

# External Committee Report

## Cumberland YMCA

### March 2019

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Jeff MacNeil, Manager of Development, spoke about this year's Strong Kids events, Cues for Kids as well as Coldest Night of Year.

Alison Lair, Community Outreach Coordinator presented an update on her program. Since October 31<sup>st</sup> 2018:

- 55 clients to date since October 30<sup>th</sup> (5 months)
- 22 homeless –
- 5 sleeping in cars
- 1 sleeping in a tent
- 1 roaming streets
- 11 recently evicted
- 2 sleeping in unheated buildings
- 1 displaced due to house fire
- 1 displaced due to building being condemned
- 1 recently returned to the area
- 10 couch surfing
- 15 eviction prevention
- 7 provided with other assistance (liaise with landlord, NS Power Low Income Advocate, assistance finding alternative housing)
- Many other calls for assistance

There has been \$4,426 spent in eviction prevention, \$10,351 in housing transition costs (Comfort Inn, taxi, security deposit, rent, basic needs, NS Power, bus tickets). We received a Cumberland Child and Youth Foundation Grant for the Community Kitchen and Garden in the amount of \$1,500, split \$1250 and \$250 respectively. The Community Kitchen Meals have been offered 55 times since January 10<sup>th</sup> 2018. Approximately 1000 individual meals have been served. Numbers at each meal range from 8 to 30. The Let's Walk About It had 70 people attending. Christmas lunch and other themed lunches, Community Garden, Food Surplus program and the Shelter were also discussed.

Strategic Plan and Peer Review: The current plan finishes in 2020, it had been suggested that the Cumberland YMCA and the Moncton YMCA coordinate a review together to combine a Strategic Plan, as there are some shared services and both plans are due at the same time.

Renee Lusby spoke on Child Protection laws, and what the YMCA is required as well as board members to stay in compliance. The Board also participated in Childcare surveys, and YMCA of Canada surveys.

Open Line is a Customer Experience Tool which was launched in February. Once a month a personalized email is sent to all of the members as a check-in, asking if about their service. To date there have been 580 check-ins with 25 compliments, 12 suggestions and 6 problems.

Member numbers are in total 1150, 187 are subsidized members.

**Child Care:**Full Day

ELC 81 (Before School 15, Afterschool 50, Kindergarten 16, Preschool 12)

Offsite

Cumberland North 30, West Highlands 15, Oxford 3

Friday Night Fun participation numbers for Feb 1 and 22, 2019

Ages 5-8 year olds – average of 35 each night

Ages 9-14 year olds – average of 24 each night

New infant room has opened with 4 new infants starting on March 4, 2019

March Break Camps were held from March 18-22, 2019

The Board, as of the last meeting, was awaiting the new funding contract from the Municipality of Cumberland.

**Donations and Fundraising**

Cues for Kids took place on February 8, 2019 with approximately 67 tickets sold, with a net profit of just under \$2,000. Coldest Night of the Year was held on February 23, 2019 and the total raised was \$15,400. Donations are still coming in and are accepted until March 31, 2019. CNOY is a program of Blue Sea Foundation, as a charity partner, The YMCA of Cumberland will receive 70% of all funds raised, which will be more than \$10,780. The 30% that goes to Blue Sea covers costs associated with the event, such as the toques for the participants, national advertising, marketing materials (including printed banners, save-the-date post cards, book marks and posters), event insurance, staff training, administrative supplies, etc. The annual Spin-A-Thon will take place on March 27, 2019. This is also a peer-to-peer fundraising event with a focus on member engagement and participation, however a membership is not required to participate.