



YMCA CENTRE FOR LIFE

COMMUNITY BUILDING CAMPAIGN



NOVEMBER 2025

At this time of year, we prepare to celebrate National Philanthropy Day and to take time to express our gratitude to the many kind and generous people in our community. Without you, the YMCA would not operate, let alone extend a welcoming hand to one-fifth of our membership whom we support with subsidies. In this month's newsletter, we shine the spotlight on one company and its leader who keeps giving and helping so many causes.

McDougall Insurance Invests \$150,000 Towards the New Centre for Life

Ross McDougall, CEO of McDougall Insurance, first heard about the Centre for Life's impact from Heather Williams, widow of his late friend John Williams. Due to his commitment to the YMCA, the Trenton YMCA branch is named in John's honour.

Months later, Ross had just started thinking about the project again when Campaign Co-Chair Ed Lehtinen called and asked him to donate.

"The timing was right," McDougall said as he announced a major investment of \$150,000 from McDougall Insurance. The company's generosity will be recognized with the naming of a multi-purpose room when the facility opens in 2026.

"Belleville would be poorer without the YMCA helping the community," Ross said. "The building they have is good, but not good enough. I see what they did in Trenton and we should have something similar."

Originally founded in Belleville in 1946, McDougall Insurance operates more than 60 offices throughout Ontario. CEO Ross McDougall is a huge community advocate who has led numerous boards and charities over the years, including the Belleville General Hospital Foundation and the Heart and Home Campaign at Hospice Quinte Care Centre.

When he was mayor from 1994 to 2000, the City supported the YMCA during his term as

mayor and with the Centre for Life's site on Bridge Street West. "They deserve community support from the municipality and from community members like me," McDougall adds.

"McDougall Insurance and its leader are well-known for their outstanding leadership and generosity," said David Allen, President and CEO of YMCA of Central East Ontario.

"Having their support for our project puts us in a class of the greatest causes for the health and wellbeing in this region. We are incredibly grateful to them for coming aboard."

McDougall says he couldn't resist getting involved since the YMCA touches so many

people in the community from a wide range of ages.

"I'm a sucker for people who do things for kids," he says. "They do a lot for our young people and have been flying under the radar for years. They deserve a better building and so do our kids."

Through the Community Building Campaign, the YMCA invites everyone to join in supporting the Centre for Life's mission, ensuring a legacy of health, growth, and resilience for Belleville families now and into the future.



Philanthropists, We Celebrate You!

Each year, National Philanthropy Day recognizes the people who give so generously in communities across Canada on Nov. 15. We honour how any person gives any of the three Ts of philanthropy: their time, talent and treasure (such as a skill or sage advice).

First, we extend a sincere thank you to the people who have invested in our dream of building a new Centre for Life. You have seen the difference your dollars will make to reach more people and embrace them in the culture of the YMCA. Together, you have contributed more than \$7 million toward our future.

This goes far beyond building the walls of a new facility, but to also include more diverse programs and new equipment to make our community more robust and well.

Next, we must pay tribute to our tireless volunteers. Our board of directors and Community Building Campaign have shown incredible leadership as we took on the extra work of planning for a new building while still running a very busy operation. Your dedication to the values of the YMCA inspire us to keep pushing for better services for our members – present and future.

Of course, we also have countless volunteers who assist in the Y today to enrich the experiences of people of all ages. You are truly gems.

Finally, we acknowledge the impact we all have together. The YMCA is a charitable organization that opens its doors to many people who simply could not exercise anywhere else. Close to 20 percent of our members rely on subsidies to keep coming here – thanks to our generous donors. Best of all, everyone is treated with equal respect as one community.

Due to this support, we continue to provide vital community services – health and wellness programs, childcare, youth leadership development and support for a wide range of members. Please join us in taking great pride in what we've created – together.

Since 2012, Canadians have observed National Philanthropy Day then acted on its goodwill by donating to causes on Giving Tuesday. This global generosity movement began as an option to invest in charities rather than corporations who promote themselves on Black Friday and Cyber Monday. Watch for opportunities to give back at our branches on Tuesday, Dec. 2.

By taking time to honour the spirit of giving, we hope to inspire ongoing support and involvement in charitable activities at the YMCA and beyond. After all, we can all contribute to positive changes in the world around us by working together for the common good.

The Future of Philanthropy

How charities like us engage the next generation



46%

Volunteer strategies and events



45%

Partnerships with schools



42%

Internships, co-ops or mentorships



40%

Via social media

The Charity Insights Canada Project (CICP) - April 2025

