

Forward, Together



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.



Contents

Message from our CEO and Board Chair

03/04

Our Impact this Year

05/06

Community Highlights

07/08/09/10

Sharing Moments that Matter

11/12

The Impact of Generosity

13/14/15

How You Can Make a Difference

16

Our Regional Footprint

17/18

Meet Our Leadership Team & Board of Directors

19

Financials

20

Thank You to Our Supporters

21/22

Message from our CEO and Board Chair

At the YMCA of Simcoe/Muskoka, our focus for over 170 years has been to bring people together and ignite their potential. With the support of our strategic plan, Forward, Together, which was introduced in 2022, we are continuing to deliver on that promise today. Two years into the execution of this plan, we are proud of the significant and valuable contributions we have been able to make in the communities we serve. In 2023-2024, the second year of our plan, we continued in our pursuit of a vibrant, connected community where everyone belongs.

We advanced our plans for the exciting new Barrie YMCA by selecting 535 Bayview Drive as the final location. This is a major step in our commitment to providing future generations with vital programs, services, and community support. The new site will be a centre of community for healthy living and personal growth, ensuring we continue to meet the evolving needs of the Barrie community and surrounding areas for years to come.

Our efforts received a significant boost through formal recognition from the Newcomer Welcome Centre of the Simcoe County District School Board. They acknowledged the vital role our Immigrant Services' Settlement Workers in Schools (SWIS) program plays in supporting new immigrant families. We also partnered with the Town of Innisfil for their Teen Nights program, which provided a safe environment for youth, alongside the Safer Communities Initiatives aimed at enhancing public safety.

Additionally, we made significant strides in advancing our mission to build more inclusive communities. In September 2023, we officially partnered with Georgian College's Social Innovation Team, joining forces with other key partners to launch the transformative project, "The Future of Belonging." This initiative has been a pivotal part of our efforts to ensure that our Strategic Plan remains future-focused, particularly in addressing the disproportionate barriers faced by equity-deserving groups in our communities.

With all of this progress in mind, following careful thought and consideration, we have made the decision to refresh our strategic plan and extend it into 2026. This decision is sparked by our commitment to continuing to pursue opportunities that help individuals in our community overcome obstacles and build strength, skills, and confidence.

Our vision for the journey ahead is exciting and ambitious. For the next two years, we will focus on three key priorities: connect people to meaningful experiences, cultivate a great place to work, and strengthen the legacy of the Y. We are confident that our team, together with community partners, and generous donors and funders, can continue to meet the needs of our community, ignite the potential of everyone who walks through our doors, and help individuals shine to their fullest. We will continue to move our community Forward - Together.

On behalf of all of us at the YMCA of Simcoe/Muskoka, thank you for your continued support. It is deeply appreciated.

Sincerely,
Jill Tettmann



President and CEO, YMCA of Simcoe/Muskoka



Reflecting on the past year, I am filled with strength and hope, inspired by the remarkable achievements we have accomplished together. The 2023-2024 year has been a remarkable testament to our collective dedication, compassion, and resilience. It is my honour to extend thanks to everyone who has made this possible.

First and foremost, I want to express my deep appreciation to our YMCA staff and volunteers. Your unwavering commitment and tireless efforts have been the backbone of our success, ensuring that our programs and services reach those who need them most. Your passion and dedication inspire us all.

To our generous donors, thank you for your invaluable support. With over 1,500 donors contributing to our events, campaigns, and more, an astounding \$3.7 million was raised this year. Your generosity has allowed us to serve over 63,500 participants across Simcoe County, the District Municipality of Muskoka, and the District of Parry Sound, and your belief in our mission fuels our ability to make a real difference in the lives of so many.

Our community partners have been instrumental in our achievements this past year. By working together, we have been able to offer more comprehensive programs and services, ensuring that we meet the diverse needs of our communities. Collaboration truly amplifies our impact, and we are grateful for your ongoing partnership.

To our members, participants, and their families, thank you for your trust and loyalty. Your engagement and enthusiasm are the driving force behind our efforts. We are committed to continually improving and expanding our offerings to better serve you and provide the support you need to shine.

I also want to extend my gratitude to the local municipalities that have supported us. Your collaboration and backing have been vital in helping us reach more people in need of the Y's services.

This year, we were privileged to have 239 volunteers dedicate 20,365 hours of their time. Your selflessness and dedication exemplify the spirit of community service, and we are profoundly thankful for your contributions.

Looking ahead, we remain steadfast in our commitment to our current Strategic Plan, 'Forward, Together.' This plan will continue to guide us as we strive to meet the evolving needs of the communities we serve.

Community partnerships will remain key to our success. We understand that we cannot do everything alone, and by working together, we can achieve so much more. We look forward to strengthening these relationships and building new ones as we move forward, together.

Thank you once again for your unwavering support and dedication. Together, we are creating a brighter future for all.

Sincerely,
Todd Young



Board Chair, YMCA of Simcoe/Muskoka



Our Impact This Year



Over **63,500**
participants*



Serving over **80** locations across
Simcoe County, the District
Municipality of Muskoka, and the
District of Parry Sound.



1,222 people received financial
assistance totalling \$290,398.36.

Made possible by:



Over **1,500**
donors



\$3.7 Million
in funds raised



239
volunteers



20,365
volunteer hours



1,114
employees



1,822
Day & Overnight
Camp



3,572
Outdoor Education



4,811
Child Care



2,564
Employment
Services



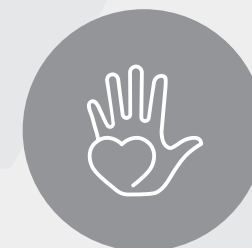
202
Learning
Services



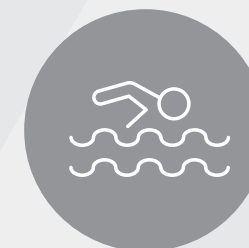
17,730
Health, Fitness
& Aquatics



18,443
Immigrant
Services



6,289
Youth
Services



8,529
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.

Community Highlights



Social Innovation Collaboration

In collaboration with the Georgian College Social Innovation team, our YMCA's Innovation team explored how local organizations can innovate together to foster a greater sense of belonging within the community, hosting numerous sessions and workshops.



Employment & Literacy Services

In partnership with Midland Employment Services, we introduced English as a Second Language (ESL) classes at the Midland Health, Fitness, and Aquatics centre, helping to fill a gap in the Midland community for newcomer supports.



Outdoor Education

A total of 3,572 participants took part in our 318 Outdoor Education sessions, which featured two new additions, including "Escape in the Landscape," designed to provide hands-on outdoor education experiences for children and youth.



Immigrant and Youth Services

This past year, we introduced psycho-educational mental wellness programming for children, youth, and adults.



Day Camps

In Summer 2024, we secured two additional day camp locations, bringing our total number of locations to 10. We expanded our programs with a new outdoor day camp at Scanlon Creek Provincial Park in Bradford, as well as a Counsellor in Training session at Lakehead University in Orillia.



Overnight Camp

We successfully completed fundraising efforts supported by the Dr. Bill Bryant Memorial Fund, which enabled several key improvements at Camp Kitchikewana. These included accessibility upgrades to a washroom, renovations to refresh patient rooms, electrical system enhancements, and the purchase of new medical equipment.

Community Highlights



Community Connections

In collaboration with Barrie Police and the Barrie Public Library, we hosted three new Creating Connections sessions for newcomers, engaging 75 participants. This initiative was supported by YMCA Immigrant Services.



Licensed Home Child Care

This year, our YMCA expanded its reach to more children and families by doubling the number of Licensed Home Child Care providers from 5 to 10 homes. This initiative also empowers individuals in our community to successfully operate their own home-based child care businesses.



Barrie Y Beyond Walls

In October 2023, we launched the Barrie Y Beyond Walls pilot program, creating opportunities for seniors, youth, and children to connect with YMCA programs within the community.



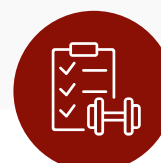
Youth Rooms

We've broadened our Youth program offerings at our Health, Fitness, and Aquatics centres with the introduction of Youth Rooms in Gravenhurst and Innisfil in partnership with local municipalities, helping more young people thrive in our communities.



Silver Club

We expanded our Silver Club - a social connection program for seniors - to the Barrie community, hosted at the Barrie Library's downtown branch.



New Health & Fitness Programs and Accreditations

We expanded our Health and Fitness program offerings, including broadening our Child & Youth registered programs, such as Art Spark, Basketball, Soccer, and Youth Leaders, giving more children the opportunity to grow and thrive. We also partnered with the University of Ottawa Heart Institute to receive Heart Wise accreditation for our On the Move, Aquafit, Aquatherapy, Gentlefit, and Gentle Yoga fitness programs across our centres. These programs are developed for people looking to stay healthy or who may be living with a chronic heart condition.

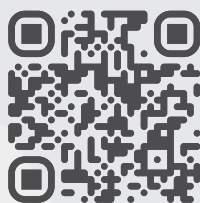
Sharing Moments that Matter

Sparkling Connection for Seniors

Diane shares her story, volunteering at the YMCA in Midland to teach fitness classes for seniors, supporting them to thrive both physically and mentally through the community experienced at the Y.

"I want to be able to share what I know, and how I can help people, and it's sort of a second nature to give of myself – it's just what I want to do."

Scan the QR code or follow the link below to hear Diane's story.
YMCASM.ca/AR24-1

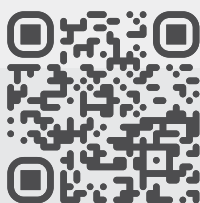


Diane, Midland YMCA Volunteer

Shaping Bright Futures

The Bradbury family shares their child care story, and the impact YMCA educators have on the lives of their children, Lilly and Hudson, enabling them to thrive socially, academically, and with their peers, both in the classroom and at home. "It's comforting for us as parents to know that the people here and the team here is an extension of our family."

Scan the QR code or follow the link below to hear the Bradbury family's story.
YMCASM.ca/AR24-3

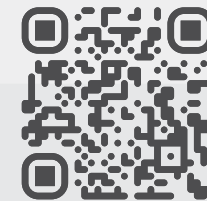


Laura, YMCA Child Care parent

Shining a Light on Newcomer Supports

Yana, Settlement Counsellor for the YMCA of Simcoe/Muskoka, and Sandra, Community Services Manager for the County of Simcoe, share the story of our community partnership to support 61 individuals who arrived in Simcoe County under the Canada-Ukraine Authorization for Emergency Travel (CUAET) program find permanent housing. "Working collectively as a community, we can fill gaps, come up with creative solutions, that might not be able to arise if we worked in silos – we can accomplish much through community-based planning... developing creative solutions that fits our community."

Scan the QR code or follow the link below to hear the impactful story.
YMCASM.ca/AR24-2

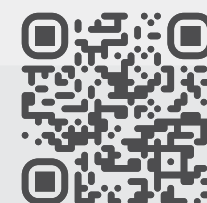


Sandra, Community Services Manager, County of Simcoe

Igniting the Passion to Give Back

Melissa shares her story coming to the YMCA postpartum with her daughter Remi, and finding a community and support network for their young family. To show their appreciation, Melissa and Remi challenged themselves to raise funds for the Y's Move to Give fundraising event, and raised over \$17,000 to support access to YMCA programs! "The Y provided us a really safe space, and amazing community... and the idea of giving back, for us, through a fundraiser... it's the least that we could do after everything that the Y had done for us."

Scan the QR code or follow the link below to hear Melissa and Remi's story.
YMCASM.ca/AR24-4



Melissa & Remi, Wasaga Beach YMCA Members

The Impact of Generosity

Thanks to the generosity of our donors and supporters, the YMCA of Simcoe/Muskoka - a community-building charity - **raised over \$3.7 million** in 2023-2024 through impactful fundraising efforts and strategic campaigns. These funds go directly towards our programs and services in the communities we serve, creating opportunities for everyone to ignite their potential.

Below are some highlights of our impact through key events, grants, and more.

Events

Bringing our community together for a powerful cause.

Spotlight Gala

In November 2023, the 'Blueprints of our Future' fundraising gala raised \$75,000 to advance the development of the new Barrie YMCA location. The evening included the signing of a lease agreement with the City of Barrie for the 535 Bayview Drive location, marking the next phase in making this exciting project a reality.

Move to Give

Celebrating its 10th anniversary, this signature event raised over \$130,000, showcasing the strong community spirit and support for our YMCA. Over 750 participants from Simcoe County, the District Municipality of Muskoka, and the District of Parry Sound, joined together to take part in peer-to-peer fundraising, child care fundraising activities, themed events and activities at the Y's health and fitness centres, community barbeques, bus pull events, and more. The YMCA also collected food donations from the community as part of 'Food to Give', a new initiative to give back to local food banks.

Muskoka Novel Marathon

The 23rd annual Muskoka Novel Marathon event, held in Port Sydney, raised \$4,500 for literacy programs in Huntsville and the District Municipality of Muskoka region.

Together, these events contributed nearly \$210,000, reinforcing our mission and strengthening community bonds.



Grants

Fueling our mission with grants.

- Since July 2023, the YMCA of Simcoe/Muskoka submitted 32 grant proposals, requesting a total of \$1,277,249.
- We secured \$189,200 in grants, demonstrating growth opportunities and a promising future for our initiatives.

Endowments

Strengthening the Y for future generations.

- The Camp Kitchikewana 100th Anniversary Endowment Fund raised over \$20,000 to support our beloved Camp and enhance the camper experience. Interest generated by the fund is disbursed on an annual basis, and used to improve and replace program equipment and camp facilities.
- This year, the Luker Endowment fund was established in memory of Melva Murphy Luker to support camper needs annually.

This past year has been incredible for the YMCA of Simcoe/Muskoka, thanks to the unwavering support of our donors, staff, volunteers, and community members. With over 2,400 campaign gifts totaling \$3.7 million, major contributions, and substantial in-kind donations, we are making significant strides in our mission.

Our efforts are not just about raising funds but about building a united community that values education, promotes healthy lifestyles, and ensures a brighter future for all.

Thank you for being part of this impactful journey. Together, we are making a difference, one step at a time.



How You Can Make a Difference

As a charity, the Y provides a wide breadth of programs and services to our community, many at no cost to 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

Sponsor a program or event to show your support for your community.



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

Donate your time and help change someone's life.



Become a Y Staff Member

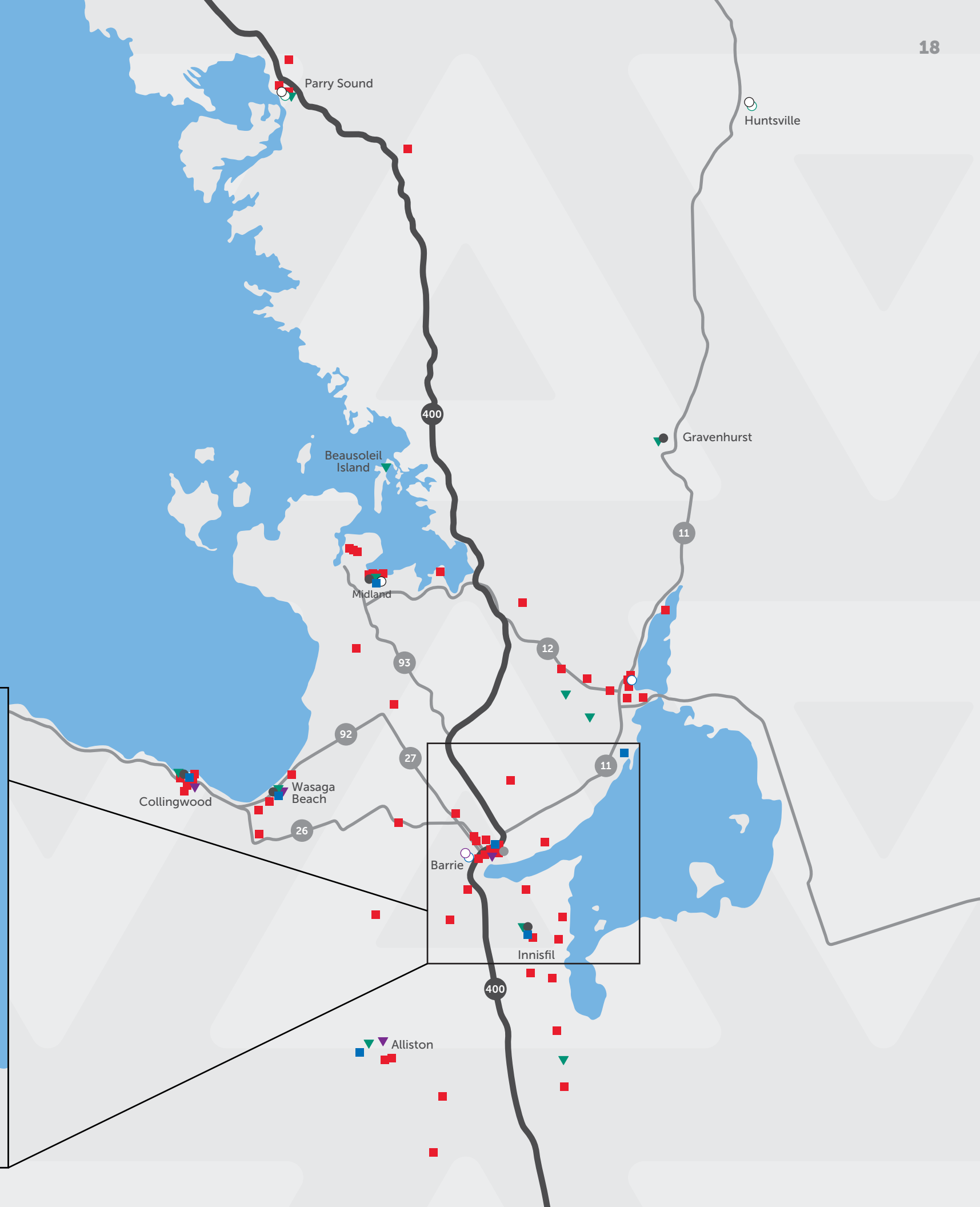
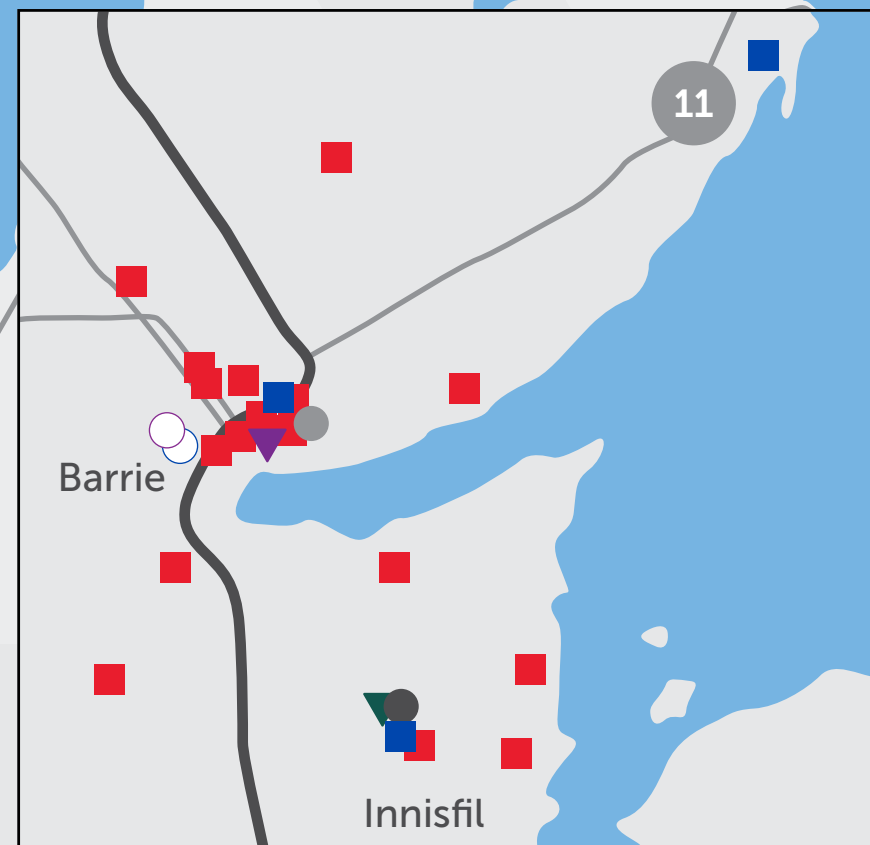
Join our team and help deliver vital programs and services to our communities.



Scan here or follow the link below to learn more.
YMCAofSimcoeMuskoka.ca

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



Meet Our Leadership Team & Board of Directors

Senior Leadership

Jill Tettmann, President & Chief Executive Officer
Fiona Cascagnette, Vice President of Children & Youth Development
Lianne Gorbell, Manager of Executive & Association Services
Laura Kelly, Vice President of Philanthropy
Pamela Marck, Vice President of Strategy & Innovation
Karen Pulla, Vice President of Health, Wellness & Community Impact
Sandra Shan, Vice President of People & Culture
Vimal Vyas, Chief Financial Officer

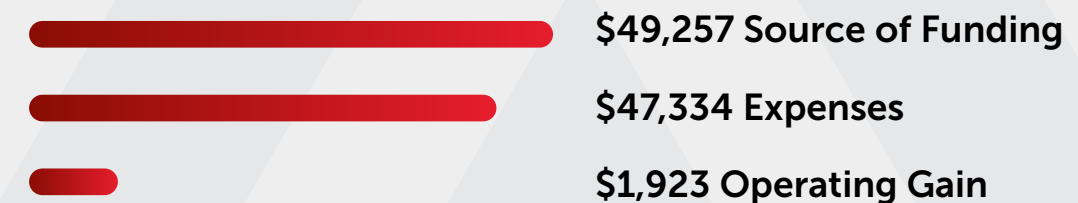


Board of Directors

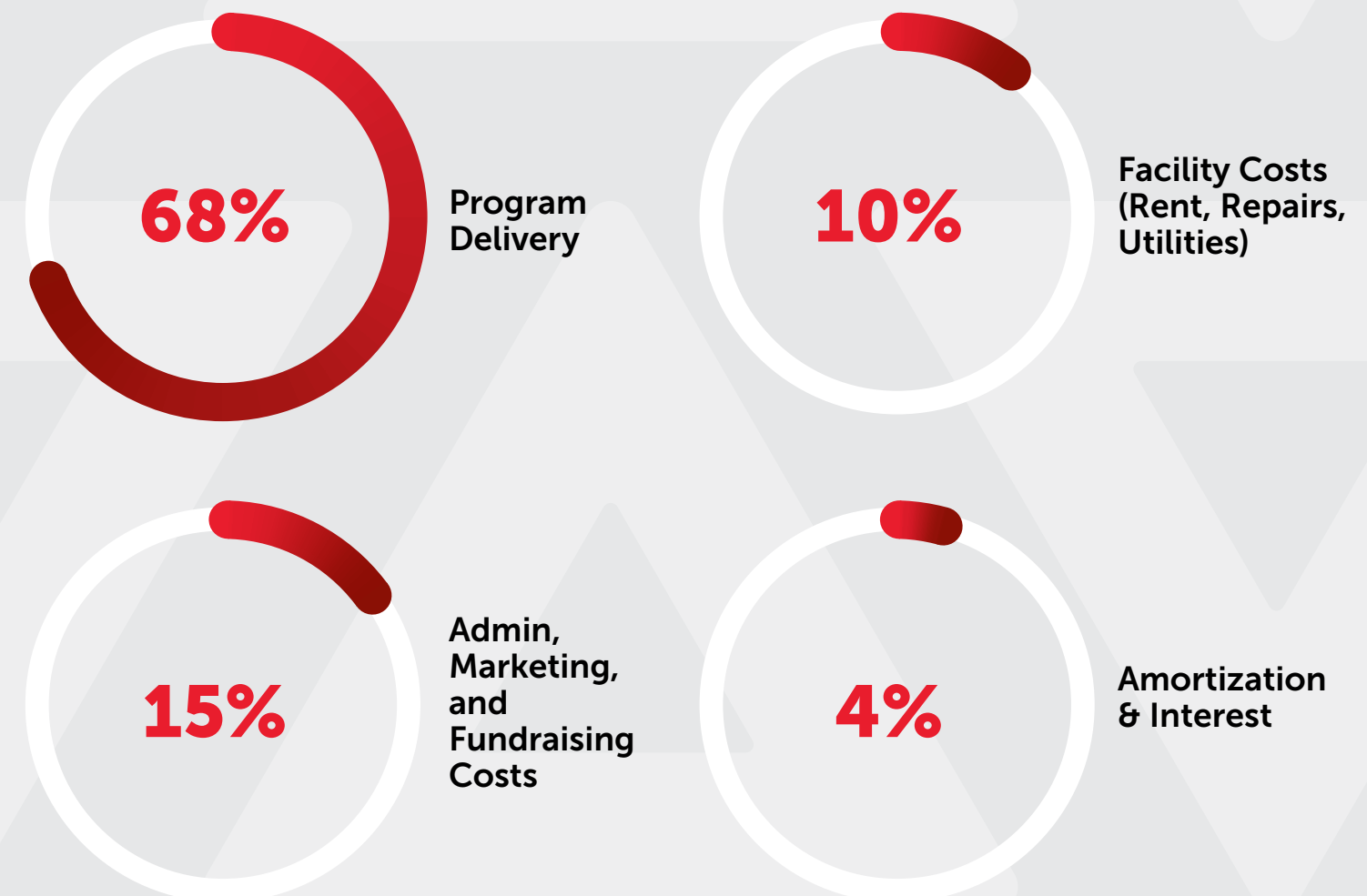
Todd Young (Chair)	Sarah Hunter
Rob Reid (Vice Chair)	Pam Kinzie
Lynn Strachan (Past Chair)	Rob Mauro
Mary Anne Alexander	Emily Parker
Barb Baguley	Chris Tyrrell
Debora Bloom Hall	Andrew Stevenson
Laura Brewer	Ravella Wiles

Financials

Fiscal Year 2024 (in thousands)



Expenses as a % of Revenue



To view our complete financial statements, go to YMCAofSimcoeMuskoka.ca/annual-report

Thank You to Our Supporters

We at the YMCA of Simcoe/Muskoka are grateful for your support and trust. Your dedication helps us achieve our mission of creating vibrant and connected communities where everyone belongs. Together, we continue to build a community where everyone feels valued, supported, and empowered to shine. Thank you for being an essential part of our YMCA family and for helping us make a lasting impact. Your generosity and commitment inspire us every day.



**Website**

YMCAofSimcoeMuskoka.ca

**Facebook**

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**Instagram**

[@YMCASM](https://www.instagram.com/YMCASM)

**LinkedIn**

[linkedin.com/company/ymcasm](https://www.linkedin.com/company/ymcasm)

**YouTube**

[youtube.com/@YMCASM](https://www.youtube.com/@YMCASM)

Charitable Registration Number
119215119RR0001