



Values in Action

Y Donors making a difference



July 2010

An Opportunity for the Whole Community

On January 21, 2010 the YMCA-YWCA of the Central Okanagan officially announced an ambitious capital campaign to expand the Kelowna Family Y. Now, five months later they are almost there. Everyday campaigners, Y volunteers and Y staff have been working hard to make the expansion a reality; ensuring that it will include all of the conceptual elements that will transform the Kelowna Family Y into a centre of community.

The capital campaigners have been encouraged by recent gifts and will continue a final push through the month of June. "It is so important that we follow up with those we have meet with and ensure that everyone has the opportunity to contribute and be a part of this important community project," says Allyson Graf, General Manager, Community & Strategic Initiatives.

Over the last 4 weeks, contributions have been received from a number of local businesses including; Doak Shirreff LLP, Grant Thornton LLP, Meyers Norris Penny LLP and Jacobsen Excellence.

"The positive response from local businesses is a reflection of the great work the YMCA-YWCA does in the community," says Anna

Hunt-Binkley, Campaign Chair. It is this kind of response that has the campaign team working hard in order to ensure the expansion meets the needs of the additional 20,000 people it will serve.

While Anna and her campaign team are hard at work, the design team is working feverishly. The design team consisting of YMCA-YWCA staff, city of Kelowna staff, the architectural team and consultants, meet regularly to make final touches to the plan.

On June 9, 2010, a tender for construction was issued with a closing date of July 13, 2010. "I am confident we have the right design to transform the Kelowna Family Y into a centre of community," says Sharon Peterson, CEO, YMCA-YWCA. "Once the contractor is chosen we will be in a position to move very quickly and begin construction, which is expected to take 10 – 12 months."

In addition to the gymnasium, running track, youth zone and child and family centre, the project also includes energy upgrades, electrical site upgrade, a dehumidification system and replacement of the building's boilers. The completed Kelowna Family Y will be open, welcoming and inter-generational. Opportunity for intentional and spontaneous interaction between children, youth, adults and seniors will exist in design and flourish in programming. With 18,000 sq ft of additional space, there will be plenty of room to respond to the needs and interests of a growing community.

So, what is the total raised to date? You will have to wait for the official ground breaking ceremony to be held on July 28th. Plan to attend this community event and celebrate the efforts of all who have imagined *building a place where everyone belongs*.



Imagine... a middle school-size gymnasium, ready to host drop-in sports after school.



Imagine... people of all ages walking or running throughout every season.



Imagine... more space for wellness programs, including YMCA COACH Approach Counselling and preventative care.

DATES TO REMEMBER

Kelowna Family Y Ground Breaking

July 28, 4pm ground breaking ceremony
& total raised to date announcement.

Spin for Strong Kids

September 11 at H2O Adventure + Fitness Centre,
supporting the YMCA-YWCA Strong Kids Campaign.

TELUS Gives Back

Q & A with Emily Barcket,
Community Affairs at TELUS

Q: What was it about the Y that inspired TELUS to give?

The YMCA-YWCA has a long standing commitment to building healthier, stronger and more connected communities. Regardless of gender, age, background, abilities or financial circumstances, the Y provides an inclusive and welcoming haven that fosters healthy lifestyle choices. At TELUS, we believe that in order to do well in business, we must also do good in the communities where we live, work and serve. There is no greater value than fostering the health of a community and we realize the importance of making positive investments where our customers live. In recognizing the YMCA-YWCA's parallel commitment to community wellness and personal growth, TELUS was inspired to share its passion for giving with the Y Kelowna.



Q: Why does TELUS feel the community needs this project?

At TELUS we recognize the symbiotic relationship with our communities and actively practice our community investment strategy to give where we live. As the needs of our customer's communities grow, it is vital that we adequately respond and properly support these positive changes. The Kelowna community has continued to expand in both size and scope. With increasing diversity and expanding needs, TELUS recognizes the importance of investing in the Y facilities and ensuring the positive and supportive environment of the YMCA continues to best serve the Kelowna community.

Sign up for TELUS TV and they will continue to give \$100 in support of the facility expansion. TELUS has already donated \$250,000 to the Kelowna Family Y Capital Expansion Campaign.

Q: Is there a connection in values and mission between TELUS and the Kelowna Family Y expansion project?

Our brand promise — the future is friendly® — is the reason that we support projects that focus on youth, health and wellbeing in our environment. We are dedicated to good corporate citizenship and invest passionately in our communities with both time and charitable donations. The Kelowna Y Expansion project aligns with TELUS' community investment strategy in its support for developing strong and healthy individuals, families and communities. With a philanthropic focus and global strategy for wellness, the values and mission of the Y expansion project properly align with TELUS' commitment to creating a friendlier future.

Y Story

My name is Christine; I am a single mother of two young children. After being on my own as a single parent, I've felt the pressure of everyday life when it comes to financially raising my kids. I've struggled to make ends meet, to allow my children to have what other children have.

Without the Y-subsidy program, I would not be able to put my kids into swimming lessons, after school care or any fun nights at the Kelowna YMCA. I am especially thankful for the activities or lifestyle they are receiving.

Many people can express their gratefulness in regards to this program, but I would really like to say that it has changed my life. And no words can really explain how thankful I am for the opportunity my kids and I have been given.

*Thank you,
Christine*



Grass Roots Giving

At the end of May, the Kelowna Family Y Capital Campaign had just over \$300,000 to raise to reach the \$5 million project goal. Although campaigners are confident they will reach this milestone, the final stretch can be the biggest challenge.

Understanding the benefits of the expansion project to their community, the Uptown Rutland Business Association (URBA) turned to their membership for support.

In addition to significant contributions by individual businesses, almost 25 members of URBA are collecting donations for the Kelowna Family Y Expansion via coin boxes, raising awareness and encouraging their customers to also support the project.

"Rutland is a great community with depth and history. We understand the importance of a project like the Kelowna Family Y expansion and believe in the benefits and the future possibilities it creates for both the local neighborhood and the business community. Rutland's history really was built by businesses & people joining together to ensure Rutland has the amenities that make it one of the best communities in the city," says Deb Guthrie, URBA Executive Director.



Spin for Strong Kids is the Y's annual one day fundraising event where teams go head to head in a 30 minute Y Fitness challenge on stationary bikes. It's a fun, **good-for-the-heart** team challenge, perfect for some friendly corporate branch competition.

New this year...more teams, prizes and activities for everyone to enjoy including a BBQ, appearances from local celebrities and fun activities.

For more information contact Allison Ramchuk at 250-764-9621, ext306 or aramchuk@ymca-ywca.com.

Spin for Strong Kids

September 11, 2010, 9am-3pm

H2O Adventure + Fitness Centre, 4075 Gordon Drive

Register by July 31st. Space is limited.

2010 Sponsors include: K96.3, FortisBC, Sun FM, Silk FM, The Juice, Power 104
Sponsorship opportunities are still available. Visit ymca-ywca.com/spinforstrongkids.



Lori Heczko (far left) and Interior Savings Credit Union Rutland Branch showed their members that they are investing in their community at the 2009 Spin for Strong Kids event.

Finance Services Manager of Interior Savings' Rutland Branch, Lori Heczko, is a Y member, a donor to the Y Strong Kids Campaign and a team captain in the campaign's annual fundraising event, Spin for Strong Kids.

When Spin for Strong Kids was first introduced to Kelowna four years ago, Lori was quick to jump on board; creating a team from her branch and the driving force behind their fundraising goal.

Since 2007, the Interior Savings Credit Union in Rutland has raised over \$8,600 for the Strong Kids Campaign and have recruited two other branches to participate in the event.

Although the members on her Spin team changes each year, Lori remains committed to the event, and in turn, to helping Kelowna's less fortunate children and families through the Strong Kids Campaign.

over **18%** of BC kids
live in poverty severely limiting
access to a healthy lifestyle

over **26%** of children and youth
(1.6 million) in Canada are
overweight.

21% of Canadian children ages
6 - 12 years are 'latch key'
and wait home alone until their
parents return.

"Everyone hears the statistics on child obesity and it can get overwhelming. These issues affect on average 1 in 4 kids in our community, which is far too great a need to ignore. That is why [Rutland branch employees] participate in Y's Spin for Strong Kids. It has been a great way to give back and an opportunity to introduce healthy living to our team".

The Strong Kids Campaign provides sponsorship to children, youth and families to help them get active in Y programs or access Y services that support the family, like childcare and employment counseling.

"It's all about community. It feels so good to know that a child has a chance to get active and develop a sense of belonging in a Y program all because you got involved and raised some money."

"These issues affect on average 1 in 4 kids in our community, which is far too great a need to ignore."

Y Strong Kids ... More than Ever! Donate now at <http://www.ymcastrongkids.ca> and support a child in our community.

A Culture of Philanthropy

Kelowna Family Y Capital Expansion Gifts received since our last Values in Action newsletter

Founder (\$100,000 +)



TELUS

1 Anonymous

Community Building Gift (\$10,000 +)



Doak Shirreff Lawyers LLP



Grant Thornton LLP

Jacobsen Excellence
Kelowna Auto Mall Leasing Centre
Meyers Norris Penny LLP
Ron & Karen Stewardson

Spirit Gift (\$5,000 +)

B. Billing & D. Grams
James E. Eccott
Tony & Lisa Stewart
Richard & Rosemary Stewart
Warm Hearts Charitable Foundation
3 Anonymous

Investor Gift (\$1,000 +)

Kelli-Ann Armstrong
Gordon & Sarah Black
Russell Bracken
Colliers International Centre Group Commercial Realty
Farris, Vaughan, Wills & Murphy LLP
Frank Halperin & Linda O'Neill
Luke, Janal & Emerson Hardy
Kal Tire
Norm Letnick
Dr. Jan McIntosh
Pat Patterson
Pimiskern Family
R & B Construction
Grant Wiebe-Realtor
Rick Wright of Valley Mitsubishi
2 Anonymous

Partner (\$250 +)

Grant Chamberlain
Ron Cridland
Diana Galic, Cawston Tower, Carter Tower,
Maya Baker, Colin Baker
Goshulak Family
Steven Krywulak
Dr. Hilary Pada
Parklane RV Centre Ltd.
Laurel Robinson & Mike Banner
Rohit
Dr. G.S. Stearns Inc
Jane Stevenson
Valley Mitsubishi
1 Anonymous

Friend (to \$249)

George Arambasich
Janet Billon
Tina Bowman
Tamara Chavez
Jim & Brenda Clarke
Colleen & Neil Corless
Al Earl
David Goldberg
Dr. Louise Graham Ltd.
Dr. Terry J. Grover Inc.
Joanne Guy
Jenifer Hawthorne
Sarah, Colin, Eric & Nancy Hillmer
Coreen & Rod Hobson/Ali & Nick Hemingway
Drs. Colin Hughes & Rychjohn Inc.
Ronald Jorde
Dennis Konduc
E.F. Lawrence
Adriane Long
Violet Maki
Judith Miletto
James & Margaret Mitchell
Stan W. Moore
James Neid
Pierre Paris
Sean Pihl
Pistawka Family
Karin Sajna
Jessica Schindel
Jill Siebert
Rita Silcock
Brett Slutker
Gene & Jen Thompson
Alanna Thomson
Peter & Rae Tomaszewski
Joyce Watson
Wight Family
Fred Wright
Joel Wright
Alison Yesilcimen
Torrie & Lucas Zimmerman
3 Anonymous



**KELOWNA FAMILY
YMCA-YWCA**

CAPITAL EXPANSION CAMPAIGN

For more information and
campaign updates visit yexpansion.com

Thank you to the Packing House Neighbourhood Pub and everyone who attended the first pub night and silent auction held June 26th. The evening resulted in over \$3,000 towards the capital campaign.

YMCA-YWCA of the Central Okanagan

205-2000 Enterprise Way, Kelowna BC, V1Y 9S9 T 250.764.9621 F 250.860.7918

If you prefer an electronic version of Values in Action, please contact Shari at sslattery@ymca-ywca.com