

2024

YMCA of Northern Alberta

ANNUAL REPORT



Nick Parkinson

President & CEO
YMCA of Northern Alberta



Jeremy Herbert

Chair, Board of Directors
YMCA of Northern Alberta

A message from the President & CEO and Board Chair

Shining brightest together

When people belong to a community, they shine their brightest.

We know that people across Canada are experiencing a “loneliness epidemic.” A 2024 Angus Reid survey revealed that increasing levels of loneliness and feelings of disconnectedness negatively impact the health and lives of 60% of Canadians. That same survey surfaced the fact that “third spaces” — a place outside of work, home or school where people can gather with their community — contribute to increased feelings of connection and belonging, boosting well-being and improving quality of life.

YMCA of Northern Alberta has stepped up to provide these third spaces for our communities through our 36 community outreach programs, 59 child care locations, and 7 health & wellness and community centres. When anyone, regardless of background, financial security, age or identity, enters a YMCA space or participates in a YMCA program, they will find a welcoming, hopeful community where they can connect and belong. We have amplified our voice in our communities to remind Albertans that every person holds immense potential and is accepted at the YMCA.

As an association, we continue to grow to meet people’s needs despite the tremendous challenges our communities are facing. When economic pressures, a competitive funding landscape or changes in government policy create uncertainty, our Y steps up to provide solutions to help our communities shine.

None of this would be possible without the passion, resilience and care of our incredible staff, volunteers, donors and supporters. Their work each day forges a brighter future, and we are sincerely grateful to each one of them for their incredible contributions.

This report will tell the story of how our YMCA offered the life-changing remedy to isolation for thousands of people in central and northern Alberta in 2024. We hope you’ll be inspired by our resiliency, courage and optimism as we share how we’re helping people shine bright, together.



Our Vision

Thriving communities where everyone belongs and can shine.



Our Mission

A charity that ignites people's potential.



We Value

Inclusion, respect, honesty, caring and responsibility.



Community

Helping everyone in our community shine is a cornerstone of our YMCA's work. Thanks to the generosity of our partners and donors, we offer free, life-changing community programs in the Edmonton, Wood Buffalo, Grande Prairie and Red Deer regions to those who need them the most.

In 2024, we offered 39 programs in the areas of youth support and restorative justice, parenting and caregiver support, newcomer settlement services, employment training and support, nutrition education, housing support and mental health. We also operated three thriving community centres in Edmonton, Red Deer and Wood Buffalo, where people accessed programs, found recreation opportunities and felt a sense of belonging within their community.

These programs and facilities are igniting potential in children, youth, families and adults every day.



2,264 people
helped by **7 programs**
for newcomers



2,075 children
& youth
supported through
10 programs



A Challenge

Building a resilient next generation of future-ready youth, among an increased sense of isolation felt by young people in our communities. (*Angus Reid 2024 Survey on Social Isolation in Canada*)



Our Response

We expanded programs for youth into Grande Prairie, Red Deer and Fort Chipewyan, increased our youth justice programs in Edmonton and offered 10 programs to build resilience and support bright futures for youth in our communities.



Impact Snapshot

86% of youth participants say they feel good about their future after being a part of a YMCA program, and 91% say they can now identify places where they feel safe.

Child Care

As one of the largest providers of licensed child care in Alberta, in 2024, we operated 59 child care programs with a curriculum focused on igniting their full creative, intellectual, emotional, social and physical potential. Our YMCA also operated five childminding programs in City of Edmonton recreation centres, expanding the number of children served at those sites from 800 to more than 2000 each month.

To support a strong workforce, we launched the Child Care Career Accelerator program with partners at MacEwan University and the Government of Alberta to offer barrier-free education that allows Early Childhood Educators to upgrade their certification from Level 1 to Level 2.

Knowing that the care and development of our youngest citizens is of utmost importance to the future of our communities, we are honoured to be an active advocate for universally affordable, accessible and high quality child care. In 2024, we were proud to once again bring solutions to all levels of government on a funding model that works for operators and helps families in our communities shine.



4,360

children nurtured in
YMCA Child Care



2000

children/month
cared for in City of Edmonton
childminding programs



A Challenge

Instability in a changing child care sector, including the need to strengthen the workforce, maintain exceptional quality and support equitable access to affordable, inclusive care.




Our Response

We provided barrier-free education to Early Childhood Educators to upgrade their certification, scored among the highest in YMCAs in Canada for our high-quality delivery of our curricula and worked in collaboration with all levels of government on solutions for affordable, inclusive child care.



Impact Snapshot

93% of families trust that our Educators are knowledgeable and have the expertise to support their children's development, and 96% of families felt that their family's values, culture and beliefs were accepted and welcomed in YMCA Child Care.



Health, Fitness & Aquatics

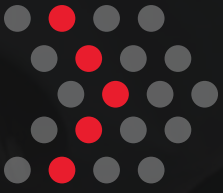
At our four health, fitness and aquatics centres in Edmonton, the YMCA offers exceptional health and wellness services — but more than that, these facilities are hubs for community connection, where people of all ages and backgrounds come together to be active, find belonging and spark an increased sense of well-being. In 2024, we saw approximately 978,800 accesses at our centres, as 30,318 unique members ignited their wellness potential in a place where everyone belongs. As a charity, we never deny anyone a YMCA experience due to the inability to pay. Thanks to generous donations, we can offer financial assistance to those who need it to participate.



4,851 people
received financial assistance
to participate at a health,
fitness & aquatics centre



3,490 children
& youth
participated in swimming
lessons each week



A Challenge

The need for “third spaces” — a place for community outside of home, work or school amid a disconnect people are feeling from their communities. (*Angus Reid 2024 Survey on Social Isolation in Canada*)



Our Response

Our Y provided \$1.2 million in financial assistance to eliminate barriers for people to access our centres, and offered a wide range of programming to meet the needs and interests of children, youth and adults of all ages.



Impact Snapshot

84% of members report they've made connections at the Y, with 92% saying they feel that they belong.

2024 Impact at a Glance

Operating in 4 regions:
Edmonton, Grande Prairie, Red Deer and Wood Buffalo

4 health, fitness & aquatics centres

3 community centres

39 community programs

59 child care programs



\$1,066,000
given in financial assistance

Everyone deserves
the opportunity to shine

978,000



accesses at health, fitness & aquatics centres

6,583



day camp enrollments

4,360



children in child care

9,867



community program participants

All made possible by



1,345
donors, sponsors and funders



361
volunteers



1,428
employees

Volunteer Leadership

Each year, hundreds of volunteers give their time and talent to make YMCA programs and services great. Without the commitment, ambassadorship and generosity of our volunteers, the YMCA's ability to serve the community would not be possible. Thank you to our volunteers!

The volunteer work of both the YMCA Board of Directors and the Foundation Board is fundamental to our success. They work to ensure our YMCA remains relevant and sustainable, with the goal of building strong kids, healthy families and thriving communities.

YMCA of Northern Alberta Board of Directors

Jeremy Herbert, Chair	Holli Bjerland	Curt Clement*	Fraser Murch
Robert de Guzman, Vice Chair	Raphael Bohlmann	Michael Donlevy	Kejina Robinson
Jason Vandenberg, Vice Chair	Chad Brennand	Ken Glover	Taylor Rolheiser
Robyn Eeson, Past Chair	Adam Budzinski*	Dr. Helena Hawryluk	Sheena Spear
Dale Bendfeld*	Evelyn Chicoine	Wendy Hughes	Morrel Wax

*Term ended in 2024

YMCA of Northern Alberta Foundation Board

Tim Haak, Chair	Brent Buchanan	Alexandria Fisher	Nick Parkinson
Rahim Adatia	Holli Bjerland	Jeremy Herbert	J.J. Tremblay
Joan Baker	Michael Donlevy*	Bob McColl*	
Rajan Bhatti	Robyn Eeson*	Deborah McKinnon	

*Term ended in 2024

YMCA Senior Leadership Team

Nick Parkinson

President & Chief Executive Officer

Jody Kyle

Chief Operating Officer

Lori Shea-Smith*

Chief Financial Officer

Rizwan Kanji

Chief Financial Officer

*Outgoing in 2024

Jesse Grieder

Chief People & Culture Officer

Amber Niemeier

Chief Community Engagement Officer

Kent Bittorf

Vice President, Health, Fitness & Aquatics

Jackie McGowan

Vice President, Community

Ken Muggerridge

Vice President, Asset & Capital Management

Annalise Yuzda

Vice President, Child Care

Summarized Financial Results

Statement of Financial Position as at December 31

Revenues

	2024	2023
Program fees	\$ 17,226,256	\$ 16,585,696
Membership dues	12,077,729	10,437,370
YMCA Opportunity fund	(1,106,828)	(854,627)
	28,197,157	26,168,439
Operating grants - government	29,997,785	28,960,141
Rental and other revenue	2,421,688	2,628,721
Operating grants - other	2,004,605	1,955,057
Contributions	1,790,009	1,350,964
Amortization of deferred capital contributions	1,349,653	1,409,965
Investment income	522,559	520,150
United Way	135,000	215,000
Housing	-	185,199
	66,418,456	63,393,636

Expenses

Operating	63,051,446	61,292,695
Amortization of capital assets	2,542,280	2,776,610
Interest on long-term debt	270,134	248,024
	65,863,860	64,317,329

Excess (deficiency) of revenues over expenses before other item	554,596	(923,693)
Other item		
Gain on disposition of asset	-	249,445
Excess (deficiency) of revenues over expenses	\$ 554,596	\$ (674,248)

Statement of Financial Position as at December 31**Assets**

Current

Cash and cash equivalents	\$ 10,749,059	\$ 9,593,664
Restricted cash and cash equivalents	400,079	400,344
Accounts and grants receivable	2,523,263	3,381,627
Receivables from related parties	204,694	12,769
Inventories	27,713	18,947
Prepays and deposits	591,664	509,064

14,496,472 13,916,415

Capital assets

23,366,391 23,191,980

\$ 37,862,863 \$ 37,108,395

Liabilities

Current

Accounts payable and accrued liabilities	\$ 7,002,021	\$ 5,322,039
Payable to related parties	-	69,577
Deferred revenue	5,188,561	5,461,013
Current portion of long-term debt	2,608,456	1,777,190

14,799,038 13,029,819

Reserve fund payable

400,000 400,000

Long-term debt

1,504,571 2,997,109

Deferred capital contributions

12,711,793 13,188,602

29,415,402 29,215,530
Net Assets

Investment in capital assets

12,147,155 10,541,018

Unrestricted

(3,699,694) (2,648,153)

8,447,461 7,892,865

\$ 37,862,863 \$ 37,108,395

The complete, approved Audited Financial Statements are available on the website — located at ymcanab.ca

Summarized Financial Results *continued*

Annual Revenues

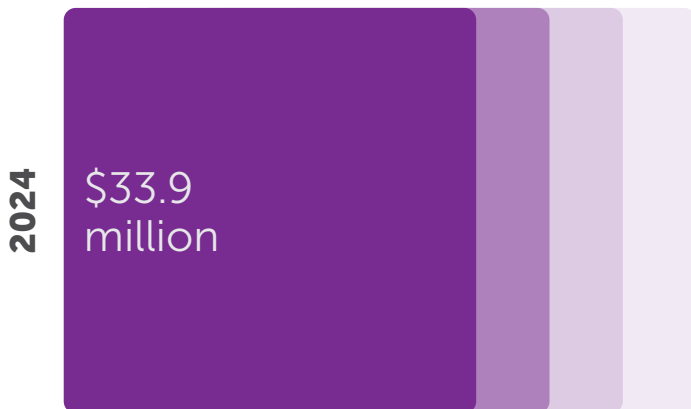
Our 2024 annual revenue exceeded \$66.4 million. This revenue allowed us to offer life-enhancing programs and services in health, fitness and aquatics facilities, child care centres, community centres and community outreach programs in Edmonton, Grande Prairie, Red Deer and Wood Buffalo.



- 42.5% Membership and fees
- 45.2% Operating grants – government
- 2.0% Amortization of deferred capital contributions
- 3.2% Operating grants – other (including United Way)
- 4.4% Rental and other revenue
- 2.7% Contributions

Revenues from Contributions & Grants

Of our 2024 annual revenues, 51.1%, or \$33.9 million, was received in funding from donors, government partners, community foundations and funders.



- \$1.8 million Contributions — to support members and program participants with financial assistance, our international partners, YMCA Supports for Wellness and Skatepark Mentorship in Edmonton and Red Deer.
- \$135 thousand United Way funding — for Youth Transitions Program.
- \$30 million Operating grants – government — for child care, Youth Exchanges Program, Edmonton, Grande Prairie, Red Deer and Wood Buffalo Bridging the Gap, Employment Supports, Edmonton Homeward Bound, National Youth Transitions Program, Resettlement Assistance Program, Settlement Case Management, Northside Community Centre YMCA Youth Centre, Employment Link, YMCA Community Action Network, Youth Diversion, Youth Detour, Boyle Street Plaza Community Centre, Eagle Ridge Community Centre YMCA, Northside Community Centre YMCA, Castle Downs Family YMCA, Red Deer Homeward Bound, Edmonton, Grande Prairie and Wood Buffalo Family Connect, North Central Edmonton Family Resource Network (FRN), Settlement Workers in Schools, Local Immigrant Partnership, Immigrant and Settlement Services, Housing First, Foreign Workers Program, Y Mind Teens and Y Mind Hub, Red Deer Alternative Suspension, Kickstand Integrated Youth Services Hub, Prospering Families up to March 31, 2024, Womens Entrepreneurship Program, Every Kid Can Play, Youth in Facilities (Red Deer).
- \$2.0 million Operating grants – other — for Youth Transitions Program, Youth Entrepreneurship Program, Collective Kitchen, Edmonton and Grande Prairie Alternative Suspension, Youth Diversion and Temporary Foreign Workers – COVID Supports.

Find out how you can get involved at ymcanab.ca

Thank you to our donors and supporters!

"I am deeply grateful to the YMCA donors for their kindness and support. My first experience with the YMCA was when I arrived in Canada in 2004 as a newcomer, volunteering to gain Canadian work experience. When I moved to Alberta, the Castle Downs Family YMCA became a second home for my three children and me. Your donations have had a profound impact on our lives — providing my children with opportunities to make friends and participate in activities I couldn't afford as a single mother, and giving me a sense of community and hope. Thank you for helping our community shine and for making a difference in the lives of families like mine."

Randa Alhijawi
YMCA member



A large, stylized 'Y' logo composed of two overlapping triangles. The left triangle is a dark red color, and the right triangle is a lighter red color. The 'Y' shape is formed by the negative space between the two triangles.

**A charity that ignites
the potential in people.**

Charitable Registration 11930 7122 RR0001
10210 111 Street NW, Edmonton, AB T5K 1K9

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