



# **YMCA Municipal Collaboration**

**South Huron Council  
February 21, 2018**

# The YMCA – Overview

Our YMCA is a charity dedicated to the enrichment of community through the growth and development of people in spirit, mind and body.

- Experienced provider of fitness and recreation
- Numerous operational collaborations with municipalities, government and community groups
- Recognized and valued brand
- National Quality Assurance, Child Protection, & Member Engagement programs



# The YMCA – A Valued Municipal Operator

## **Goderich-Huron YMCA (Goderich)**

**2672 Members**

Health, fitness and aquatics, community recreation, 2 arenas, beachfront, and community sports fields

## **Central Huron YMCA (Clinton)**

**354 Members**

Wellness Centre and Youth Energy Zone

## **Lambton Shores YMCA (Forest)**

**412 Members**

Wellness Centre, pre-school and youth programs and YMCA Day Camp

## **North Middlesex YMCA (Parkhill)**

**490 Members**

Wellness Centre, pre-school and youth programs, YMCA Day Camp, and off-site wellness programs in Ailsa Craig

## **Petrolia YMCA**

**launching April 2018**

Health, fitness, and aquatics within an established community centre



# YMCA Strong Kids

Participation at the YMCA is open to all. In an environment free of discrimination, our Assistance Program helps individuals and families who have the greatest need in our communities. Financial aid is available to those who are unable, not unwilling, to pay full regular fees.



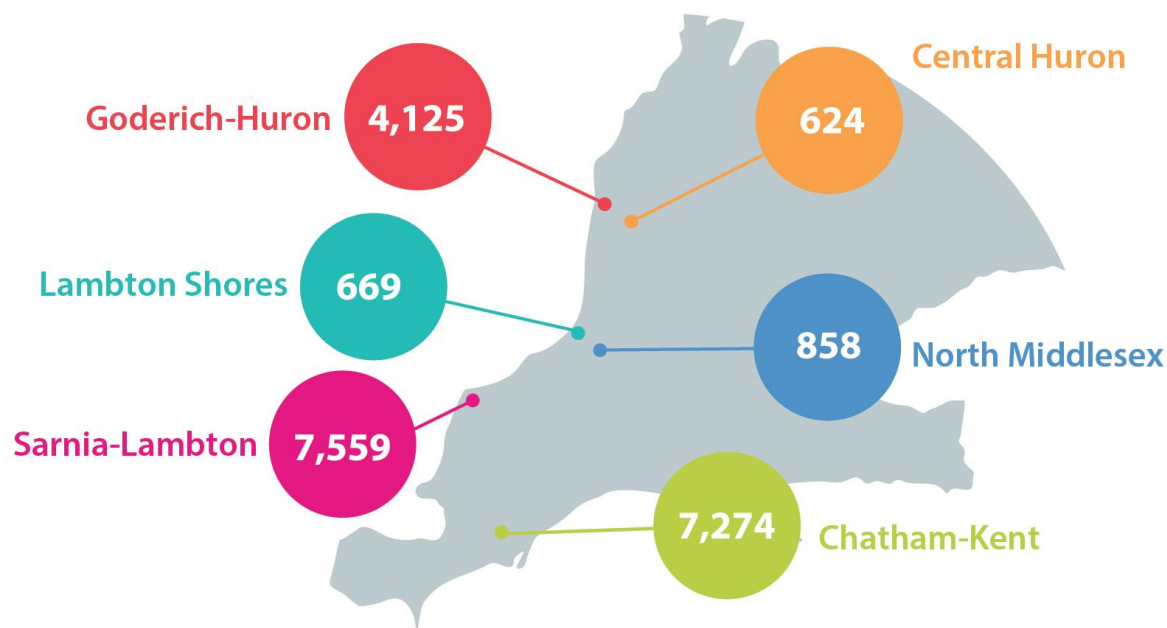
# The YMCA – Geographic Reach

YMCAs across  
Southwestern Ontario



# Participants by Community in 2016

## YMCA PARTICIPANTS BY REGIONAL COMMUNITY IN 2016



PERSONS INVOLVED IN  
YMCA PROGRAMMING  
DURING 2016:

**21,109**

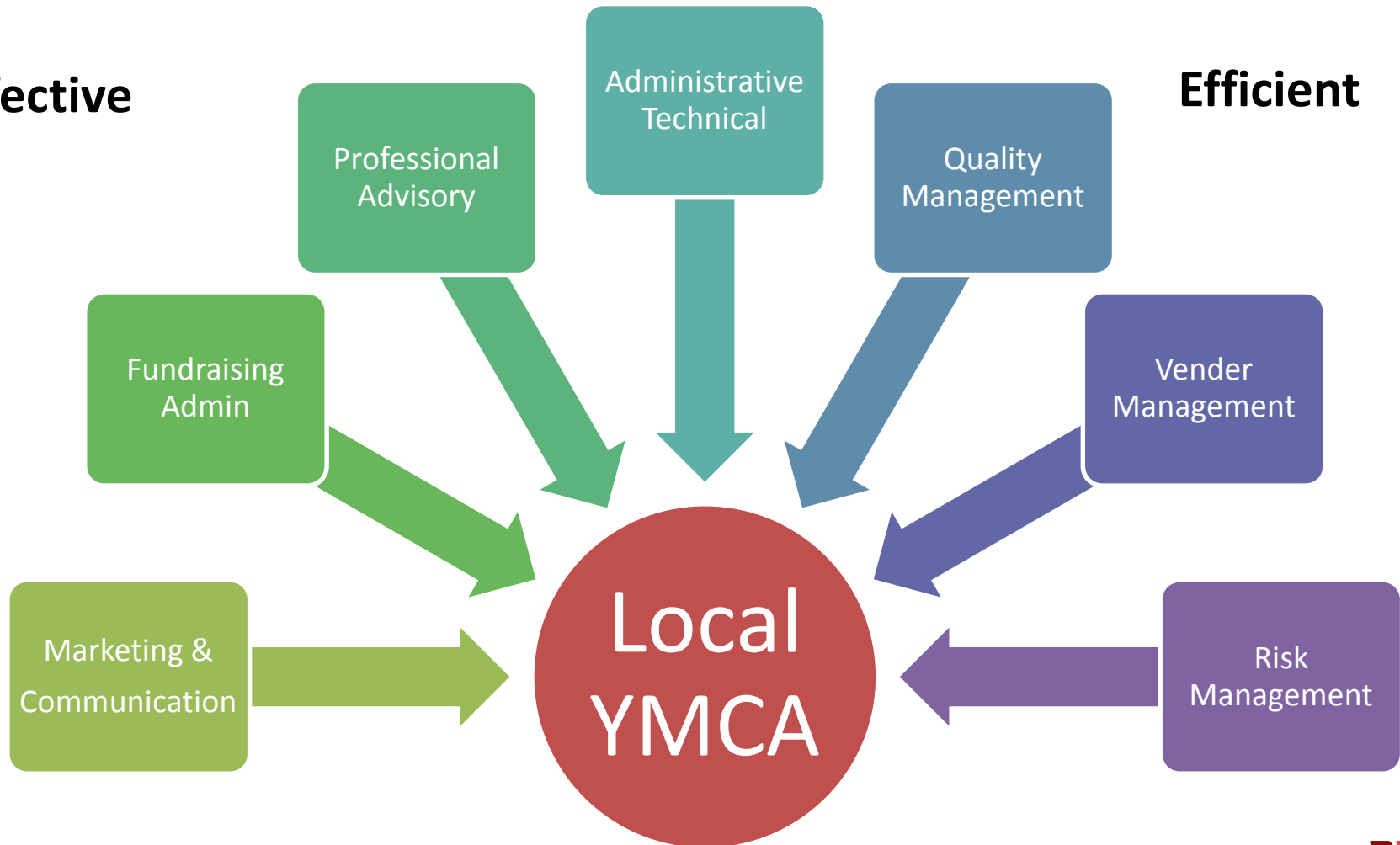




# Investment in Community – YMCA Shared Services

**Effective**

**Efficient**



# YMCA Strategic Focus on Collaboration

*Together we can*

**build stronger, healthier communities**

**These key strategic initiatives** address three major social issues, describing the kind of community impact we want to make and the YMCAs we intend to become.

Strengthen the YMCAs impact on families and communities

- Responsiveness to evolving community need.
- Bring YMCA health and fitness opportunities to residents of rural communities.

Improve the levels of personal health

- Addresses issues of health relevant to rural communities.
- Develop new Municipal recreation collaborations in rural communities.

Advance the health and well-being of children and youth

- Bring down barriers to youth participation in community leadership, fitness, and health activities.





# YMCA Principles of Collaboration

## **Municipal Support**

Agreement references a relationship between the Municipality and the YMCA

## **Fundraising Campaign**

Community fundraising achieves the pledges of support to sustain the project

## **Committed Volunteers**

Project is volunteer led and guided by community volunteers

## **Financial Readiness**

Municipal support is committed to managing annual operational plan and investments

## **Community Impact**

A market feasibility study exists for business planning purposes



# Community Development Services

## Support of Community Hub and Recreation Project Steering Committee

Analysis of  
Existing  
Data/Reports

Identification  
of Knowledge  
Gaps

Development  
of Preliminary  
Pro-Forma

Consultant  
Terms of  
Reference



# Community Needs Assessment/Market Study

Three distinct elements:

- Resident Survey – selected consultant
- Consultations/Focus Groups - YMCA
- Demographic Analysis – YMCA & Consultant



# Fund-Raising Feasibility Study

The engagement of a professional fund-raising consultant to:

- Test perception of project/model
- Confirm a Campaign Goal
- Identify sources of major gifts
- Identify volunteer leaders/champions
- Identify Campaign risks



# Pre-Architectural Development Plan

- Analysis of renovation and/or co-location opportunities within the Township's existing building and land portfolio
- Facility Space Program – defining the size and type of spaces required
- Space Adjacency Plan – identifying the key inter-relationship of specific spaces and amenities
- Key Design and Equipment Specifications to support identified program and service demands
- A pre-construction Capital Estimate



# Benefits of the YMCA

- Recognized Brand
- Accessible to All
- Well Resourced
- Experienced Partner
- Existing community provider
- Links to Extended Services
- Community Involvement





# Request of Council

The YMCA respectfully requests Council's acceptance of the proposal for *YMCA Community Development Services* in order to address the health, fitness, and recreation needs of the residents of South Huron and ensure a sustainable facility design and operating model.

To that end the YMCA proposes Council authorize the Municipality to enter into contract with the YMCA for delivery of the Community Development Services described within the submitted proposal.



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

Thank You!

Questions?

