

Newsletter



YMCA-YWCA of
Northeast Avalon
UPDATE - New St. John's Family Y

Building Site Confirmed

After two years of combined effort and goodwill between the Y, the Pippy Park Commission, and the City of St. John's, we are pleased to report the Y will own 4.5 acres at the corner of Ridge Road and Higgins Line for the new St. John's Family Y.

This is a significant milestone in our project, and one of which our staff, members, participants, volunteers, partners, donors, and friends should be proud. It is, however, one of many milestones to reach before we make our dream a reality,

The volunteers of our Y Strong Families Campaign Cabinet and fundraising, communications, and building committees have been working very hard on a variety of important projects.

Our inner family campaign has been a great success with 100% participation by the Board of Directors and committee members and all staff and volunteers asked to date. We are approaching our goal of \$200,000.00 and have also received two major gifts of \$100,000.00 each. The City of St. John's has confirmed a gift of \$1.5 million, and we are hopeful the provincial and federal governments will soon make funding announcements.

The campaign case book and video are being well received, and special events are being planned for later in the campaign.

The architect selection process is underway and, as soon as the project architect is selected, there will be consultation with members towards facility design.

Much of the work we have been doing has been going on privately behind the scenes in one on one or in small groups to start to generate excitement and support. Starting in winter 2008, the time is right to start to communicate more widely and also to continue consultations.

We want to thank everyone who has contributed so much to our project so far and we look forward to continued and growing contributions as we keep working!

Thank you for being a part of the Y.

**Craig Rowe, Board Chair and
Campaign Chair**

Jason Brown, CEO
709-754-2982 ext. 41
jbrown@ynortheastavalon.com



Artist's concept site plan - new St. John's Family Y
Ridge Road and Higgins Line.



Artist's building concept - new St. John's Family Y

Timeline

- Fall 2004**
 - Board of Directors starts to consider options for 34 New Cove Road
- Winter 2005**
 - Board of Directors engages YMCA Canada to start strategic planning process to revitalize the Association
- Spring 2005**
 - Board of Directors seeks ways to continue operations of Association despite serious operational and financial issues
 - Board of Directors engages consultant to evaluate current Y building at 34 New Cove Road, conclusion is building needs extensive re-investment, it is not wheelchair accessible, and the lot is not large enough for expansion of the building
- Fall 2005**
 - Board of Directors hires new Chief Executive Officer
 - Y staff and volunteers meet with City of St. John's staff to start conversation about new facility
 - Y staff and volunteers meet with then MHA and Minister of Health John Ottenheimer for support
 - Y staff and volunteers meet with staff in Premier's office to explore possible support
- Winter 2006**
 - At AGM voting membership elects several new Directors
 - Board of Directors finalizes planning and approves new Strategic Plan 2006/2007-2009/2010 with the strategic directions of program and facility development, communications, and philanthropy, leaders embrace roots of our established charity
 - Membership grows by 1000 over previous year
 - Member surveys show a low level of satisfaction with current building and facility
 - New Y website is launched to better communicate about the Y, new newsletters for all service areas launched to keep members and participants better informed
 - Consultant engaged to identify potential building sites for a new Y, Board of Directors selects corner of Ridge Road and Higgins Line in Pippy Park as the best potential site
- Spring 2006**
 - Presentation to Pippy Park Commission to request approval to use the selected site
 - Y staff and volunteers meet with Premier's parliamentary secretary for support
 - Initial meeting with St. John's city council
- Summer & Fall 2006**
 - Pre-campaign work begins with communications and fundraising consultations
- Fall 2006**
 - New licensed child care program starts at 34 New Cove Road for 16 children
 - Pre-campaign cabinet established to set campaign policy, recruit volunteers, and set committee structure
 - At AGM voting membership elects new Directors, Board of Directors elects new Chair and Vice Chair
- Winter 2007**
 - Agreement signed with City of Mount Pearl to establish Mount Pearl Y branch in former Kenmount Park Community Centre
 - Board of Directors approves pre-campaign cabinet report including a new \$10.5 million priority project to build a new St. John's Family Y with aquatics centre, gymnasium, exercise space, 120 space child care centre, employment and enterprise centre, and corporate offices - the new building will incorporate under one roof a number of programs currently in rental space
 - Campaign Cabinet established as well as fundraising committee, building committee, and communications committee
 - Pippy Park Commission approves Y's use of building site
 - Professional telephone survey shows a very high level of support and perception of need for a new Y building
 - Y submits business plan and application for \$3 million in federal and provincial funding for new facility
 - First donor to new Y gives \$100,000.00
 - Y employment and enterprise services consolidate from 3 locations to 1 new east end location and west end location
 - St. John's Y Advisory Committee established to ensure volunteer advice is included in program delivery and staff decision making, additional advisory committees are in development
- Spring 2007**
 - Y corporate office moves out of 34 New Cove Road to W100-120 Torbay Road to create more space for generation of revenue and involvement of more people
 - St. John's city council approves \$1.5 million funding for new facility and support for Y's federal and provincial funding
 - Member consultation meeting to seek advice on new Y building
- Summer 2007**
 - Y advertises for expressions of interest in parties to purchase 34 New Cove Road
- Fall 2007**
 - Additional licensed child care spaces added at 34 New Cove Road for a total of 45 children
 - Second donor to new Y gives \$100,000.00
 - At AGM voting membership elects new Director and nominating committee, Board of Directors elects additional Vice Chair and new Treasurer

Fall 2007

- At AGM CEO reports first operating surplus in at least 4 years, membership is anticipated to grow by 1200 over 2 years prior for a total peak of 1900 members, total participation in Y is over 14,500
- Communications committee finalizes campaign case book and video, considers best way to engage and communicate with current members and participants
- Fundraising committee nears completion of inner family campaign raising \$200,000.00 and starts major gift campaign
- Building committee starts architect selection process
- St. John's city council approves purchase of 4.5 acres at the corner of Ridge Road and Higgins Line from Pippy Park Commission and transfer title to the Y

Winter 2008

- Project architect/prime consultant will be hired
- Additional member consultation about new building is planned and, now that the timing is appropriate, additional detailed communication with members, participants, volunteers, and staff about the new St. John's Family Y project is also planned

Spring 2008

- Gradually communicate more with members and participants as well as the public about plans and generate excitement

Fall 2008

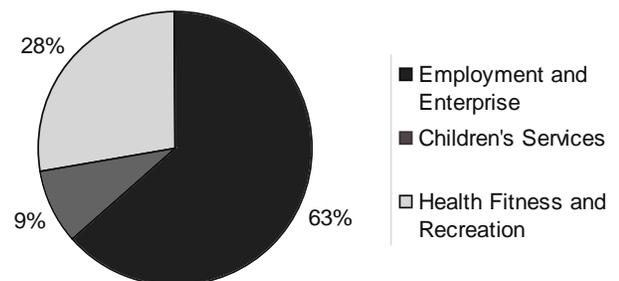
- Should provincial and federal funding be approved in winter 2008 construction could start as early as Fall, 2008
- Additional 15 licensed child care spaces will be added to 34 New Cove Road for a total of 60

Fall 2009

- The earliest we could move into our new building

Did You Know...

- The Y is one of the oldest charities in Newfoundland and Labrador and was one of the first Ys in the world when it was first established in 1854?
- Our current main location at 34 New Cove Road is at least the 5th main location for our Association since 1854?
- As the largest provider of child care in the province, the Y serves more than 600 families?
- The Y invented basketball, volleyball, summer camp, group exercise, swim lessons, and was one of the first providers of child care?
- In 2006/2007 we helped over 1000 people find work or become self employed?
- We have helped start over 70 businesses still in operation on the Northeast Avalon?
- The Board of Directors is elected by voting members to govern the entire Association?
- Programs have grown so much at 34 New Cove Road that the Association's corporate offices have had to move out to make more space for programs?
- The Y operates programs at 30 locations on the Northeast Avalon and our Association involved over 14,000 people last year?
- Our activities at 34 New Cove Road represents about 20% of the activities of our Association?
- The current St. John's Y at 34 New Cove Road, nearly 30 years old, requires re-investment and expansion, but at 2.6 acres our property is too small?
- The current St. John's Y is one of the only Ys in Canada without an aquatics centre?
- Our Board of Directors, staff, and volunteers have already pledged nearly \$200,000.00 to the new Y?
- The new Y will house much of what we have in the current St. John's Y, plus an aquatics centre, employment and enterprise centre, 120 space child care centre?
- Every year the Y financial assistance program helps hundreds of individuals and families become part of the Y?
- In 2006/2007 the Y provided over \$80,000 in financial assistance to help people participate?



Participants in 2006 / 2007



Strong Families Campaign



ST. JOHN'S
NEWFOUNDLAND AND LABRADOR, CANADA

Thank you to the City of St. John's for the generous support of \$1.5 Million to help build the new St. John's Family Y and a special thank you to Pippy Park.

Inner Family - Pledges & Gifts

- | | |
|--------------------------------------|---|
| Anonymous (7) | Dave & Regina Mercer |
| Scott Andrews | Harry North & Paula O'Keefe |
| Jason Brown, Deborah Wearn, & Family | Karen Moore |
| John & Patricia Brown | Carol Lynn Nolan |
| Juanita Brown | Debbie Northover |
| Jessica Browne | Michelle Northover |
| Karen Browne | Valerie Northover |
| Anne Budgett | Jennifer Oates |
| Crystal Burton | Jeanette & Lloyd Osmond |
| Janis Byrne | Valerie & Dave Parmenter |
| Gerry Carew, Kellie Rodgers & Family | Krista Payne |
| Su Cleyle & Donald Duffie | Jennifer Lynn Payne |
| Laurie Clouston & Family | Heather Peters & Sean Macneill |
| Adrian Collins | Marty Reynolds |
| Jaime Collins & Family | Susan Smith |
| Sue & Andy Crichton | Sharon & Grant Sparkes |
| Jody Evoy | Jennifer Stagg |
| Chris Flynn | Olga A.V. Sullivan |
| Scott, Judy & Jack Giannou | Kimberley Summers |
| Paul Goulart & Genevieve Bulgin | Sherry Thompson |
| Tracey Harris | Don & Lisa Warren |
| Max & Yvonne Hart | Jessica Webb |
| Sharon Horan | Jason Whiteway, Rindala Maroun, & Mackenzy Whiteway |
| Brian & Marie Hurley | Cathy Williams |
| Shaun Jackman | Jean Wilson |
| Livyer Enterprises Inc. | Gifts in Memory of Joan Northover |



On December 4, 2007, at the Y Annual General Meeting Craig Rowe, Board Chair, and Jason Brown, CEO, presented Jean and Angus Bruneau a gift in recognition of their generous donation of \$100,000 to help build the new St. John's Family Y.



On February 27, 2007, Jason Brown, CEO, and Craig Rowe, Board Chair, accepted the generous gift of \$100,000 from Elinor Gill Ratcliffe to the campaign to build the new St. John's Family Y.

Thank you to all our current donors and to those we have spoken with and are considering their pledge!



health fitness & recreation - employment & enterprise services - children's services - voluntarism and philanthropy

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Charitable Registration #108225533RR0001

YMCA-YWCA Core Values

**Caring - Honesty - Responsibility
Respect - Health - Inclusiveness**

YMCA-YWCA OF NORTHEAST AVALON Board of Directors 2007-2008

- | | |
|-----------------|-------------|
| Gerry Carew | Past Chair |
| Su Cleyle | Vice Chair |
| Laurie Clouston | Director |
| Greg Dickie | Director |
| Scott Giannou | Director |
| Paul Goulart | Vice Chair |
| Sharon Horan | Director |
| Dave Mercer | Director |
| Heather Peters | Director |
| Craig Rowe | Board Chair |
| Sharon Sparkes | Treasurer |
| Lisa Warren | Director |
| Jason Whiteway | Director |
| Jason Brown | CEO |