



# Defining moments.

# MESSAGE FROM THE CEO & CHAIR

We often look back on history through the lens of years, decades, or even centuries. But history is rarely shaped in neat intervals. It is shaped in moments—moments when choices are made, priorities are set, and direction is clarified in ways that extend far beyond our own time.

For the YMCA-YWCA of Winnipeg, the 2024/25 fiscal year represents one of those defining moments. It marks **Year One of our 2024-2030 Strategic Plan** which is a plan rooted in our values, informed by our communities, and focused on deepening impact where it matters most. This past year was not simply about reflection or recovery; it was about activation. It was about turning intention into action and setting the foundation for the next six years of work.

The theme of this year's Annual Report is *Defining Moments*, and the moments you will read about throughout these pages reflect both who we are and where we are going. From Open Y, where youth from across the city were welcomed into our Community Hubs at no cost, to the YMCA-YWCA of Winnipeg stepping forward as a place of safety and support for wildfire evacuees, to the extraordinary community momentum behind a strong and revitalized Downtown Y—these moments illustrate the early, tangible expression of our Strategic Plan in action.

This year also represents a critical organizational milestone. Like many Ys across the country, the YMCA-YWCA of Winnipeg was facing significant financial challenges that threatened our ability to deliver on our mission. Through bold, disciplined decisions by our Board and staff, and with the trust and support of our community, we have strengthened our financial foundation. That stability matters. It allows us to invest with confidence, extend our reach, and ensure that the commitments outlined in our Strategic Plan are achievable, sustainable, and centred on people who need us most.

As we look ahead, we do so with clarity and optimism. Year One has set the tone: purposeful, community-driven, and impact-focused. The moments captured in this report are not isolated achievements; they are building blocks for the future we are actively creating together.

Finally, we extend our deepest gratitude to everyone who believes in this organization and walks this journey - our staff, volunteers, members, partners, donors, and community allies. Your trust and commitment make these defining moments possible. Together, we are not only reflecting on the past year—we are shaping what comes next.

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# STRATEGIC PLAN

Our 2024-2030 Strategic Plan serves as the north star for our organization as we work to support the needs of the community around us. That plan is anchored by our Vision, Mission, Values and our three Key Commitments:

## Our Vision

To be the heartbeat of our community.

## Our Mission

We empower individuals to reach their full potential through connection, belonging, and active participation in fostering a healthy self and community.

## Our Values

- ✓ **Belonging** is the heart of potential.
- ✓ **Potential** is the heart of equity.
- ✓ **Equity** is the heart of community.
- ✓ **Community** is the heart of possibility.
- ✓ **Possibility** is the heart of everything we do.

## OUR KEY COMMITMENTS

### 1. Ignite Potential and Nurture Belonging

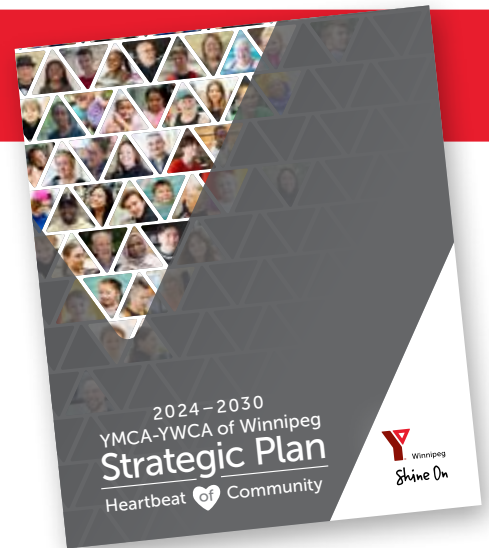
Focused on developing youth leadership, creating transformative programs, and elevating diversity and equity in all our spaces.

### 2. Be Unforgettable

Building strategic partnerships, sharing our impact stories, and becoming a leading destination for philanthropy.

### 3. Lead the Way to Equitable Access to High-Quality Child Care

Expanding access to quality child care and addressing the needs of underserved communities.



# IMPACT BY THE NUMBERS

The impact Y Winnipeg has in our community is measured by people - in each of the thousands of faces we connect with every day. The following numbers represent those totals, and there's a smiling face of someone we've helped in every single one of them.





## CHILD CARE



**39**

Child Care  
Centres



**2,025**  
Child Care  
Spaces  
Provided



Manitoba's  
Largest  
Child Care  
Provider



## MENTAL HEALTH



**301**

Adults in  
Mental Health  
Programming



**216**

Youth  
in Y Mind  
Programs



**149**

Trained in  
Mental Health  
First Aid



## NEWCOMER PROGRAMS



**168**

Participants in  
English Language  
Classes

Childcare Available  
While Parents Attend



**259**

Youth in  
Newcomer  
Wellness  
Program

Our work is  
made possible  
through generous  
grant and donor  
support from our  
community.

**\$5.75  
Million**  
Campaign  
Commitments

**\$6.14  
Million**  
Campaign  
Contributions

**\$2.03  
Million**  
Community Program  
Contributions

# IGNITE POTENTIAL AND NURTURE BELONGING

## Open Y: Sponsoring Youth Access

Youth have always been a primary focus for Y Winnipeg as we believe one of our most important roles is to help build the leaders of tomorrow. That responsibility doesn't just lie with youth and families who can afford membership – in fact, it's often even more important for those who can't.

That's why, with financial support from the City of Winnipeg and United Way, we launched Open Y in the second half of 2024 which gives fully sponsored access to youth age 13-17 every Friday evening at our four HUB locations, which is expanded even further during the summer months.

"Open Y has been a huge hit, especially here at the Downtown Y," said Wendy Shewchuk, Downtown Y HUB Manager. "This is really an incredible facility and you see what it means to the youth in our area to be able to have access to it no matter what their financial circumstances might be. When youth in the community are facing so many challenges it's amazing to be able to give them a welcoming and safe space."

Since Open Y was launched, the program has seen **over 4,000 visits** from youth at all four HUBs – youth who wouldn't have been able to access all the Y has to offer without the generous support from our funders who recognize this as an essential need to build a healthy community.

**"When youth in the community are facing so many challenges it's amazing to be able to give them a welcoming and safe space."**

*- Wendy Shewchuk*

"On behalf of the Y, we can't thank the City of Winnipeg and United Way enough for making this program possible," said Shewchuk. "On a personal level, it's incredible to see how our community always finds a way to work together to help the people who need us the most."

## Quinn's Camp Stephens Story: Finding His Way Back to Canada

For Quinn, a student from the UK, spending a summer at Camp Stephens was the adventure he'd been searching for.

"After working most of my gap year at a convenience store, I wanted to do something different—something outdoors," he says. "I'd grown up partly in Vancouver and always hoped to return to Canada. When I found Camp Stephens through Camp Canada, it felt like everything clicked."

What he discovered exceeded anything he imagined. "In the UK, the idea of a six-week canoe trip just doesn't exist," he says, recalling his amazement at the camp's Trail Program. "Hearing loons for the first time on a still night during staff training—it was surreal. That's when I realized how special this place was."

At first, the camp's deep traditions and long history felt daunting. But that changed quickly. "The warmth of the community just pulls you in," Quinn says. "Before long, I knew the songs, the lingo, and felt part of something much bigger."

Since returning home, he's carried that spirit with him—along with a few pieces of camp fashion. "Camp really changes you," he says. "It makes you want to be outdoors, to connect, and to keep growing."

Now preparing for his third summer, Quinn says there's nowhere else he'd rather be. "The work is hard, but it's the most rewarding thing I've ever done. Watching campers grow, helping them discover confidence—it's impossible not to come back."





*Julian Henderson-Peters at the South Y*



## **Youth Programs: Y RISE – Doing the Work to End Gender-Based Violence**

Helping boys grow into kind and respectful young men is what Y RISE is all about as part of a long-term goal of ending gender-based violence.

When South Y staff member Julian Henderson-Peters joined the Y RISE program as an observer, he quickly saw its impact firsthand.

“The group of boys we had was very diverse, which made me really happy to see,” he says. “The facilitators were amazing, and the activities—like a life simulation on money management—really got the boys thinking.”

Over six weeks, participants explored identity, relationships, and responsibility through open discussion and hands-on learning. Supported by Women and Gender Equity Manitoba, the program helps boys ages 13–17 build empathy, challenge harmful norms, and develop leadership grounded in respect and self-awareness.

“Watching the teens come out of their shells was incredible,” Julian recalls. “By the time we went on our camp trip, you’d think they’d known each other for years.”

Programs like Y RISE give youth practical tools and emotional strength to lead with purpose—creating a safer, more compassionate community for everyone.

## Aquatics: Expanding Swim Lesson Capacity to Meet Demand

At the YMCA-YWCA of Winnipeg, learning to swim isn't just about having fun in the water—it's about safety, confidence, and well-being. That's why the Y has continued to grow its swim lesson capacity to meet the needs of families across the city.

"Learning to swim is a vital, lifesaving skill, but it also supports physical activity, stress relief, and overall well-being," says Wendy Shewchuk, Manager of the Downtown Y Community Hub. "We know how important this is to families in our community and we're proud to make lessons more accessible."

Each year, **more than 13,000 people take swim lessons** through the Y. From English and French programming, to Adaptive Swim options and flexible drop-in classes, the Y is committed to making aquatics safe and welcoming for everyone.

When James enrolled his children in swim lessons, he hoped they'd stay active. What they gained was confidence, safety, and a new love for the water.

"My son was nervous about swimming at first. He was scared and didn't want to learn, but I told him not to be afraid," James said. I explained that knowing how to swim is important and that he would be glad he learned it later on."

For James and his family, swimming is more than just a way to stay active—it's a life skill that builds confidence, safety, and routine. "My family joined the YMCA's recreational opportunities program because we really like to swim and stay active," James says. "It's important for us to keep the kids engaged and not just sitting at home."

His children had some exposure to water before, but this was their first time in structured lessons. "It took a bit more time and effort to get them comfortable," he says. "But they learned a lot, and now they keep asking about swimming."

His son was hesitant at first. "He was scared and didn't want to learn," James recalls. "But I encouraged him. Now he enjoys it—and he knows the names of different strokes and techniques."

As a parent, James also appreciates the peace of mind. "The staff are very attentive and ensure the kids are safe," he says. "It's nice to see them learning and improving on their own. I know how to swim too, so I can share some tips—but it's great to see them developing those skills themselves."

The family now enjoys both indoor lessons and outdoor lake days. "We've enjoyed swimming in Winnipeg's lakes, even though the water is colder than what we're used to from Sudan. It's been a relaxing and stress-relieving experience."

**"We know how important this is to families in our community and we're proud to make lessons more accessible."**

**- Wendy**





"My son was nervous about swimming at first. Now he enjoys it—and he knows the names of different strokes and techniques."



*James & family at the Downtown Y*

**Over 40% more  
children were  
able to shine in  
swim lessons in  
2024-2025!**



## Adult Programs: Carrying the Torch of Wellness

When Zen leads a fitness class at Y Winnipeg, the energy is electric. Smiling faces, loud music, and a room full of people pushing their limits—it's the kind of atmosphere she thrives in. But for Zen, teaching at the Y is about more than exercise. It's about community, resilience, and carrying forward a legacy.

Zen's mother was also a fitness instructor, and she often draws on her mother's example when encouraging participants to stay strong, stay active, and take care of their bodies. That message carries even more weight given her own story: ten years ago, Zen was diagnosed with cancer. At just 33 years old, she was forced to face a life-changing reality—yet she refused to let it define her.

"I remember being in a Zumba class thinking, if I can get through this, this is what I want to do," Zen recalls. "Exercise was my therapy. Some people need coffee or a smoke. I need to sweat so I can feel better."

Now cancer-free, Zen celebrates each anniversary by teaching a class at the Y, and bringing cupcakes or almond croissants to share with her students. More importantly, she shares her story—encouraging participants to listen to their bodies, take care of themselves, and embrace wellness not just as a fitness goal, but as a way of life.

Her journey from member to instructor is a full-circle story of potential realized. Years ago, she first came to the Y with her kids for swimming lessons. Later, she stepped into her first Zumba class and discovered something that would change her path. Today, she teaches three classes a week at the South Y, balancing her "fun job" at the Y with a full-time career elsewhere.

"The energy at the Y is different," Zen says. "People here are open, welcoming, and game for anything. If I say burpees, they'll do it. It's about them, not me—and that's what makes it so powerful."

Her story shows what the Y is all about: one person's potential, nurtured and supported, can ripple outward to inspire countless others.

"The energy at the Y is different. People here are open, welcoming, and game for anything. It's about them, not me—and that's what makes it so powerful."

- Zen





## Seniors Programs: Staying Strong, Together

**Helping older adults build strength, confidence, and community.**

When Judy Lutz joined the Downtown Y last August, her goal was simple: to feel strong again. "I used to work out a lot in my 30s and 40s, but I let things go during the pandemic," she says. "Once I started physio for back issues and began getting stronger again, I knew I needed to keep it going—so I joined the Y."

Judy began with weight machines before joining low-impact strength and conditioning classes designed for older adults. "These classes are excellent because they build muscle and bone strength," she says. "It's changed my life. I'm in much better shape than I was a year ago, and I just plan on getting better and better."

Through the Y's expanding range of programs for older adults—from Aquafit and Low Impact Circuit to Yoga Hatha, Move Better (Knee Arthritis Program), and even new low-impact strength equipment funded through the Horizons for Seniors program—members like Judy can stay active in safe, supported, and social ways.

She's even taken up powerlifting with a small group of friends from her class. "There's four of us now who lift together," Judy says. "It's so motivating, and the instructors are amazing—they keep us going."

For Judy, the Y is more than a place to work out—it's a community that keeps her moving, motivated, and connected. "We all motivate each other—we're around the same age and just have fun," she says. "The Y looks after us. There's no better place for older adults to stay active."



## **Y Mind: Building Community Capacity for Mental Health**

In 2024, the YMCA-YWCA of Winnipeg emerged as the top-performing provider of Y Mind in Canada, helping young people manage anxiety and build resilience. During that time, Y Winnipeg completed 21 program cycles with 232 participants, exceeding national engagement targets and demonstrating the powerful impact of accessible mental health resources.

Y Mind is designed to support youth and young adults experiencing mild-to-moderate anxiety, offering evidence-based strategies that build coping skills, mindfulness, and overall well-being. Evaluation results from the McCreary Centre Society confirmed that participants experienced statistically significant improvements in their mental health—both individually and socially—underscoring the program’s effectiveness.

Recognizing the growing need for mental health support in the community, Y Winnipeg also expanded its reach in 2024 by training a new cohort of facilitators. These leaders bring Y Mind into schools and community organizations such as Huddle NorWest, Huddle Broadway, New Directions, and Louis Riel School Division’s Dakota School, ensuring that more young people have access to support where they need it most.

“We know mental health support is more needed than ever,” said Rebecca Trudeau, Manager of Mental Health Programs. “This year we not only delivered Y Mind to more participants than anywhere else in Canada, but we also built the foundation to expand it further—so more youth can thrive.”

By both leading nationally and deepening its local reach, Y Winnipeg is strengthening community capacity to meet one of today’s most pressing challenges.

**“This year we not only delivered Y Mind to more participants than anywhere else in Canada, but we also built the foundation to expand it further—so more youth can thrive.”**

*- Rebecca Trudeau*





"I met new people, learned new things, and I also found a job."

*Majeste, Youth Employment Support Program participant*

## **Newcomer Services: A First Job, A Brighter Future**

When Majeste moved from Burundi to Winnipeg, she was eager to work but unsure how to start. At 17, finding that first job can feel daunting — especially in a new country. The YMCA-YWCA of Winnipeg's Youth Employment Support (YES) Program helped her take that important step.

Through YES, Majeste connected with staff who guided her through resume building, interview prep, and workplace skills. Just as importantly, she found a supportive community of peers and mentors. "I met new people, learned new things, and I also found a job," she says proudly.

Having that first job has made a real difference. "Having a job really helps me a lot," she shares. "I had a good time working with the YES Program, and I'm proud because I learned a lot from the coordinator."

Majeste believes more youth should have access to the same opportunity: "It will help a lot of young newcomers to find a job and learn about life in Winnipeg."

Her story is one of many. In 2025, YES participants gained employment with organizations across the city — from child care centres to community agencies. The program also created new opportunities, like the Downtown Y's free babysitting service staffed entirely by YES graduates, giving youth valuable experience while supporting local families.



## Our Commitment to Truth and Reconciliation

At Y Winnipeg, we recognize that Truth and Reconciliation is not a one-time initiative—it is a continuous journey of learning, reflection, and action.

To that end, and through a great deal of work and consultation this past year, we are proud to share our newly developed Truth and Reconciliation Framework, which outlines our commitments, priorities, and next steps as we move forward together. This framework is grounded in our belief that reconciliation is both personal and organizational, and that every member of our team—staff, volunteers, leaders, and members—has a role to play.

### Why This Is Important for Y Winnipeg

Manitoba is home to the first Numbered Treaties and the heartland of the Métis Nation. Our communities carry the weight of history, and also the strength of Indigenous leadership, resilience, and resurgence. As a community organization rooted in these lands, we are committed to walking the path of reconciliation with honesty, humility, and purpose.

“This is both an organizational and a personal journey, and will take time, care, and a willingness to unlearn, re-learn, and grow,” said Y Winnipeg President & CEO, Cordella Friesen. “We are committed to walking this path together and bringing our values to life through action, reflection, and relationship.”

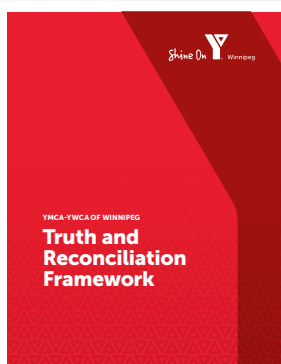
This work is guided by the values that define our mission: belonging, well-being, opportunity, and impact. Our approach is grounded in these values and informed by the voices of our staff and the communities we serve. We are taking our first steps in implementing this framework, which has already resulted in several meaningful moments of reflection and learning:

**Leadership Training – August 12:** Association leaders took part in the KAIROS Blanket Exercise to deepen their understanding of treaty relationships and shared history.

**Sunset Ceremony – June 27:** Staff and volunteers gathered at Clan Mothers Healing Village to mark the beginning of the Camp Stephens season in a way that honours the land and Indigenous teachings.

**Staff Training & Learning:** A broader plan was launched to offer in-person workshops, guest speakers, cultural activities, and opportunities to learn and reflect together.

**Child Care Curriculum Renewal:** Work is underway to complement our Play to Learn curriculum with Indigenous knowledge, teachings, and land-based learning experiences.



This framework is a beginning—not an end. We’ve invited team members across Y Winnipeg to read it, reflect on it, and ask where they see themselves in this work. We are all treaty people, and we all have a part to play in building a future rooted in respect, reciprocity, and belonging.

Download the Truth and Reconciliation Framework at [ywinnipeg.ca](http://ywinnipeg.ca).

## BE UNFORGETTABLE

## Wildfire Evacuee Support: Pulling Together to Meet Community Needs

Despite the summer of 2025 being highlighted by so many great events around the province, it will unfortunately also be remembered as one of the worst wildfire seasons on record for Manitoba. With thousands of people displaced from their homes and many of them arriving here in Winnipeg, the Y did what we do best and found a way to help.

"When you see so many people going through such a stressful situation, uprooted from their communities and not sure if they'll have a home to go back to, the onus is really on all of us to come together and support them in any way we can," said Cordella Friesen, President & CEO of Y Winnipeg. "For the Y, that meant providing a safe space for people to come for recreation, day camps for kids or in many cases just a hot shower. Throughout the summer, our message to the City of Winnipeg and the Province of Manitoba was simple – whatever we can do to help, we're in."

That help came in the form of free access to all community HUBs for wildfire evacuees throughout the summer, as well as providing child minding services at one of the Downtown evacuation centres. Altogether, the Y saw almost **2,000 visits** at its centres by wildfire evacuees, where they were able to feel welcome and a small sense of normalcy during the most stressful circumstances imaginable.

"We talk a lot about the charitable purpose of the Y and what it means to be a community-driven organization," said Friesen. "How our staff pulled together to put that purpose into action was really amazing to see. I couldn't be more proud of our team."

**Over 60 new  
volunteers**  
joined the Y to  
support Wildfire  
efforts



Thanks to a generous clothing donation from Aritzia Community Care and partnership with Linking Hope, we were able help provide comfort and dignity to people impacted by wildfires.

## Heart of the City Campaign: Community Responding to Community Needs

In June, 2024, Y Winnipeg officially launched its Heart of the City Capital Campaign in support of the Downtown Y Redevelopment Project. With Ace Burpee and Kristie Pearson at the helm as Campaign Co-Chairs, and a motivated cabinet and staff team behind them, the campaign has raised an incredible \$10.2M towards our \$18M goal.

The Downtown Y Redevelopment Project includes a variety of vital enhancements to the historic 112-year old Downtown YMCA-YWCA as the primary community centre for Winnipeg's Downtown community. New community classrooms, an indoor splash pad, expanded child care and so much more are all part of this generational project and we at the Y have been absolutely thrilled by the support we've received to bring this new vision to life.

Our goal is to complete the campaign and begin construction in 2026 so we can bring these critical investments to Winnipeg's Downtown community as soon as possible.



**\$10.2M**  
of \$18M goal  
reached

*Campaign Co-Chairs, Ace Burpee & Kristie Pearson*





### Key project elements:

- 1 Enhanced accessibility
- 2 Child care expansion
- 3 Newcomer services expansion
- 4 Mental health services expansion
- 5 Indoor splash pad
- 6 Community classrooms
- 7 Fitness centre upgrades
- 8 Corporate relocation to Downtown offices



## Downtown Y Finds Its Way Back Home

As part of securing the Downtown Y's future, we also had to address the past – specifically that the building itself had previously been sold to the Forks North Portage Partnership several decades ago.

In order to proceed with the significant investments needed at the Downtown Y, and to secure funding, the Y needed to own the facility. Fortunately, we couldn't have asked for better partners in what required approval from all three levels of government and resulted in the finalized sale of the Downtown building back to Y Winnipeg in 2025 for \$1.

"A land purchase like this is never simple and it was only possible because all parties believed so strongly in what the Y means to Winnipeg's Downtown community," said Cordella Friesen, Y Winnipeg's President & CEO. "It was a multi-year endeavour and we're so appreciative of everyone who came together to make it happen."

## Charting a Bright Future for Camp Stephens: Y Winnipeg & Alumni Build a New 10-Year Master Plan

Camp Stephens has an incredible history – and thanks to an immense amount of work and consultation completed over the past two years, the future looks just as bright through the completion of new 10-Year Master Plan for the island.

2024-25 saw the completion of the Camp Stephens Stepping Stone Project, which has resulted in a comprehensive plan that identifies and addresses key infrastructure needs in order to create the very best experience possible for campers and our valued staff. Those needs have been broken down into four key phases:

### **Phase A** (High Need & In Progress)

- New ShowerHouse & Washrooms
- Improve Wastewater Systems
- Welcome Dock Expansion
- Redesign High & Low Ropes Courses

### **Phase B** (2026-2028)

- Replace Dining Hall & Kitchen
- Renovate Lodge as a Central Program Hub
- Improve Water System
- Upgrade Power Infrastructure

### **Phase C** (2028-2031)

- Heart of Campus Welcome Centre
- New Wellness Centre
- Develop Staff Village (advanced to 2026)

### **Phase D-G** (2031-2035)

- Wilderness Trail Program Village
- Additional Accessibility & Inclusion Upgrades
- Infrastructure Supports for Off-Island Programming

The above phases represent a monumental investment – of time, resources, and funding – into a bold vision for Camp Stephens that honours camp history while planning for its successful future. With that in mind, our goal is to launch a new Camp Stephens Capital Campaign by the end of 2026 to ask alumni and other community donors to support this exciting new project.



*Rendering of future view from Welcome Dock*



## Master Plan Already Coming to Life

Thanks to incredibly generous support from the K&P Talbot Community Fund and other community supporters, the transformation of Camp Stephens is already underway with the completion of the brand new ShowerHouse in the summer of 2025.



*New Camp Stephens ShowerHouse*

## Sunset Ceremony

Camp season represents an important and impactful experience for everyone involved – the staff, the campers and their families. In June, 2025 we were hosted by the Clan Mothers Healing Village as a part of a Camp Stephens Sunset Ceremony to send off our team into the summer in a meaningful way. The team sat in ceremony, learned Indigenous teachings, and had the opportunity to ask questions of Elder Mae Louise. It was an important pause before the busy summer season and one the team will always remember.



## Philanthropy: Empowering Children & Families to Thrive

Philanthropy isn't about raising money, it's about the impact those funds represent.

When Olu and her family moved to Canada in 2023, they were searching for stability and belonging. What they found at the Y was something even more meaningful—a place that brought their family joy, structure, and connection in the middle of a difficult transition.

"We couldn't afford it anymore, but the kids kept asking," says Olu. "When we got the call saying the whole family was getting a membership, I was overwhelmed. It felt like Christmas."

At first, Olu paid out of pocket for her boys to attend the Y. But after a few months—and without reliable income—she had to stop. That meant no more swimming, no more basketball, and no more play area visits. The kids were devastated.

"They were just at home," she says. "They cried. They missed it. They kept asking if we could go back." Her son Nathan, now in Grade 9, was especially determined. He had joined his school's basketball team and wanted a place to practice.

One day, after her son Nathan appeared at the front desk with an inactive membership, Olu made a call and explained their situation. A Y staff member took the time to listen—and invited Nathan in. Soon after, Olu received another call: not only would Nathan get support, the entire family would receive a one-year Strong Kids membership.

Since then, the Y has become a part of their weekly rhythm—and their family's healing. Nathan now trains at the Y almost every day. His younger brother spends time in the play area and loves swimming lessons. Olu brings the kids whenever she can.

"Every time I say we're going to the Y, they light up," she says. "And when swimming ends, my youngest cries—he just wants to go to the play area. He never wants to leave."

Before Strong Kids, the boys had never taken swimming lessons. Now they're gaining skills, confidence, and community. And they're doing it in a space that feels safe and supportive.

"It's not just activities," Olu says. "They're learning discipline, respect, and how to interact with others. As a parent, it's a relief. You know they're somewhere good."

Nathan agrees: "At the Y, you get an opportunity not everyone has," he says. "You learn respect, and you have your own space. It's a good place to be."

### 2024-2025 Philanthropy Highlights:



#### Opening Doors for Kids.

The 2024 Strong Kids campaign raised over \$343,000, providing Y memberships and camp experiences for hundreds of children and families in need.



#### Building What Matters.

The Heart of the City campaign has raised more than \$10 million toward our \$18 million goal, with the construction contract now awarded and groundbreaking set for Spring 2026.





*Strong Kids membership recipients,  
Olu & family, at the South Y*



### **Joy in Action.**

The Giving Joy campaign raised over \$20,000 during the holiday season, giving families access to programs and supports when they needed it most.



### **Stronger Together.**

Through our partnership with United Way, the Y continues to strengthen newcomer services, mental health supports, and after-school programs across the city.



### **Honouring Legacies.**

The Heritage Club continued to build this year, with supporters celebrated at the annual brunch recognizing legacy giving.

## LEAD THE WAY TO EQUITABLE ACCESS TO HIGH-QUALITY CHILD CARE

### Assiniboine College Partnerships: Investing in Educators, Empowering Children

When Rosalie heard about the Y's new partnership with Assiniboine College—the Early Childhood Educator II Accelerated Mentorship Workplace Program—she saw an opportunity she never thought possible. At 44, going back to school felt out of reach. But with tuition support from the Province of Manitoba and the Y's encouragement, she was able to take the leap.

"I have been enjoying going to school and work," Rosalie shares. "I've been able to actively put what I'm learning to use as I'm learning it." Through the program, Rosalie works three days a week and attends classes two days a week at the Downtown Y. Already, she has developed new strategies for transitions, routines, and supporting children with big emotions.

"By giving employees the training and information they need to support children in the best way possible, the Y is making sure every child is given the tools to grow—physically, mentally, emotionally, and developmentally," she says.

The experience has been transformative not only for Rosalie's practice, but for her sense of self. "I normally second-guess myself a lot," she reflects. "Since starting this program, I've gained much-needed confidence in myself, and I know I can support the children in my care in the best way possible."

By investing in its educators, the Y is ensuring that children and families across our 39 child care centres in Winnipeg have access to the highest quality care—building brighter futures for all.

**"The Y is making sure every child is given the tools to grow—physically, mentally, emotionally, and developmentally."**



**Our commitment to expanded child care spaces has already begun with 100 new spaces added in 2024/25!**





## After School Program Serving Youth with Additional Needs: One Size Doesn't Fit All

For more than 20 years, Y Winnipeg has been providing accessible and inclusive programming to youth with additional needs through the delivery of the **Y After School Program**.

The program fills a crucial need within the child care system, which is only available to children ages 0 to 12, to serve youth with additional support needs as they age out of early learning and child care programming. Y Winnipeg's After School Program is a structured youth development program designed for young people aged 13–21 with additional needs.

The program is intentionally designed to move beyond basic supervision by offering meaningful, developmentally appropriate programming that supports wellness, independence, and connection. Programming is responsive to participants' interests, strengths, and developmental goals, and is delivered by trained staff within safe, inclusive environments in partnership with schools and community spaces.

"The Y's After School Program supports youth to strengthen life skills, build peer relationships, develop routines and confidence, and establish connections to community spaces and trusted adults," said Y Winnipeg Child Care Manager, Ashleigh Maryk. "These are foundations that support participation in adult life well beyond the program itself."

The program also helps to reduce pressures on families and school systems by providing reliable, structured programming during out-of-school hours, enabling parents and caregivers to participate in employment, education, and community life with confidence that their youth are engaged in safe and meaningful activities. The program also contributes to broader system stability by reducing the need for informal or ad hoc supervision arrangements within schools and communities, and by supporting smoother transitions from school to community settings.

"The reality is that the need for care doesn't always end at age twelve," said Maryk. "That's why these kinds of programs are so important and why I'm really proud to say Y Winnipeg is investing in these areas for youth within the community."



### Grounds for Play

New playgrounds were completed at the South and West Portage Y Winnipeg child care centres, encouraging children to explore movement and learn through play outdoors. The West Portage space features a mural with a nature walk theme painted by local artist, Rachel Lancaster.



# CELEBRATING OUR PEOPLE

The impacts within our community illustrated within these pages are made possible by our incredible people who truly believe in what the Y means to the communities we serve.

## Y People Party: Celebrating Our Impact, Together

It was more than just a party—it was a celebration of family, togetherness, and belonging. This year's Y People Party brought more than 600 staff and family members together at Assiniboine Park Zoo for the largest turnout in event history—a record that spoke volumes about Y Winnipeg's culture of engagement and connection.

"Our vision was to create an inclusive, family-oriented experience that celebrated our people and culture while providing space for genuine connection across teams," says Raihan Mahmud, People & Culture Generalist. "People showed up with their families, stayed late, and genuinely enjoyed spending time together. That kind of turnout speaks to strong engagement and a real sense of belonging."

From the polar bear experience to the buzzing selfie and video booths, staff captured moments of laughter and connection throughout the evening. "Honestly, seeing the lineups for mini donuts and lemonade and everyone waiting patiently said it all," Raihan adds with a smile.

Hosted by the People & Culture Engagement Committee, the Y People Party has become one of the most anticipated events of the year. It's a night dedicated to appreciation and togetherness — one that helps staff feel seen, valued, and part of something bigger.

"This event is really about saying 'thank you' to our people," says Raihan. "It helps strengthen our culture of community and inclusiveness. It's one night where everyone from all branches and departments comes together as one team."

With overwhelmingly positive feedback, the event's success also sparked new ideas for next year. And as Y Winnipeg continues to grow, the Y People Party remains a powerful reminder of what makes its culture unique: connection, gratitude, and belonging.



## Awards & Honours

This past year, five remarkable members of the Y Winnipeg community were honoured with the King Charles III Coronation Medal.

Presented by the Honourable Anita R. Neville, P.C., O.M., Lieutenant Governor of Manitoba, and Cordella Friesen, President & CEO of the YMCA-YWCA of Winnipeg, recipients were recognized for their extraordinary service and leadership.

### **Connie Elizabeth Murray**

A beloved leader for over 20 years, Connie embodied compassion and commitment to vulnerable youth and families. She passed away in April 2024, and this medal was presented posthumously to her daughter, Sara Murray, in honour of her enduring legacy.

### **Diane Louise Roussin, BA, BSW, MSM**

Director of the Winnipeg Boldness Project and a member of the Heart of the City Campaign Cabinet, Diane is a proud member of Skownan First Nation and a national leader in centering Indigenous Knowledges.

### **Elizabeth (Betty) May Black**

A pioneer in governance and women's leadership, Betty has served locally, nationally, and internationally—most notably as President of the YMCA-YWCA of Winnipeg, Chair of YMCA Canada's National Board, and the first woman Deputy President of the World Council of YMCAs.

### **David Lloyd Young**

As CEO of Y Winnipeg (1997–2012), David led transformative growth, expanded childcare and membership, opened new facilities, and championed international partnerships. The medal was accepted on his behalf by his son, Cam Young.

### **Judith Hayes**

Judith spent four decades supporting newcomers adjusting to Canada, served as Executive Director of Manitoba Start and played a key role in the development of Y Winnipeg's DEI framework in 2023. Sadly, Judith passed away in 2023 - a true community champion, we are so grateful for her service to countless people and organizations in our province.





## Scholarships

### Investing in our people to invest in the future of our community

This year, ten dedicated Y Winnipeg staff were awarded scholarships to support their educational journeys. Each recipient is advancing their studies while deepening their impact on our community.

- **Sophia Garrett** (Camp Stephens): Lifelong camper now pursuing Fine Arts at the University of Manitoba, inspired by nature and resilience learned at camp.
- **Angelique Andam** (Child Care): Longtime Inclusion Support Worker studying nursing to bridge child care and health care.
- **Danica Zhu** (Child Care): Child Care Assistant studying Early Childhood Education, strengthening inclusive learning environments.
- **Jacob Riseling** (Community Programs): Youth Wellness Program Assistant pursuing counselling to expand mental health support for newcomers.
- **Baraka Nyelele** (Community Programs): Member-turned-staff committed to advancing leadership skills and community belonging.
- **Emma McKay-Sharpe** (Community Programs): Children's Program Staff focused on inclusion and innovative programming.
- **Matthew Gravelines** (Health, Fitness & Aquatics): Lifelong Y member and aquatics leader, dedicated to mentoring youth and promoting water safety.
- **Brynn Curtis, Amalie Herath, and Myrian Lopez Trejo** also received scholarships in recognition of their outstanding contributions and commitment to growth.

Through their education and leadership, these scholarship recipients embody the Y's mission and strengthen our impact for years to come.





## Showing Up for Our Community

### Walking the Walk

Y staff and supporters joined in Pride Day celebrations to support a positive, inclusive community for all!

Staff also showed up with the Clan Mothers Healing Village to walk in support of International Day for the Elimination of Violence Against Women.



### Being Believers in Potential

Y Community Hubs and child care centres joined in the Jets pride bringing Winnipeggers together. Staff Whiteout days also gathered donations in support of Harvest Manitoba.



### Sharing the Y

Y Instructors brought free lunch hour fitness classes to Downtown Winnipeg. Classes at True North Square welcomed all fitness levels.

Staff also visited Canada Day celebrations, handing out free Y visits to the community.

### In the Spirit of Partnership

Our Y Winnipeg team joined over 900 Winnipeggers for the Downtown Biz Spring Clean-up to help refresh our downtown.

Y Community Hubs helped support Koats for Kids, collecting warm gear and helping connect families with the supplies they need.

Y Community Hubs hosted community Bike Rodeos and a Bike to Work Week pit stop.

Our West Portage Community Hub hosted a voting station for the surrounding community.





# THANK YOU TO OUR DONORS

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\* Cherished Heritage  
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 have passed away.

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## Financial Highlights As of August 31, 2025

	2025	2024
<b>ASSETS</b>		
Cash	9,756,697	6,986,373
Accounts Receivable	1,202,813	1,046,503
Prepaid Expenses and Deposits	722,545	526,007
	<b>11,682,055</b>	<b>8,558,883</b>
Capital assets	15,209,299	11,683,448
Cash restricted for capital development	2,639,679	2,548,972
Capital contributions receivable	5,754,002	2,336
<b>Total Assets</b>	<b>35,285,035</b>	<b>22,791,304</b>
<b>LIABILITIES</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	3,891,395	3,328,683
Deferred revenue	1,801,840	3,372,888
Current portion of long term debt		28,000
	<b>5,693,235</b>	<b>6,729,571</b>
Deferred building and equipment capital contributions	10,514,784	1,787,873
Deferred contributions related to capital assets	4,390,828	1,562,363
Long term debt	-	-
<b>Total Liabilities</b>	<b>20,598,847</b>	<b>10,079,807</b>
<b>NET ASSETS</b>	<b>14,686,188</b>	<b>12,711,496</b>
<b>Total Liabilities and Net Assets</b>	<b>35,285,035</b>	<b>22,791,303</b>
<b>REVENUE</b>		
Program and Membership Fees	18,447,037	16,935,883
Government Receipts	16,201,930	14,129,969
United Way	495,731	490,486
Amortization of Deferred Capital Contributions	337,785	282,453
Donations and Fundraising	762,929	313,893
Other Revenues	579,382	694,672
<b>Total Revenue</b>	<b>36,824,794</b>	<b>32,847,356</b>
<b>EXPENSES</b>		
Salaries & Benefits	24,737,906	21,537,346
Occupancy Costs	3,743,910	3,861,602
Supplies & Services	3,822,184	3,829,384
Amortization of Capital Assets	2,233,321	1,881,430
Bank Charges & Interest	387,452	387,314
Administrative Costs	620,984	634,251
National Allocations	495,388	426,475
<b>Total Expenses</b>	<b>36,041,145</b>	<b>32,557,802</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>783,649</b>	<b>289,554</b>
<b>OTHER ITEMS</b>		
Gain on disposal of capital assets	-	-
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>783,649</b>	<b>289,554</b>



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