

# satisfaction

The word conjures up many images as we pursue work, leisure, hobbies, interests – the variety of experiences that make up our daily lives. All of us are pleased when our experience matches or exceeds our expectations. We expect more from some experiences than we do others.



### mission

The YMCA of Simcoe/Muskoka is a charity that excels at strengthening our communities by providing opportunities for all to grow in spirit, mind and body.

### vision

The YMCA of Simcoe/Muskoka will be the recognized leader in lifelong health and personal growth.

### values

Caring, Honesty, Inclusiveness, Respect, Responsibility

When you come to the YMCA you come with high expectations. Why? Because the YMCA believes in providing you an opportunity for personal growth and service to others. You can expect that whatever your background, ability, economic circumstance, interest, or age, the YMCA will be there to serve you and involve you – whether it is as a participant, volunteer, donor, or leader.

The YMCA is involved in people's lives in many different ways – health and fitness, child care, camping, and employment just to name a few. Whatever program you are involved in, our staff are there to make sure you have a great experience. We take your satisfaction very seriously. We know that when all of these different pieces of the puzzle come together – values, fun, diversity, personal growth, friendships – the experience can be excellent!

If you have suggestions on how we can do better, please talk to our staff or fill out a comment card. We will strive to make sure that your experience at the YMCA is among the best you will ever have.

Tom Coon  
Chief Executive Officer,  
YMCA of Simcoe/Muskoka



**YMCA connections**  
For YMCA participants, volunteers, donors and staff

### Also Inside:

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- CEO Message



## The YMCA Wins

Paul Robinson, General Manager, Membership (Barrie and Orillia YMCAs)

I was fascinated and pleased by Jim Stanford's column in the January 3 edition of the Globe and Mail. Jim's article describes his experience at two fitness facilities which he had joined out of convenience:

"I can't claim that the extra expenditure on my part has had any dramatic impact on my waistline. But it has allowed me to conduct a totally unscientific experiment, comparing the performance of a commercial and a non-commercial club. And it's no contest: The 'Y' wins."

Two weeks later, the Minister of Tourism and Recreation, Jim Bradley announced a grant supporting the promotion of physical activity in 16 Ontario communities including Barrie, Collingwood, Midland and Orillia.

"This grant will help communities across the province, through the leadership of the YMCA, to get active and benefit from regular physical activity. This is an important part of our strategy to help Ontarians develop healthier and more active lifestyles."

Some may see the publication of these two great messages in our newsletter as self serving. I guess this would be true if one could define 'self' as an owner or some special interest group. In reality, the YMCA is a reflection of the community – big and small, rich and poor, young and old.

Jim Stanford put it this way:

"My commercial club exists because its owners want to make a profit. The Y exists because its founders wanted to improve community life."

As a member of the YMCA you have made some positive choices about your lifestyle. At the Y it's not about treadmills and locker rooms it's about the people that use them. It's about creating and belonging to healthy communities.

This year resolve to strengthen your community. Bring a friend to the YMCA.

For more information on all our programs and services, please visit our website

[www.ymcaofsimcoemuskoka.ca](http://www.ymcaofsimcoemuskoka.ca)

- Child Care • Camping • Employment and Community Services • Newcomer Services •
- Leadership Development, Camping, Education and Conference Services • Health, Fitness and Recreation •



*Privacy Statement* - The YMCA strives to ensure that volunteers and staff conduct their relationships with each other, participants and all other Association contacts with integrity, good judgment and fairness. The YMCA respects the right of individuals to the protection of their personal information. The YMCA is committed to maintaining the confidentiality, privacy and accuracy of personal information it collects, uses and discloses about its participants, members, donors, parents/guardians, staff and volunteers.

**Barrie YMCA**

Tel: (705) 726-6421

22 Grove Street West, Barrie, Ontario L4N 1M7 | email: [barrie@ymcaofsimcoemuskoka.ca](mailto:barrie@ymcaofsimcoemuskoka.ca)

# Building

## Strong Kids, Strong Families, Strong Communities



The people are great and the facility is very clean and up to date equipment is used. Great place!

- Gord, 54

*In the past year the YMCAs in Simcoe/Muskoka have undergone significant facility upgrades in Barrie, Collingwood and Orillia. The Midland YMCA will be launching a capital campaign this winter.*

"I love being part of a global organization, which contributes to the health and well being of people around the world! Friendly staff and volunteers work side by side encouraging and helping people of all ages, stages and needs."

- Jocelyn, Campaign Volunteer

*The YMCA of Simcoe/Muskoka is involved with supporting the YMCA in Sierra Leone, Africa as well as having provided \$5,000 in disaster relief support to the victims of the recent Asian Tsunami through the YMCAs in Sri Lanka, India and Thailand.*

### Healthy Kids

I love coming to the YMCA with my brothers. Swimming is so much fun and I love the cycle classes. The YMCA RULES!!!

- Richie Age 8

I love being active at the YMCA because no one makes fun of me here and I feel cool.

- Deanne Age 10

I love being active at the Y because it is fun and I am popular.

- Danielle Age 10

"The programs are great...You get a lot of energy and most people come here and it's just amazing. I LOVE THE "Y"!"

- Sarah, age 8

"The people here are great – they make it fun to work out."

- John, YMCA Member

"The Y is my home away from home."

- Anne, YMCA Member

"The Y makes me feel comfortable and better about myself."

- Amanda, YMCA Staff

*During the month of January over 1,500 friends were invited by a member to join them at their YMCA in Simcoe County. Introducing a friend to the YMCA will add quality to their life.*

"Image and power and active are everything!!"

- Kate, age 10

"It is one of the best gyms I've ever been to and I've been to a lot."

- Scott, age 12

*Between, 1981 and 1996, the number of obese children in Canada between the ages of seven and 13 tripled. This is contributing to a dramatic rise in illnesses such as type 2 diabetes, heart disease, stroke, hypertension and some cancers. The YMCA is fighting childhood obesity by ensuring that all programs have an active component.*



Doug Partridge, Membership Advisory Chair

"Over my many years of being a Y member, I have met wonderful friends. Y members are positive in their outlook. This is reflected in their volunteerism or taking part in the many fitness programs that the Y has to offer."

- Doug Partridge, Membership Advisory Chair

"I love being active at the Y. It has helped me get close to achieving my fat loss and fitness goals. The new Fitlinxx program is a great tool for monitoring my progress and activity. I feel (and look) better than I have in years. I have lost 65 pound and dropped from a 46 pant size to a 38."

- Blair, YMCA Member

"I am very new to the YMCA and immediately used FitLinxx. I love it. I can't believe every gym doesn't have this system. It helps you keep focused and honest with yourself."

- Michelle, YMCA Member



Kellie Innes, Volunteer of the Year

"When FitLinxx was introduced I was somewhat sceptical. I honestly didn't plan on using it. Since being registered my opinion has changed. The constant feedback is a great motivator. It occupies my mind between sets and pushes me further than I would normally go"

- P.J., YMCA Member

"The people that I have met during my 12+ years at the Y are inspiring, motivating, caring and friendly."

- Kellie Innes, Volunteer of the Year

*Almost one out of every two adults in Ontario is overweight or obese. The Barrie YMCA unofficially launched the new FitLinxx program the first week of January. Since then, over 300 members have been registered as FitLinxx users. Participation is included in the price of your membership. Set up your PIN number today.*