Manitoba to celebrate \$10-a-day child care, which we know will have an enormous impact on the families who depend on us each and every day.

We welcomed youth back to Camp Stephens in full force. The sound of so much fun and laughter on the island was music to our ears and the sight of new friendships that will last a lifetime is something we always cherish.

We introduced a new community impact strategy that included the launch of Y Mind, expansion of newcomer services and even a 40% increase in swim lesson capacity to meet the evolving needs of the people we serve. And, we are proud to have introduced a living wage for all full time staff.

These are just a few of the many successes we experienced this past year that have added so much to our ability to impact the lives of people from all walks of life. We are an organization that's able to serve the needs of thousands, while at the same time building strong individuals in every possible way. We value inclusion and create places that celebrate diversity and are welcoming to all. And our work is made possible through the generous and unwavering support of people like you.



*Left to right:*

Jeff Cochrane  
Chair, Board of Directors

Cordella Friesen  
CEO & President

# Highlighting our Impact



**MEMBERSHIP**

**4 Health, Fitness & Aquatics Centres**



**21,000 Members Served**

**2,810 Donor Sponsored Memberships**

**840,000 Total Visits**

**\$542,777 in Financial Assistance**



**KIDS PROGRAMS**

**5,167 Kids in Recreation Programs**

**2,596 Kids in Day Camps**

**13,829 Kids in Swim Lessons**



**CAMP STEPHENS**

**1,868 Kids Attended Camp Stephens**

**108 Donor Sponsored Campers**



**SENIORS**

**\$2 Million in Membership Support for Seniors Over the Last 10 Years**

**Adult Day Program Site**



**CHILD CARE**

**38**  
Child Care  
Centres



**1,767**  
Child Care  
Spaces  
Provided



**Manitoba's  
Largest  
Provider of  
Child Care**



**MENTAL HEALTH**



**212**  
Adults in  
Mental Health  
Programming



**136**  
Youth  
in Y Mind  
Programs



**36**  
Trained in  
Mental Health  
First Aid



**NEWCOMER  
PROGRAMS**



**187**  
Participants in  
English Language  
Classes

Childcare Available  
While Parents Attend

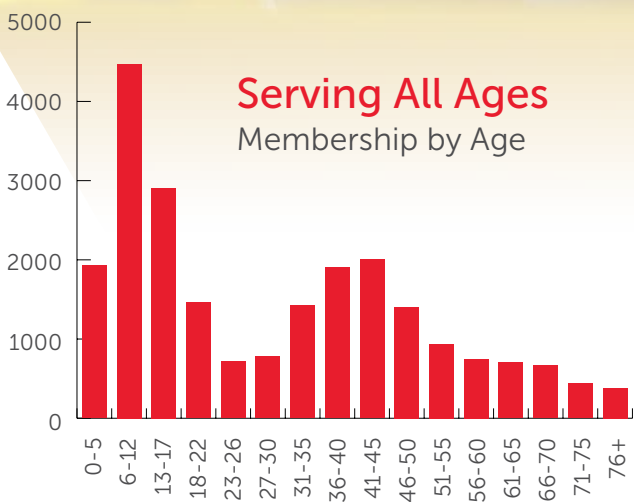


**128**  
Youth in  
Newcomer  
Wellness  
Program

Made  
Possible  
By:

**\$2,683,000**  
in Grants  
Received

**\$215,000**  
in Donor  
Support



**Main Image:** Families are enjoying our new play structure at the South Y, which opened in February to enhance fun with a bright, accessible space.

# Building Strength Together

The Y is so much more than a place where people workout or play the occasional sport. We create a place where everyone can belong and reach their unique strengths and potential.

With **over 800,000 visits to Y Winnipeg Community Hubs last year**, we are helping people grow stronger physically, mentally and socially so they can shine their brightest in every aspect of their lives.

## From Our Members

Troy, age 58, joined the Y in March, 2022. At that time, he was dealing with health issues that resulted in weight gain, poor balance, immobility, and general weakness. He decided to give the Y a try and with the help of Y Fitness staff, he started very slowly with resistance training machines and slow walking. Since then, he continues to make progress, lose weight, improve his balance and gain strength. And what Troy describes as one of the best things about coming to the Y, is the connections he's built with staff and other members. "My support network is the Y. Other members tell me that I'm an inspiration, but to me, well I'm just pressing forward every day."

"We as a family absolutely love being part of the Y. We joined just over a year ago and have enrolled our kids in numerous activities including basketball, karate, gymnastics and swimming. Our kids really love going swimming at the Y, they get to learn a life skill from skilled teachers and then after we let them play at the play structure or take part in the Kids' Corner drop-in activities room. They always have lots of fun when we spend the evening at the Y!" – Ian, Y Member

Jean (shown left with friend, Sandra) jokes that she has been a member longer than the Y's computer system. Jean first came to the Y as a teenager to play basketball and went to the high school next door. She enjoyed sports and working out, and then brought her children for swimming lessons at the Y. Now, while being a caregiver to her husband, she visits the Y three times a week for aquafit classes, some weight training and coffee with her group of friends.



Troy



Kalissa and Ethan



Jean and Sandra



Y Winnipeg **increased capacity in swim lessons by 40%**

## Expanding Access to Swim Lessons

Swimming is more than recreation – it's a fundamental and essential lifesaving skill. Since the pandemic, there has been a national lifeguard shortage, meaning reduced opportunity and access to swim lessons.

This year, Y Winnipeg trained and **certified 50 new lifeguards and added 900 swim lesson spaces last session**, increasing our capacity by 40%. Our goal is to make swimming accessible to as many children and adults in our community as possible.



*Above*, IRCOM youth Swim to Survive class. Newcomers to Canada are significantly less likely to have had access to swim lessons, creating an increased risk of drowning. Y Winnipeg works with partners to provide lifesaving skills to reduce the risk.

*Main Image*: Swim lesson participants, Elmwood-Kildonan Y



# Helping Newcomers Ignite Their Potential

When newcomers are welcomed and supported in their new communities, they enrich everyone around them and we all thrive. Through Language Instruction for Newcomer to Canada classes, and the Newcomer Youth Wellness Program running at Y branches and in local schools, Y Winnipeg has become **a place of connection for hundreds of newcomers** – people just like Sedat.

Originally from Turkey, Sedat and his family resettled in Canada in 2021 after spending four years as refugees in Zambia.

“Arriving in Canada, the land of opportunity is both exhilarating and overwhelming for a newcomer,” said Sedat, “Language barriers, cultural nuances, and the sheer magnitude of starting fresh seems insurmountable.”

After securing housing and enrolling his two sons in school, Sedat and his family joined the Y where they swam and worked out as a way to support their physical and mental health, while also meeting new friends and connecting with others.

“The Y offers a lifeline to navigate the uncharted waters of a new life for newcomers regardless of their background, through a wide range of programs and services, including newcomer services, child care, mental health, fitness and community programming,” he explained.

Sedat joined the Y Winnipeg staff team in 2022 as a Director of Newcomer Services where he led the expansion of language classes and launch of Community Connections programming, including swim lessons for newcomers and community fitness programs for both Muslim and Syrian women.

“Since my first day within the organization, I have witnessed firsthand the impact the Y has had on the lives of newcomers. I continue to work in the field of newcomer services, I am committed to giving back to the community and helping other newcomers find the same support and sense of belonging that I did.”



This year, Y Winnipeg served **40% more newcomers**



Sedat, Director of Newcomer Services

# Celebrating our Past and Building a Bright Future

On May 4, 2023 the Y celebrated 110 years at the 301 Vaughan St. Downtown Y. More than a century ago, in 1911, a small group of Winnipeggers took it upon themselves to raise the money needed to build the Downtown Y facility. Incredibly, they did it in just one week, raising \$350,000 in seven days. To put that in perspective, that would equate to over ten million dollars today.

As part of the celebrations, we acknowledged Bill Atkinson as the Downtown Y's longest standing member. Bill has maintained his Y membership since 1938, except for two years while he served in the Second World War. A community open house allowed hundreds of community members to experience the Y and featured the historic designation of our downtown building as part of Winnipeg Heritage's Open Doors Winnipeg Tour.

We also shared a vision for **our future at the heart of the city.**

Our bold vision for downtown includes expanded child care spaces because safe, quality, and affordable child care is crucial for building both the community and economy. Additionally, we envision new community spaces for important social programs including expanded newcomer services and mental health programming. Our aquatic centre would be redeveloped to feature downtown's only indoor splash pad. The values of the Y will be integrated throughout the vision to create places where everyone can belong. Accessibility and inclusivity will be at the forefront of our facility redevelopment.

Y Winnipeg is also committed to creating a sustainable future downtown, through both the revitalization of our services and by minimizing the environmental impact of the facility. We will work collaboratively with Efficiency Manitoba and engage LEED Certified professionals as part of our project team.

Plus, to serve the downtown community, we know it's important to actually be downtown. With that in mind, the redevelopment plan includes relocating the majority of Y Winnipeg's corporate office staff downtown once the project is complete.

This is an exciting project for the Y, but more importantly it's an exciting project for our city and we believe this is a key step in building momentum for the rejuvenation of downtown Winnipeg.



# HEART of the CITY CAMPAIGN

Donate or learn more about the  
**Heart of the City Campaign:**  
[ywinnipeg.ca/heartofthecitycampaign](http://ywinnipeg.ca/heartofthecitycampaign)

*Above,* Cordella, President & CEO,  
displays the vision for the Downtown Y.

*Right,* Bill Atkinson acknowledged as  
the longest standing member of the  
Downtown Y.

*Below,* Architectural drawings show  
renderings of the future Downtown Y,



# Bright New Views on Mental Health

From its new location inside the Downtown Y Community Hub, Y Winnipeg continues to offer critically needed mental health programming for teens, youth and adults. In addition to ongoing mental health workshops and courses, therapeutic leisure opportunities and counselling, **two new programs were launched to enhance support.**

## Mental Health First Aid

The Mental Health First Aid course gives participants an opportunity to learn how to identify declining mental well-being or crisis. Participants work through scenarios to strengthen their understanding and increase their ability to respond in a way that provides support and care until the person can be connected with personal or professional supports.

“We invested in becoming certified Mental Health First Aid trainers because it’s essential that all Y staff and the public feel equipped to respond to mental health concerns, both personally and professionally. We have seen firsthand an increase in our participant’s confidence and knowledge in responding to these needs within our facility and in community, drawing on the approach, information and language they learned in the course.” – Rebecca, Manager, Mental Health Programs

## Y Mind

Y Mind is an innovative, youth-informed, early intervention program that helps teens and young adults manage stress and anxiety through learning acceptance as well as commitment therapy and mindfulness. Y Mind helps young people improve their sense of overall well being, decrease their anxiety, and increase their ability to stay present.

Y Mind is offered in collaboration with community agencies across Manitoba and is part of a national effort to support youth well-being across Canada. Together with local partnerships, Y Winnipeg also offers culturally relevant versions of Y Mind including Mind Medicine and Y Mind for Newcomers.



Angelique was experiencing feelings of stress and anxiety and joined the Y Mind program after learning about it on social media.

“The most rewarding part about Y Mind was learning how to navigate my emotions on my own and having that translate into better relationships with my boyfriend and other people in my life. Now after Y Mind, I’ve learned to just make more space to let the emotions happen and to let it run its course.”



## Building the Leaders of Tomorrow

Camp Stephens has been providing inspiring outdoor experiences for kids since 1891. This summer, close to **2,000 kids and youth spent time at Camp Stephens** climbing the boulder tower and high ropes, mastering the kayak, sailing around the island, challenging themselves with wilderness canoe trips, sharing songs around the campfire and building friendships that will last a lifetime. These experiences build independence, problem solving, resilience, teamwork and leadership skills.

We welcomed some long-time donors for a day on the island to see the impact of their support firsthand. Thanks to generous donor support, **more than 100 kids experienced Camp Stephens through the sponsorship program.** That means more canoeing, outdoor games, sleeping under the stars, and laughter!

Parents enjoyed following the action at camp on our new Instagram account @camp\_stephens!

**"I loved it so much. It was a million out of 10!"**  
– Camp Stephens Camper





**Main Image:** Family at Y Winnipeg's Creative Play Child Care Centre downtown

# Nurturing Bright Futures

As Manitoba's largest child care provider, we believe that both parents and kids see their potential shine when families have access to quality child care.

The renowned YMCA Playing to Learn curriculum and A Place to Connect curriculum encourages discovery and imagination, builds social and communication skills, and helps develop empathy and friendships. Giving kids a strong foundation of trust and safety allows them to explore through their own natural curiosity and play.

As part of our commitment to advance learning, we partnered with Red River College researchers to deepen our understanding in how children's play evolves and how outdoor play affects their physical, social, and emotional development.

One of Y Winnipeg's Infant and Preschool Child Care Centres is one of 10 Learning and Teaching Hubs within Y Canada.

## Child Care in Action

### Preschoolers Celebrate International Mud Day with Outdoor Fun

Outdoor play supports multiple developmental benefits including healthier, more active children; self-regulation and resilience; social skills through interacting and negotiating with others; boosting creativity and learning through play.

### Enjoying Time with our Grand Friends

Y Winnipeg partners with the Adult Day Program and a nearby personal care home to create programming that unites young and old. Shared intergenerational activities foster positive relationships, reduce loneliness and support positive attitudes. Activities include gardening, sharing stories, and making pizza together (and eating it, of course).

### Announcing \$10 a Day Child Care

Y Winnipeg welcomed Prime Minister Justin Trudeau and Manitoba Premier Heather Stefanson to our South branch on March 3, 2023 to announce \$10 a day child care starting April 2. The leaders met with local child care families during their visit.

**"My favourite part of the job is the children. Each day is so fun, so different. Watching them achieve greatness is really fulfilling."**

– Kezia, ECE and Supervisor, Building Blocks on Balmoral Child Care Centre

# Igniting Potential in **Our People**

When youth have opportunities to learn and grow, the future is bright for our whole community.

At Y Winnipeg, we believe that when we invest in our people we can help them reach their full potential and help them be the spark to ignite the same in others. That's why we provide **scholarships to 10 staff each year** to support them in pursuing their education and training in fields that positively impact our communities.

We're proud to have invested **over \$100,000** to further staff development since the program's inception in 2008.

This past year, Y Winnipeg youth basketball instructor, Divine Karuba received the RBC Future Launch Scholarship for Black Youth to support her educational pursuit in biomedical engineering.







Staff from our Mental Health team (above middle) deliver Mental Health First Aid training, which supports staff to respond to mental health concerns.



Early Childhood Educators (right), gather to receive "A Place to Connect" curriculum training, to support children who attend our Before and After School programs. The curriculum is based on research from the fields of developmental psychology, human development, neuroscience, education, risk management, diversity and social inclusion, social services and child care.

# Expanding our Impact through Community Partnerships

We believe that when we work together, our collective impact shines. Our network of partnerships with community-serving organizations enhances our impact and together, we can accomplish great things.

**Y Mind reached 136 teens and youth** this year with support from our service delivery partners, and the Downtown Community Hub provided free programs together with local community partners, reaching approximately **1000 kids and families**.

Community Partners also helped us connect more than 100 kids and youth with Camp Stephens experiences, and we hosted Ma Mawi Wi Chi Itata at the South Y for a New Years Eve pool and gym party.



Our After School Program for Children with Additional Needs is provided in partnership with schools

**TOBA Centre**  
Together Encouraging Educating Changing  
**Ukrainian Canadian Congress**  
West Cultural Women's Resource Centre  
**Winnipeg School Division**

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Pembina Trails S  
River East Transcona  
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Selkirk Hu  
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Shawenim Abinooj  
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St. James-Assiniboia School D  
**TOBA Centre**  
Together Encouraging Educating Changing  
**Ukrainian Canadian Congress**  
West Cultural Women's Resource Centre  
**Winnipeg School Division**

Aurora Family Therapy Centre  
Big Brothers Big Sisters  
Broadway Huddle  
Immigrant and Refugee Community  
Organization of Manitoba (IRCOM)  
Selkirk School Division  
Riel School Division  
Macdonald Youth Services  
Ma Mawi Wi Chi Itata  
NEEDS Centre  
NorWest Community  
Health Centre  
Pembina Trails School Division  
River East Transcona School Division  
Rossbrook House  
Selkirk Huddle  
Seven Oaks School Division  
Shawenim Abinoojii Inc.  
Spence Neighborhood Association  
St. James-Assiniboia School Division  
TOBA Centre  
Together Encouraging Educating  
Changing (TEEC)  
Ukrainian Canadian Congress  
West Cultural Women's Resource  
Centre  
Winnipeg School Division



*Above:* Swim lessons and basketball for newcomer girls programs ran in partnership with IRCOM

**Thank you to all our community partners!**

- Aurora Family Therapy Centre
- Big Brothers Big Sisters
- Broadway Huddle
- Immigrant and Refugee Community Organization of Manitoba (IRCOM)
- Lord Selkirk School Division
- Louis Riel School Division
- Macdonald Youth Services
- Ma Mawi Wi Chi Itata
- NEEDS Centre
- NorWest Community Health Centre
- Pembina Trails School Division
- River East Transcona School Division
- Rossbrook House
- Selkirk Huddle
- Seven Oaks School Division
- Shawenim Abinoojii Inc.
- Spence Neighborhood Association
- St. James-Assiniboia School Division
- TOBA Centre
- Together Encouraging Educating Changing (TEEC)
- Ukrainian Canadian Congress
- West Cultural Women's Resource Centre
- Winnipeg School Division

And many more!

# Thank You to Our Supporters

*The Heritage Club is a special group of donors who have made a lasting investment in our community by including YMCA-YWCA of Winnipeg in their estate planning.*

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Ryan Ramirez  
Marc Rampaul  
Perla Raske  
Darcie Reimer  
Donna Reimer  
Owen & Ted Rerick  
Grant & Jennifer Richter  
Cameron Ring  
Bonnie Rivers  
Debbie Robertson  
Inez Jade Roberts &  
Guy McKenzie-Smith  
Heather Robertson  
Neil & Cathy Robinson  
Vasa Romanjuk  
Mattix Roy  
Dana Rungay  
Yvonne Rushak  
Richard (Bill) Russell  
Petra Russell  
Michael Sabourin  
Rachelle Sansom  
Derek Schaen  
George Schamber  
Margaret Scheffer  
Frank Schembri &  
Catherine Zahradnik  
Rebecca Schindle  
Edward Schlosser  
Julie Schoenherr  
Carolyn Schram  
Turell Scott  
Ruth Azucena Huertas  
Segura  
Deb Sereacki  
Betty Shale  
Salah Shammo &  
Sameerah Zndnan  
Norman Shaw  
Sylvia Shore  
Scout Simkulet  
Joanne & Andy Simmons  
Robert Sinding  
Abigail Joy Sinding-Ruff  
Scott Sizeland  
Sandra Skwarek  
Connie Smith  
Lillian Smith  
Ursula Smythe  
Adele & John Spence  
Scott Steffensen  
James Stevenson  
Adrian Stock  
Ellen Storozuk

Harold Studholme  
Daniel Sushko &  
Alexis Viassie  
Scott Sutherland  
Izabela Szostak  
Sandra Tarasenco  
Velma & Ed Taylor  
Lynda & Herb  
Thompson  
Donna Townley  
Thuy Trac  
Marjorie Tremorin  
Marcel Trudeau  
Katherine Trylinski &  
Greg Usenko  
Leslie Turnbull  
Raymond Twanow  
Chiko Ume  
Thanh Van & Elvis Phan  
Brian Venables  
Linda Venus  
Wendy & Ed Waggoner  
Caitlin Walker  
Deborah & Smith  
Warnick  
Jo-Ann & Alex Waskul  
Bob & Micheline  
Watson  
Wayne Weight  
Kim Werbicki  
William Weske  
Leigh & Mike Whalen  
Catharine White  
Jennifer Wiebe  
Debbie Williams  
Madelyn & Russell  
Willis  
George Wilson  
Holden Wilson  
Ken Wilson  
Gary Wirth  
Angela Wittmann  
Hanna Woldeyohannes  
James & Angus Wood  
Caleb & Michael  
Workman  
Morgan Wright  
Hoanh Xieu Xau  
Derek Yarnell  
Wendy & Gareth Yates  
Amy & Cam Young  
Walter & Beatrice Zulak

## Financial Highlights As of August 31, 2023

	2023	2022
<b>ASSETS</b>		
Cash	5,769,017	5,351,713
Accounts Receivable	1,879,987	802,579
Prepaid Expenses and Deposits	443,039	414,767
	8,092,043	6,569,059
Cash restricted for capital development	2,552,828	2,471,063
Capital assets	12,070,548	13,039,777
<b>Total Assets</b>	<b>22,715,419</b>	<b>22,079,899</b>
<b>LIABILITIES</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	1,981,472	2,222,025
Deferred revenue	5,033,178	3,116,973
Current portion of long term debt	112,000	112,000
	7,126,650	5,450,998
Deferred building and equipment capital contributions	1,294,011	8,236
Deferred contributions related to capital assets	1,844,816	2,089,612
Long term debt	28,000	140,000
<b>Total Liabilities</b>	<b>10,293,477</b>	<b>7,688,846</b>
<b>NET ASSETS</b>	12,421,942	14,391,053
<b>Total Liabilities and Net Assets</b>	<b>22,715,419</b>	<b>22,079,899</b>
<b>REVENUE</b>		
Program and Membership Fees	11,611,269	10,927,333
Government Receipts	12,883,000	9,788,704
United Way	480,205	485,008
Amortization of Deferred Capital Contributions	292,618	288,123
Donations and Fundraising	399,850	168,591
Other Revenues	434,965	207,943
<b>Total Revenue</b>	<b>26,101,907</b>	<b>21,865,702</b>
<b>EXPENSES</b>		
Salaries & Benefits	19,396,305	16,167,588
Occupancy Costs	3,139,885	2,807,974
Supplies & Services	2,622,540	2,028,620
Amortization of Capital Assets	1,707,247	1,569,069
Bank Charges & Interest	300,435	266,587
Administrative Costs	535,002	332,566
National Allocations	369,604	314,318
<b>Total Expenses</b>	<b>28,071,018</b>	<b>23,486,722</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>(1,969,111)</b>	<b>(1,621,020)</b>

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