

**YMCA of  
Simcoe/Muskoka  
Annual Report  
2024-2025**

**IMPACT UNCOVERED**



*Shine On*

*Day Camp - Collingwood*

# Our Mission

A community-building charity that connects people to each other and to experiences designed to build health and strength, skills and confidence, and opportunities for exploration and growth.

# Our Vision

Vibrant and connected communities where everyone belongs.

# Our Values

## Kindness

We are friendly, caring, and committed to cultivating relationships built on compassion.

## Integrity

We are honest, trustworthy, and take responsibility for our decisions and actions.

## Inclusiveness

We embrace diversity and strive to create places, programs, and experiences where everyone belongs.

## Respect

We believe in each other - our strengths, perspectives, and passions.

## Optimism

We approach things with an open mind, an emphasis on happiness, and are inspired by the potential of all people.



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# Refreshed Strategic Plan

In July 2022, we launched our current three-year strategic plan, **Forward, Together**, to guide our decision-making between 2022 and 2025. Recognizing the need to remain responsive to our changing context, and nearing the end of the 2024-2025 fiscal year, the YMCA of Simcoe/Muskoka initiated a review and assessment of our current strategy. The objectives were to ensure the plan remains an effective and relevant decision-making guide and to recommend the timing and process for developing an updated strategy.

Based on this review, the decision was made to extend our current **Forward, Together** strategic plan by one year. The refreshed plan will take us through to 2026, and reframes our strategic directions, highlighting recommendations to elevate philanthropy, enhance focus on strengthening the legacy of the Y, and adding a youth strategy.

We're pleased to share our 2022-2026 **Forward, Together** strategic plan, refreshed and extended to serve our communities better.



Camp Kitchikewana

# Refreshed Strategic Directions and Priorities:

## Strategic Direction 1: Connect People to Meaningful Experiences

At the YMCA, our focus is to be the spark that ignites connections, making everyone feel like they belong. This strategic direction focuses on creating inclusive and welcoming experiences that light up our communities, ensuring everyone who interacts with the Y feels valued, supported, and empowered. Highlighting our community impact showcases the transformative work we do each day.

- Goal 1:** Design a regional approach to better serve our communities
  - Goal 2:** Build a new centre of community in Barrie
  - Goal 3:** Create a Youth Leadership Strategy that empowers young people
  - Goal 4:** Increase brand awareness and showcase the Y's impact
- 

## Strategic Direction 2: Cultivate a Great Place to Work

To be the spark in our community, we first need to shine from within. By cultivating a workplace that fosters diversity, equity, inclusion, and belonging, and where our staff feel inspired, valued, and part of something bigger, we empower them to bring their best selves to work each day. A positive, supportive environment allows our team to radiate energy and passion, directly influencing the experiences of those we serve.

- Goal 5:** Establish the YMCA as an employer of choice
  - Goal 6:** Advance diversity, equity, inclusion, and belonging
- 

## Strategic Direction 3: Strengthen the Legacy of the Y

To ensure the Y continues to be a beacon of hope and belonging, we must invest in our legacy. This direction is about laying down strong roots while also being the spark for innovation, philanthropic opportunities, and growth. By being adaptable and forward-thinking, we can ensure the Y's light continues to shine brightly, meeting the needs of future generations that stand the test of time.

- Goal 7:** Ensure continued prudent financial and asset management
- Goal 8:** Increase philanthropic engagement
- Goal 9:** Create an environment that supports innovation

# Message from our CEO and

As we reflect on the past year, one word captures the spirit of the YMCA of Simcoe/Muskoka - gratitude.

Every success, every connection, and every act of impact we've achieved this year has been made possible because of the people who believe in the power of the Y. Whether you are a staff member, volunteer, donor, community partner, or participant, your dedication continues to move our mission forward - to bring people together and ignite their potential.

To our incredible team of more than 1,350 staff, thank you. Your unwavering commitment to serving others, often behind the scenes and in moments both big and small, continues to change lives. Each day, you create welcoming spaces where children learn and grow, youth find their voice, newcomers are supported, and families build connections that last a lifetime. You are the heart of the Y - your compassion and professionalism ensure our communities remain strong, inclusive, and full of possibility.

To our volunteers - 331 individuals who gave over 24,000 hours of service this year - thank you for your generosity of time and spirit. You are the pulse of our organization, showing what it means to lead with empathy, kindness, and purpose. From mentoring youth and supporting events, to serving on committees and boards, your contributions create a ripple effect of belonging that reaches far beyond our walls.

To our 1,830 donors, thank you for believing in the Y's vision and for your incredible generosity. Together, we raised more than \$3.1 million in support of programs that help people thrive at every stage of life. Your trust and investment ensure that everyone, regardless of their circumstances, has access to opportunities that foster health, confidence, and connection. You are not just supporting programs; you are transforming lives.

To our 64,000 members, participants, and families who engage with the Y across Simcoe County, Muskoka, and Parry Sound - thank you for making us part of your journey. Your energy, feedback, and engagement inspire us to continuously evolve and expand our reach, ensuring that the Y remains a place where everyone feels they belong.

This year has also been a time of focus and forward momentum. Three years into our strategic plan, **Forward, Together**, we undertook a thoughtful review to ensure our direction continues to meet the evolving needs of the communities we serve. The refreshed plan, now extending through June 2026, reflects where we are today - strong, growing, and committed to building a more connected and resilient future.

Our strategic priorities continue to guide us:

**Connecting people to meaningful experiences** through expanded access, innovative programs, and community partnerships. This includes advancing the new YMCA in Barrie and strengthening our presence through new facilities across our communities.

# Board Chair

**Cultivating a great place to work**, by investing in staff development, well-being, and engagement. We are committed to ensuring that every employee feels valued and inspired, and that our workplace reflects the principles of diversity, equity, inclusion, and belonging that we champion in the community.

**Strengthening the legacy of the Y** through responsible stewardship of our resources, increased philanthropic engagement, and continued innovation that will sustain our impact for generations to come.

We are also deeply grateful for our community partners and municipal collaborators who help amplify our reach and deepen our impact. Together, we are addressing local challenges, creating opportunities for connection, and building healthier, more vibrant communities - work that no single organization can do alone.

As we look ahead, we do so with both optimism and humility. The Y's strength has always come from people - people who care deeply, act boldly, and believe in the potential of others. Because of you, our collective light shines brighter every day.

On behalf of the YMCA of Simcoe/Muskoka, thank you for your continued trust and support. With your help, we will keep moving **Forward, Together** - building spaces of belonging, inspiring hope, and shaping a future where everyone has the opportunity to thrive.

Sincerely,



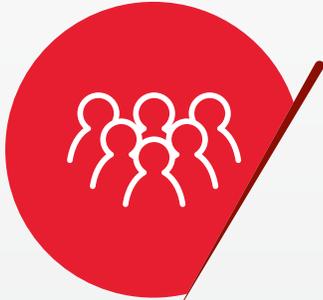
Jill Tettmann,  
President and CEO



Robert Reid,  
Board Chair



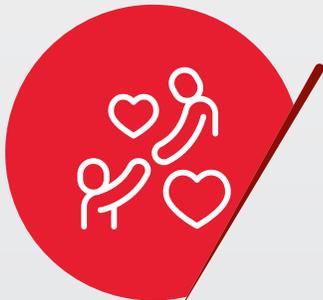
# Our Impact this Year



**64,000+**  
participants\*



Serving over **95** locations  
across Simcoe County, the  
District Municipality of  
Muskoka, and the District of  
Parry Sound.



**1,189** households received  
financial assistance totalling  
\$316,865.14.

## Made possible by:



**1,800+**  
donors



**\$3,140,000**  
in funds donated



**331**  
volunteers



**24,414**  
volunteer hours



**1,358**  
employees



**2,170**

Day & Overnight  
Camp



**5,303**

Outdoor Education



**4,979**

Child Care



**4,376**

Employment  
Services



**255**

Learning  
Services



**17,816**

Health, Fitness  
& Aquatics



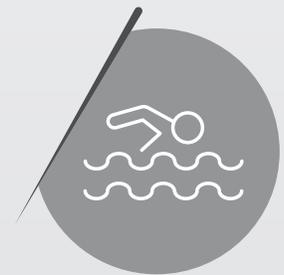
**19,215**

Immigrant  
Services



**156**

Youth  
Services



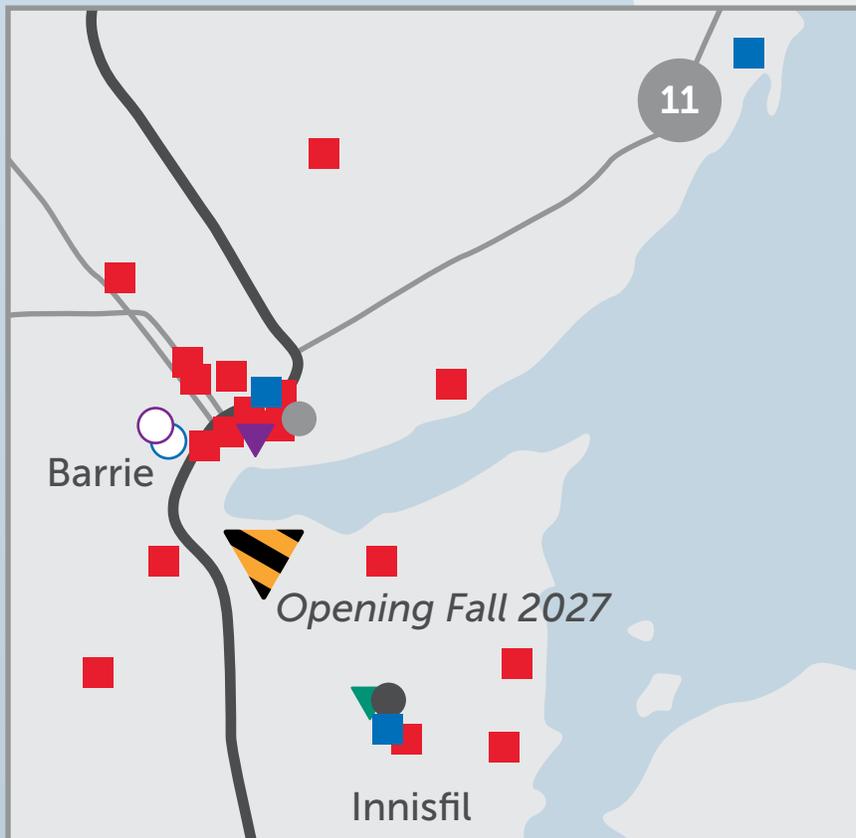
**8,517**

Swim Lesson  
Participants

*\*Participants' captures our programs' cumulative reach during the year. Some individuals benefit from multiple YMCA programs and may be counted more than once.*

# Our Regional Footprint

- Health, Fitness & Aquatics
- Child Care
- ▼ Camps
- Y Beyond Walls
- Outdoor Education
- ▼ Licensed Home Child Care
- Employment Services
- Learning Services
- Immigrant Services
- Youth Services
- ▼ Opening Soon  
Parry Sound - Spring 2026  
Barrie - Fall 2027





# Community Highlights

## Youth Changemakers Leadership Institute

With generous support from an Ontario Trillium Foundation \$100,000 Seed Grant, and in collaboration with Georgian College and #ChangeTheNow, we launched the Youth Changemakers Leadership Institute, the first program of its kind in Simcoe County. Rooted in our strategic plan, this initiative addresses the critical need to connect youth with meaningful leadership experiences. Over **100 young participants** gained confidence, empathy, and skills to lead change, building a region of innovative, socially responsible, and community-minded changemakers.



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## Employment & Learning Services

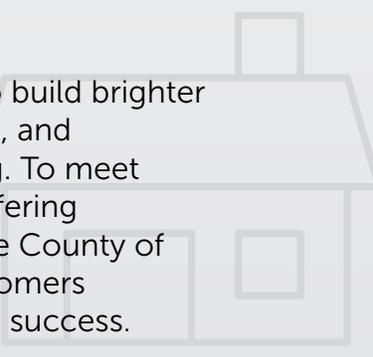
As unemployment rates in Ontario continued to rise over the past year, our Employment and Learning Services Centres stood ready to help. More than **11,500 individuals** accessed our programs to build confidence, develop new skills, and take meaningful steps toward employment. Whether unemployed or underemployed, participants received training in areas such as language development, digital literacy, and job readiness, empowering them to reach their full potential and strengthen our local workforce.



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## Immigrant & Youth Services

This year, we proudly supported **19,215 newcomers** on their journey to build brighter futures in our community. By providing settlement services, workshops, and one-on-one support, we helped individuals and families find belonging. To meet evolving needs, the Newcomer Counselling Program was launched, offering short-term guidance and mental health support. In partnership with the County of Simcoe, we also launched the Housing Support Program to help newcomers navigate the housing system and access vital resources for stability and success.



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## Licensed Home Child Care

As families continue to struggle in their search for available child care spaces, we remain committed to growing our Licensed Home Child Care Program with **16 dedicated providers** caring for **127 children** in 2024-2025. This program increases access to affordable child care options, while providing exciting employment opportunities to individuals in our community looking to building a thriving home-based business.





*Youth Changemakers - Barrie*

# Community Highlights

(continued)



Collingwood YMCA

## Day Camps

In summer 2025, we welcomed **1,396 campers** across 10 locations within our region. Through support of our Annual Campaign and partnership with the County of Simcoe, **1 in 3 campers received financial assistance**, ensuring every child could experience the feeling of belonging. We were thrilled to expand our Counsellor in Training program to Midland, Orillia, and Barrie, empowering even more young leaders to shine. Plus, we launched an exciting new outdoor variety camp at the GNE Fairgrounds in Collingwood, creating even more opportunities for kids to explore, grow, and thrive in the great outdoors.

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## Overnight Camp

This summer, **774 campers** experienced the magic of YMCA Camp Kitchikewana, where adventure, friendship, and growth fill each day. Thanks to the generosity of our supporters, **over \$77,000 was provided in financial assistance to 56 campers**. This year, campers took part in new traditions with the addition of our Elder In-Residence program, a significant step forward in our journey of Truth and Reconciliation. In partnership with Elder Trish Monague, campers learned from Indigenous teachings, connected deeply with the land, and took part in ceremonies that inspired reflection, respect, and understanding. These shared experiences brought new perspectives and deeper connections for both campers and staff alike.

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## Outdoor Education

Through hands-on learning and outdoor adventure, these programs help children and youth build confidence, strengthen teamwork skills, and develop a lasting connection to the environment, while providing a much-needed break from screens and technology. A total of **5,303 participants** engaged in our six programs, including the exciting launch of our Homeschool Forest Explorers Program. We also continued our valued partnership with the Simcoe County District School Board, delivering 147 sessions of our Grade 4 Science Program to **3,375 students**, inspiring curiosity and a deeper appreciation for the environment around them.

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## Enhancing our Health, Fitness & Aquatics Facilities

In summer 2024, we proudly completed one of the largest upgrades to our Midland and Wasaga Beach Health, Fitness & Aquatics facilities. Both centres received a full refresh of their Wellness and Conditioning Rooms, featuring research-backed fitness equipment and newly designed training areas. These enhancements are all about **elevating the fitness experience for our members**, empowering them to move, grow, and thrive in spaces designed with their well-being in mind.





[YMCASM.ca/AR25-3](https://www.ymcasm.ca/AR25-3)

## National Campaign

In 2024, YMCA's in Canada launched our first-ever National Campaign; sharing the impact the Y has across our nation while bringing awareness to local programs and supports that help everyone ignite their potential. Results from this campaign were extremely positive, ranking the YMCA among the top four most cited charities, with 83% of Simcoe/Muskoka residents indicating awareness - 9 points higher than the national average.

## Licensed Home Child Care

Over the past year, we've proudly expanded our Licensed Home Child Care program, creating more opportunities for children to thrive in nurturing environments. We spoke with our incredible YMCA Licensed Home Child Care providers to learn what inspired them to join our mission. From their love of working with children to the joy of running their own home-based businesses, their stories highlight the meaningful impact this program has on both providers and families.



[YMCASM.ca/AR25-4](https://www.ymcasm.ca/AR25-4)

## Life Without a Y

What if the YMCA that could have saved your life... simply didn't exist? That was the reality for Danielle N. Growing up, the Y wasn't in her world - but its absence shaped her life in unforgettable ways. A near-drowning experience. Years of feeling lost as a teen. And a missed opportunity at YMCA Camp Kitchikewana that could've changed everything. Her story is not just about what was missing. It's about what can be built. "My Y story is different... but it has a happy ending."



[YMCASM.ca/AR25-5](https://www.ymcasm.ca/AR25-5)

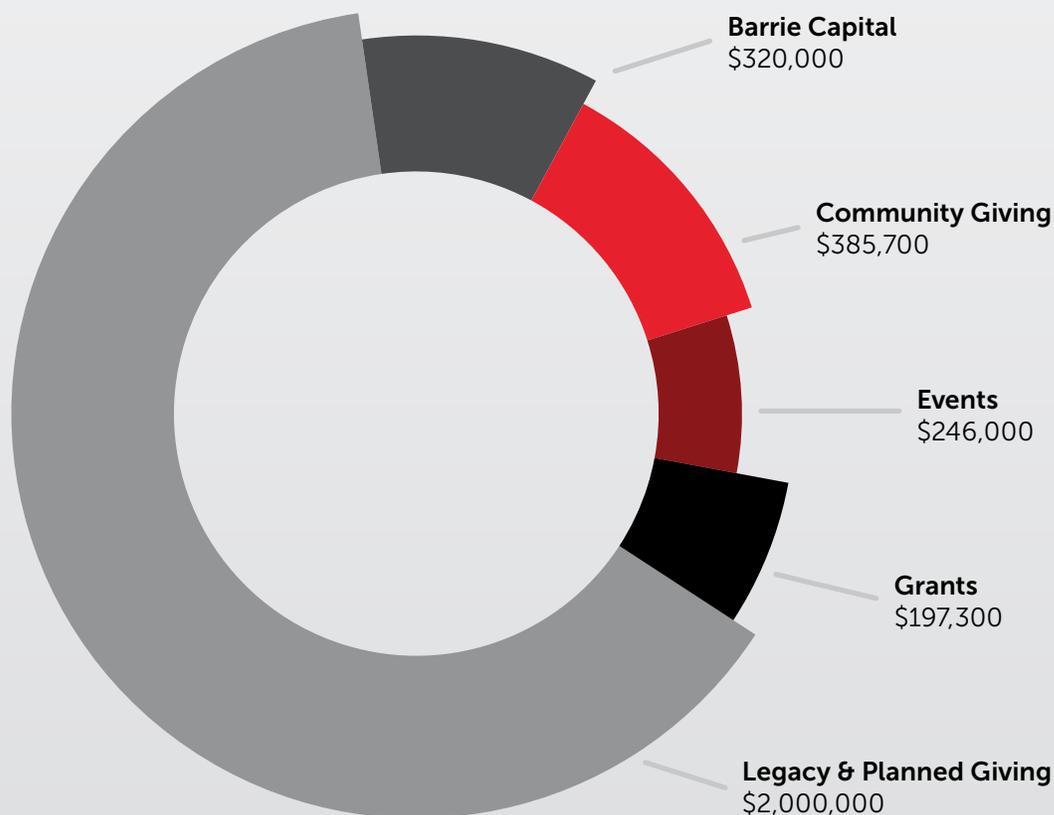
# The Impact of Generosity

The 2024-2025 year was a testament to the incredible compassion and generosity of our communities. Together, our dedicated donors, community partners, and volunteers raised an inspiring **\$3.14 million**.

This remarkable support directly fuels the programs and services that empower people of all ages across Simcoe County, the District Municipality of Muskoka, and the District of Parry Sound to shine. Because of you, more individuals have the opportunity to ignite their potential and become part of a connected, supportive community where everyone belongs.

## Breaking Down the \$3.14 Million Donated

Our total includes transformative gifts, and steady, sustaining contributions across all areas of giving.



## Events

### Roaring Social Gala

In November 2024, our Roaring Social Gala transported nearly 250 guests back to the glamour of the 1920's, while raising funds to support essential community programs and services. The event brought together community leaders, partners, and supporters for a spectacular evening of entertainment, philanthropy, and purpose, **raising over \$150,000** – our most successful gala to-date.

### Move to Give

Our signature fundraising event, Move to Give, was back for the 11<sup>th</sup> year in April 2025, raising over **\$135,000** thanks to our community's overwhelming generosity. Over 1,100 participants from Simcoe, Muskoka, and Parry Sound joined together to take part in customized signature community events across the region. These events included pickleball tournaments, cycle-a-thons, rubber duck races, silent auctions, a mini 'prom' for child care participants and their parents, and more, all in support of the YMCA's programs and services. Move to Give not only raises funds to provide participants in need with financial assistance each year, but it also raises awareness about the YMCA's programs, services, and impact on the community, while inspiring healthy, active living.

### Muskoka Novel Marathon

The Muskoka Novel Marathon was back in-person for the first time in five years for their 24<sup>th</sup> annual event. Held in Port Sydney, the event raised over **\$13,000** for literacy programs in Huntsville and the District Municipality of Muskoka region – the highest total raised since the pandemic.

Together, these events contributed **\$246,000**, reinforcing our mission and strengthening community bonds.



*Roaring Social Gala*

# The Impact of Generosity

(continued)

## Community Giving

### Advanced Aquatics Funding – Making our Communities Safer

The YMCA is committed to making pools and public beaches safer by investing in those seeking to complete Advanced Aquatics Certifications. Over the past year, **23 youth** have taken part in our Advanced Aquatics Certification program.

### Barrie & Area

YMCA Immigrant Services continues to support displaced Ukrainian families throughout our region. In response to this need, the Displaced Ukrainians Emergency Needs Fund was established to help newcomers to the area with financial support as they begin their new lives here in Canada. This important fund helps bridge the gap between government aid and urgent needs, ensuring dignity and stability for families rebuilding their lives.

### Collingwood & Area

In a community that is home to Ontario's most significant public ski area, access to winter sports like skiing and snowboarding is still unattainable for many local residents. The Second Tracks Program was created to address this need, in collaboration with North Shore Ltd. and Blue Mountain Resort, aiming to eliminate financial barriers for young people to participate in winter sports. The inaugural season saw **100 participants** learn new skills from **40 enthusiastic volunteers**, inspiring a new generation of skiers. Participants were provided with transportation, equipment, meals, access to the hill, and instruction through the free, 4-week learn to ski/snowboard program.



Immigrant Services - Barrie

## Orillia & Area

Since 2021, the YMCA has proudly awarded the Skid Watson YMCA Scholarship to three graduating Grade 12 students from Orillia's secondary schools each year through the Skid Watson Endowment Fund, held with the Orillia Community Foundation. This past year, the YMCA **awarded \$4,000** to students who exemplified the YMCA's values of Kindness, Integrity, Inclusiveness, Respect, and Optimism. These awards support students as they take their next steps into post-secondary education, whether through university, college, or skilled trades training.

## Endowments

In 2024-2025, the YMCA of Simcoe/Muskoka had three active endowment funds in support of YMCA Camp Kitchikewana; the 100<sup>th</sup> Anniversary Fund, the Melva Murphy Luker Fund, and the Jean and Frank Hartman fund. This past year, we saw **\$16,000 contributed** to these funds, helping to ensure that the legacy of Camp lives on for generations to come.



*Second Tracks - Collingwood*



# Building a New YMCA in Barrie

## Breaking Ground

On a brisk day in March 2025, we broke ground on the highly anticipated new YMCA in Barrie. Located at 535 Bayview Drive, this 77,000 square-foot Centre of Community will feature an aquatics centre, gymnasium, fitness studios, an indoor track, and even transitional housing for youth, all designed with accessibility and sustainability in mind.

## Thank You to Our Funders

Thanks to early support – including nearly \$30 million from the Province of Ontario, \$5 million from the County of Simcoe, and a \$2.5 million Per Door Grant from the City of Barrie, and generous lead donors – this transformational project is already underway. Thank you for helping us turn blueprints into belonging.

## Community Partners

Partnerships are an integral part to any large facility build, and this new YMCA is no exception. We're proud to partner with local businesses to build a more connected Barrie. Thank you to Martin Simmons Sweers Architects, Tatham Engineering, MHBC Planning Ltd., and Ball Construction for helping us bring this vision to life.

We'd also like to thank our community partners, the County of Simcoe, the City of Barrie, Royal Victoria Regional Health Centre, Hudson Regional Cancer Centre, and Youth Haven, for your trust and support as we work to expand the delivery of vital programs and services to the City of Barrie.

## Timelines



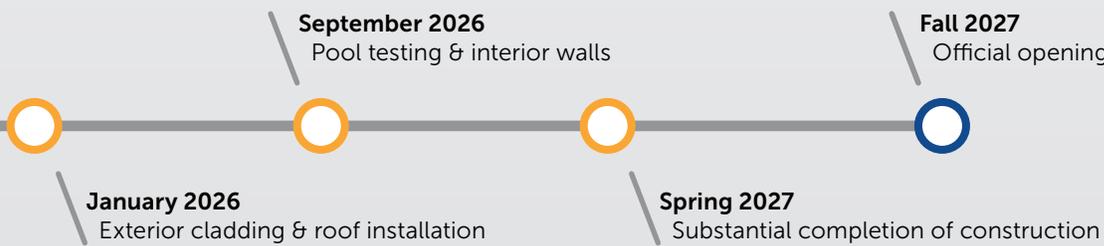


[YMCASM.ca/AR25-6](https://YMCASM.ca/AR25-6)

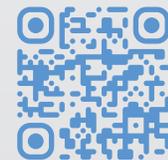
## Beyond the Blueprints

In June 2025, neighbours, YMCA staff, donors, and local leaders gathered together at the site of the new YMCA to honour someone whose spirit has long shaped the City of Barrie: former Mayor, lifelong philanthropist, and proud supporter of the YMCA, Janice Laking.

The event, titled "Beyond the Blueprints - Honouring Janice Laking", was about more than celebrating the progress made on the construction of the new Y - it was about the people and values guiding its foundation. The event marked a shift from vision to reality. And it honoured the woman whose legacy has long embodied the very values this YMCA strives to carry forward. At this event, the YMCA announced it will be naming a space within the new facility in Janice's honour. It's a community-driven tribute that reflects her unwavering spirit and belief in belonging.



### YouTube Updates



[YMCASM.ca/100RY\\_YT](https://YMCASM.ca/100RY_YT)

## Follow the Build:

[100ReasonsY.ca](https://100ReasonsY.ca) [@YMCABarrie](https://www.instagram.com/YMCABarrie)

*Beyond the Blueprints Event*

*Groundbreaking Ceremony*



# Community Partnerships

Together, we can tackle complex challenges and create healthier, more vibrant, and connected communities - because no single organization can do it alone. We're proud to join forces with local partners to expand and deliver programs and services that truly make a difference, building stronger communities hand in hand.

*Community Innovation Network*



## Health Management Partnerships

In partnership with local healthcare services, the YMCA of Simcoe/Muskoka is proud to offer Health Management programs that empower individuals recovering from illness or managing chronic conditions to reclaim their health and confidence. In 2024-2025, we collaborated with five healthcare providers across the region to deliver **10 impactful programs**, from cancer rehabilitation to senior-focused exercise classes.

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## Town & Municipal Partnerships

Partnerships with towns and municipalities are the cornerstone of the YMCA of Simcoe/Muskoka's ability to deliver impactful health, fitness, and aquatics programs to our communities. Through collaboration with local governments, we operate **five vibrant facilities** in Collingwood, Gravenhurst, Innisfil, Midland, and Wasaga Beach. These partnerships enable us to provide accessible spaces where individuals and families can prioritize their well-being, build connections, and thrive. Together, we're fostering healthier, more active communities across the region.

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## Community Innovation Network

We're proud to collaborate with Georgian College's Social Innovation team, the Barrie Public Library, Innisfil ideaLAB & Library, and the Barrie Chamber of Commerce through the Community Innovation Network. Together, **we're fostering thriving communities** by enhancing wellness and exploring the future of connectedness. This initiative is a unique opportunity for organizations and community members to come together with a shared commitment to collaboration, innovation, and social responsibility - building a brighter, more connected future for all.

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## Parks Canada

Nestled on Beausoleil Island in the heart of Georgian Bay Islands National Park, YMCA Camp Kitchikewana is a place rich with thousands of years of Indigenous history. We are deeply honoured to partner with Parks Canada to care for this land and share its stories. Through engaging nature and science programs, **we inspire campers** to connect with its Indigenous heritage and learn about the importance of conservation, fostering a deep respect for the land and its legacy.

# How You Can Make a Difference

The Y provides a wide breadth of programs and services to our community, and as a charity, we are able to provide these programs at little or no cost to our participants - but we can't do it alone. The strength of our community is rooted in the generous support of individuals, like you, who know the value of the Y. There are many ways to support the YMCA and help our community members feel valued, supported, and most importantly, connected.



## Become a Monthly Donor

Monthly giving is an easy, convenient, and affordable way to give to your Y. Small consistent efforts add up to make a big and meaningful impact.



## Become a Corporate Sponsor

Show your community support, sponsor an event or join our Impact Partnership Program.



## Become a Program Partner

Partner with the Y to provide a program or service that makes an impact on our community. Together, we can achieve more!



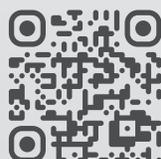
## Become a Volunteer

Give your time and help change a life.



## Become a Y Staff Member

Join our team and help deliver vital programs and services to our communities.



Scan here or visit [GiveToTheY.ca](https://www.givetothey.ca) to learn more.



*Roaring Social Gala*

**THE ROARING  
SOCIAL**

KATHRYN  
YMCA OF  
SIMCOE/MUSKOKA  
VOLUNTEER

# Our Leadership Team & Board of Directors

## Senior Leadership

**Jill Tettmann**, President & Chief Executive Officer

**Fiona Cascagnette**, Chief Operating Officer

**Lianne Gorbell**, Campaign Manager/ Governance Lead

**Karen Pulla**, Chief Development Officer

**Sandra Shan**, Vice President of People & Culture

**Vimal Vyas**, Chief Financial Officer

## Board of Directors

**Rob Reid** (Chair)

**Todd Young** (Past Chair)

**Rob Mauro** (Vice Chair)

Mary Anne Alexander

Barb Baguley

Tim Berry

Debora Bloom Hall

Tara George

Santana Hamilton

Sarah Hunter

Pam Kinzie

Omama Siddiqui

Andrew Stevenson

Chris Tyrrell

Ravella Wiles

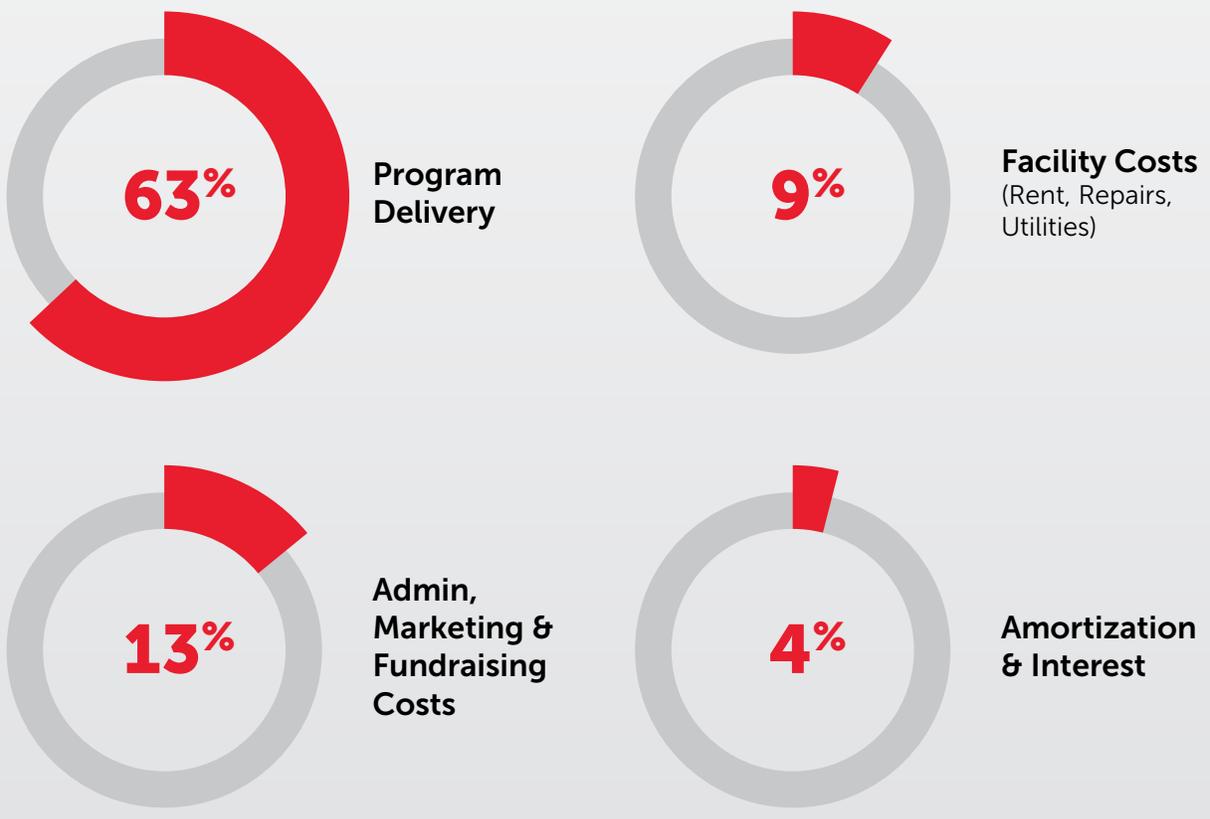


# Financials

## Fiscal Year 2025 (in thousands)



## Expenses as a % of Revenue



Scan here or visit [YMCASM.ca/AnnualReport](https://YMCASM.ca/AnnualReport) to view our complete financial statements.



# Thank You to Our Supporters



At the YMCA of Simcoe/Muskoka, we are deeply thankful for your unwavering support and trust. Your dedication fuels our mission to create vibrant, connected communities where everyone belongs. Together, we're building a place where every individual feels valued, supported, and empowered to shine their brightest. Thank you for being an integral part of our YMCA family and for helping us create a lasting impact. Your generosity and commitment inspire us to continue making a difference every single day.

*Move to Give - Collingwood*





**Website**

YMCAofSimcoeMuskoka.ca



**Facebook**

@YMCAofSimcoeMuskoka



**Instagram**

@YMCASM



**LinkedIn**

@YMCASM



**YouTube**

@YMCASM

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Charitable Registration Number  
119215119RR0001

