

# Niagara Centre YMCA

Igniting Potential Through Partnership





# SECTION 1

YMCA of Niagara's  
Strategic Plan:  
Elevate

**LEAD  
INTENTIONALLY**

**INCREASE  
INVESTMENT**



**AMPLIFY  
VOICES**

**FORGE  
CONNECTIONS**

**OUR STRATEGIC PLAN TO**  
**Elevate**

Individuals and families across  
the Niagara community.



# Deficit Approach



## **HEALTH INEQUITY**

57% of people in Niagara do not meet the required amount of weekly exercise



## **ECONOMIC EXCLUSION**

25% of families in Niagara struggle to afford basic needs



## **SOCIAL DISCONNECTION**

30% of people in Niagara do not feel connected to their community



Shine On

## COMMUNITY WELL-BEING

Across Niagara, individuals face barriers to well-being — from health inequity and social disconnection to economic exclusion. Through our strategic actions — leading intentionally, amplifying voices, forging connections, and increasing investment — the YMCA responds to these challenges. Together, we create empowerment, opportunity, and belonging, helping everyone fulfill their potential.



**EMPOWERMENT**



**BELONGING**



**OPPORTUNITY**

A photograph of a group of people, likely a community or team, with their hands raised in a circle, symbolizing unity and support. The image is partially obscured by a large red graphic element on the left side. The background is a plain, light-colored wall.

# **SECTION 2**

Community Need  
in Welland

# Community Needs in Welland



## Affordability & Access

- Median household income below provincial average
- Rising cost of living impacting access to recreation
- Increased need for financial assistance and low-barrier programs



## Healthy Aging

- 1 in 5 residents are over the age of 65
- Growing demand for programs that support mobility, independence, and social connection



## Health & Active Living

- Over half of Niagara residents do not meet recommended physical activity levels
- Increased risk of chronic disease highlights need for preventative health opportunities



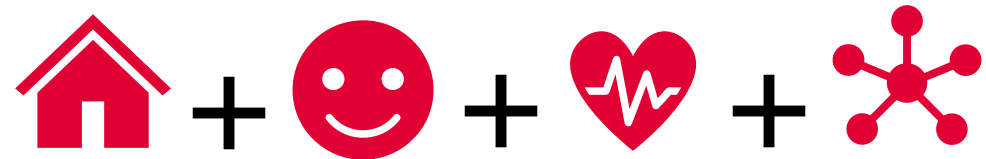
## Community Connection & Inclusion

- Growing and increasingly diverse population
- Ongoing need for inclusive, welcoming spaces for youth, families, newcomers, and older adults



## The YMCA Response

At the Niagara Centre YMCA we provide accessible programs, financial assistance, and welcoming spaces that support health and community connection.



# Welcoming, Liveable, Healthy Community

The YMCA contributions support key social determinants of health - including accessible programs and services, healthy aging and active living, prevention and community health, welcoming and inclusive spaces, helping to improve overall well-being for Welland residents.

## YMCA Contributions

### Accessible Programs & Services

- Health, fitness, and aquatics programs for all ages
- Financial assistance to reduce barriers and increase access
- Flexible options including drop-in and registered programs

### Healthy Aging & Active Living

- Programs designed to support mobility, independence, and overall well-being
- Aquatics, group fitness, and low-impact offerings for older adults
- Opportunities for social connection and engagement

### Prevention & Community Health

- Supporting active lifestyles and overall wellness
- Swim lessons and water safety education
- Programs that promote physical and mental well-being

### Welcoming & Inclusive Spaces

- A safe, welcoming environment for all residents
- Programs and spaces that bring together diverse populations
- A community hub that fosters connection and belonging





# SECTION 3

Niagara Centre  
YMCA Impact  
2024-25 Fiscal Year

24  
25

STATISTICS	NUMBERS	NOTES
Average # of members on roll	3,510	12% increase from 2023-24
Total # of member visits	213,000	# of times a member scanned into use the Centre - 14% increase from previous year.
Total # of family swim visits	20,455	Community participants who attended open swims (does not include members) 9% increase from previous year.
Total # of individuals (unique) served in Swim Lessons	1,535	12% increase in participation from 2024-25
Average # of program hours per week	510 hours of weekly programming	Health, fitness and aquatics programs. 5% increase from previous year.
Average # of fitness classes per week	40 classes per week	14% increase in average classes from 2025-25
Average # of Aqua Fitness classes per week	16 classes per week	14% increase in # of Aqua Fitness classes from previous year.
Average # of Aqua Fitness participants per week	470 participants per week	8% increase in participation from 2024-25.
Financial Assistance Provided to Community	\$173,886	1 in 5 members and community participants receive financial assistance to attend the YMCA. 17% increase from previous year.

# SPAR ( Sport, Physical Activity, and Recreation ) Impact Calculator

Estimates the social and economic value generated by YMCA programs by measuring their impact on community health, social connection, and long-term well-being.

Annual Health Impacts	Economic Impacts
Non-Communicable Diseases (Economic Burden Averted): <b>CA\$11,807,668</b>	Operations <ul style="list-style-type: none"><li>Annual Impact of Operations on Gross Domestic Product: <b>CA\$1,844,274</b></li><li>Jobs Created Through Annual Operations: 32</li></ul>
Depression (Economic Burden Averted): <b>CA\$1,476,428</b>	Volunteering (Annual Economic Value): <b>CA\$5,065</b>

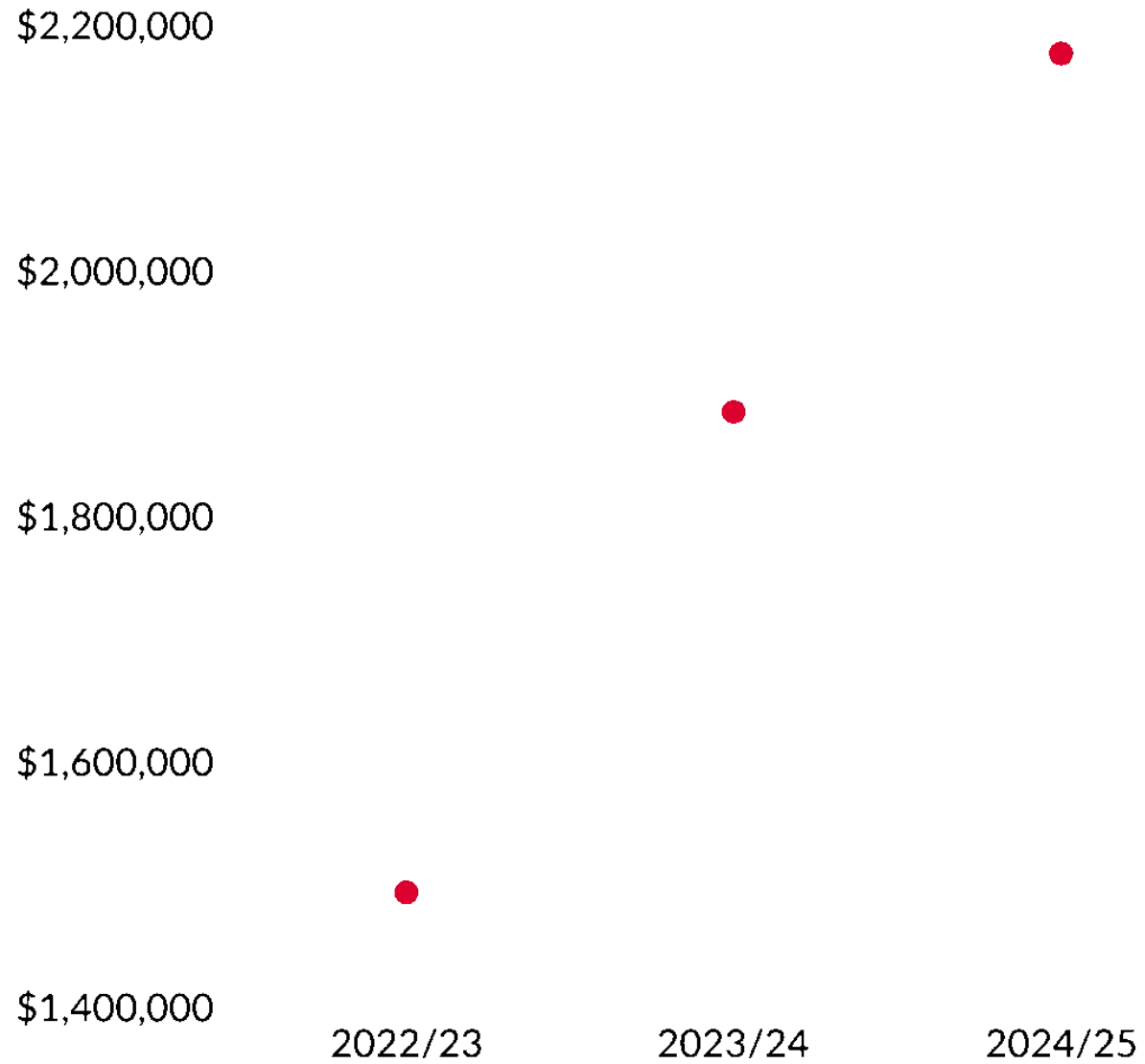


2022

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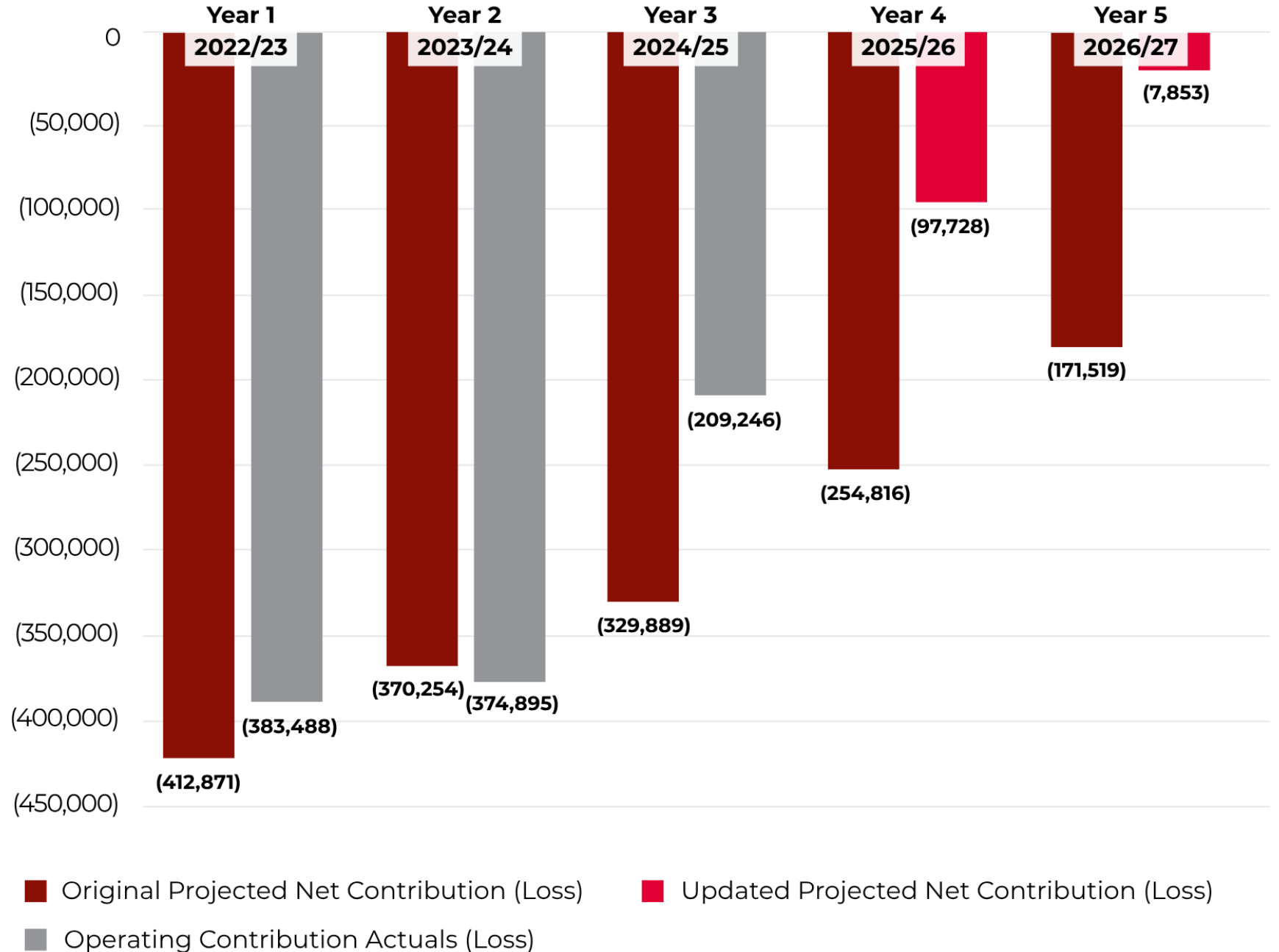
2025

# YMCA Niagara Centre 2022 - 2025 Revenue Growth



# Niagara Centre YMCA

Operating Contribution Actuals for Year 1, 2, & 3 and Updated Projections for Year 4 & 5





Everyone has the potential to shine.

# SECTION 4

Strengthening the Niagara Centre YMCA, Together



# Asset Management Update

## The Ontario Community Sport and Recreation Fund

A \$420,000 investment to support the installation of energy-efficient LED lighting and new rooftop HVAC units at Niagara Centre YMCA.

"This investment ensures our community members have a place they can count on — a true third place where people can come together, stay active and support their well-being." - Ben McDermott



## Putting our Partnership into Action

### Prioritizing Welland Residents

As part of our partnership with the City of Welland, we are committed to ensuring residents have prioritized access to YMCA programs, services, and spaces. This year, that commitment came to life through intentional actions.

**1,675**

Welland residents welcomed through free 1-week trials, reducing financial barriers and increasing access to health and wellness opportunities.

**350**

Children supported through priority registration, ensuring Welland families had early access to swim lessons and child & youth programs.

**2,200**

Residents engaged through open houses and community events, strengthening social connection and a sense of belonging.

**175**

Individuals participated in our first collaborative volunteer fair, creating pathways for community involvement and civic engagement.





# Thank You and Questions

**Christian Wulff**

Chief Executive Officer

**Deanna D'Elia**

Chief Operations Officer

**Ben McDermott**

General Manager Health,  
Fitness & Aquatics