



YMCA CENTRE FOR LIFE

COMMUNITY BUILDING CAMPAIGN



APRIL 2026

Spring is a time for growth, and this April we have something special to celebrate. A significant new financial investment in the project strengthens the momentum of the campaign. This significant investment helps bring the vision closer to reality, enabling the YMCA to build a vibrant community hub where individuals and families can connect, grow, and thrive for generations to come.

Celebrating a Remarkable Gift from The Maurice & Marilyn Rollins Foundation

The YMCA of Central East Ontario is honoured to announce a transformative \$250,000 contribution from The Maurice & Marilyn Rollins Foundation in support of the Centre for Life Building Campaign.

This generous investment significantly strengthens the momentum of the campaign and reflects the Foundation's long standing commitment to improving the health and well being of our community.

The Maurice & Marilyn Rollins Foundation has a rich history of supporting charitable initiatives across Belleville and the surrounding region. Guided by a deep belief in community service, the Foundation focuses on efforts that improve health care, advance poverty relief, and enhance overall quality of life. Their priorities align seamlessly with the YMCA's mission, making this partnership a natural and meaningful collaboration.

Maurice Rollins was not only a dedicated philanthropist but also a highly successful business leader whose entrepreneurial vision helped shape the economic landscape of our region. As the founder and driving force behind Journey's End Corporation, a national hospitality business, and the construction of over 8500 homes locally and internationally, he earned a reputation for integrity, innovation, and a steadfast commitment to supporting his community.

His remarkable business accomplishments laid the foundation for a legacy of generosity that continues to create meaningful impact through the work of The Maurice & Marilyn Rollins Foundation.

For decades, the Rollins family has played a pivotal role in championing projects that help communities flourish. Through major matching fund campaigns and significant philanthropic leadership, the Foundation has helped leverage millions of dollars for local

initiatives and strengthened the capacity of organizations serving families, youth, and vulnerable populations. Their investment in the Centre for Life Building Campaign continues this extraordinary legacy of leadership and community impact.

The new Centre for Life will be a modern, inclusive, and accessible facility designed to meet our region's evolving needs.

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Back Row L-R: Jeff Rollins, Becky Broadley, John Rollins, Christine Mills, Peter Rollins
Front Row L-R: Matt Rollins, Jessica Waterson, Michelle Valiquette, Kristy Earl (Missing: Glenn Rollins)

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The building will offer expanded health and wellness amenities, opportunities for education and skill-building, family programming, and integrated community services—all under one roof. This major step forward will ensure the YMCA can support people of all ages, abilities, and backgrounds in a welcoming and barrier free environment.

The Maurice & Marilyn Rollins Foundation generosity helps bring this vision closer to reality, enabling the YMCA to build a vibrant community hub where individuals and families can connect, grow, and thrive for generations to come.

This contribution reflects the Rollins family's enduring commitment to Belleville and its surrounding communities. Their philanthropic leadership has created a ripple effect of positive change—uplifting organizations, inspiring fellow donors, and supporting initiatives that respond to the most pressing needs of residents.

The YMCA extends heartfelt gratitude to The Maurice & Marilyn Rollins Foundation for their extraordinary generosity. Their gift will have a profound and lasting impact on the Centre for Life and the thousands of people it will serve. In recognition of this remarkable gift, a

dedicated partner space will be named to honour The Maurice & Marilyn Rollins Foundation's deep commitment to community empowerment and their longstanding support of initiatives that help individuals and families thrive. This space will stand as a visible testament to the Foundation's leadership, compassion, and belief in strengthening the region through meaningful investments in health, wellness, and community development.

More Than a Pool: The Heart of Community at the Centre for Life

When people hear “aquatics centre,” they often picture lanes, lifeguard chairs, and the smell of chlorine. But the aquatics centre at the new Centre for Life will be so much more than just a pool. It will be a place where lives are strengthened, confidence is built, and community truly comes together.

For new parents, the pool will be a first step into something bigger. Through parent-and-tot swim lessons, infants will begin developing early swimming skills while discovering comfort and joy in the water. Just as importantly, parents will share meaningful time with their children—free from distractions—while connecting with other families experiencing the same joys and challenges. These early relationships often become support systems, making the journey of parenting feel a little less lonely and a lot more connected.

For children, the aquatics centre will be a place of growth and independence. Learning to swim is more than a recreational activity—it

is a life-saving skill, especially in communities surrounded by water. Not every child has the opportunity to learn, but at the Centre for Life, every child will have that chance. For many, swim lessons will be their first experience participating in a program independently, learning how to listen, cooperate, and grow alongside peers while building confidence that extends far beyond the pool deck.

Belonging will be at the core of everything the aquatics centre offers. Children with exceptionalities will find a welcoming, supportive space in the SPLASH program—an adaptive swim program designed to meet the unique needs of each participant. Lessons are thoughtfully tailored to ensure success, safety, and joy in the water. For some children, this may be the first place where they feel fully included, capable, and seen for who they are.

During the summer months, the pool will echo with laughter as Summer Camp participants cool off with recreational swims. These

moments of unstructured play are just as essential as organized activities, giving children space to relax, connect, and simply be kids. No screens. No phones. Just friendships, splashing, and memories that will last a lifetime.

The aquatics centre will also be a launching pad for leadership. Youth will gain confidence, responsibility, and job-ready skills through aquatic leadership courses. Many

will go on to become lifeguards or swim instructors—roles that allow them to give back to their community by keeping others safe and teaching the next generation. These opportunities don't just create employees; they shape leaders.

For adults recovering from knee or hip surgery or many other conditions, the pool will represent hope and healing. Therapeutic aquatic exercise programs will support recovery by using the buoyancy of water to reduce strain while rebuilding strength and mobility. With knowledgeable staff guiding and encouraging participants each step of the way, many will reclaim active, healthy lives—often forming bonds with others on similar journeys.

And for Aquafit participants, the pool will be a place where fitness and friendship meet. While classes help improve mobility, strength, and overall health, it's the sense of belonging that keeps people coming back. Over time, classmates become friends, and shared workouts often lead to shared coffee, conversation, and connection.

The aquatics centre at the Centre for Life will touch lives at every stage—infants, children, youth, adults, and seniors. It will be a place of safety, inclusion, healing, laughter, leadership, and community. Thanks to the generosity of those supporting the Capital Campaign, this will be a space where life happens, and where everyone has the opportunity to thrive.

