



Shine On

YMCA *OF SOUTHWEST NOVA SCOTIA*

A CHARITY IGNITING THE
POTENTIAL IN PEOPLE

MEDIA KIT






Our Mission

The YMCA of Southwest Nova Scotia is a charity that ignites the potential in people, helping them grow, lead and give back to their communities.

Connect with us:

 @LunenburgCountyYMCA

 @ymcalunenburg

ymcasouthwestns.ca/donate

ymcasouthwestns.ca/Governance

YMCA of Southwest Nova Scotia

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902-543-9622

ymcasouthwestns.ca

Our Mission

Vibrant communities
where everyone can
shine.

Our Values

Inclusiveness, Integrity,
Kindness, Optimism,
Respect, Well-Being.



Primary Typeface

Typefaces have their own character and play an important role in communicating the brand personality. The YMCA typeface is Museo Sans. This typeface is a modern sans serif that is available in a variety of weights. It communicates simplicity, while also conveying that it is grounded and friendly.

Please note: Do not use Museo. It has to be Museo Sans.

Use italics where extra emphasis is needed.
(i.e) Quotes and callouts.

Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Museo Sans 500

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Web Font

An alternate font, Montserrat, has been chosen in situations when Museo Sans is not available for usage in websites or web-based applications.

Verdana is a secondary web font, for situations when Museo Sans or Montserrat are not available or cannot be loaded on a system.

Headlines \ Sub-heads

Museo Sans 900

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Museo Sans 700

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Body Copy

Museo Sans 300

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Museo Sans 500

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Headlines

Montserrat Bold

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Sub-head

Montserrat Medium

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Body Copy

Montserrat Regular

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Montserrat Italic

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Museo Sans 500

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Museo Sans 300

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Headlines

Verdana Bold

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Sub-head & Body Copy

Verdana Regular

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Verdana Italic

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abcdefghijklmnopqrstuvwxyz 1234567890



Shine On



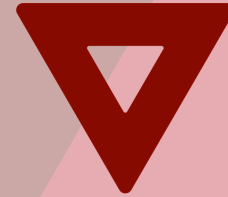
Shine On



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YMCA of SWNS Logos

Welcome to the Y!

There is potential inside all of us – we all have it in us to shine. The YMCA has the programs, support and expertise to help people be healthy and successful, which in turn, advances the well-being of our communities.

Staff and volunteers like you provide the spark that helps people ignite change in their lives. In this book we'll talk about how, together, we help communities shine.

What do we stand for? What are our charity's main goals? And what's your role?



First things first: The Y is a charity?!

We get this reaction a lot. But it's true: the YMCA is indeed a charity and donors make many of our programs and facilities possible.

Every charity exists to help solve a problem, and the Y is no different — with the exception that our charity helps address *many* problems, from housing and child care shortages to isolation, racism, mental health issues, and more.

In the coming pages, you'll learn how we help people overcome obstacles and rise to their true potential. But right from the start, we wanted you to know that no matter what role, department, or centre you're in, you're part of a charity that touches millions of lives and makes a real difference in your community — and that should make you really proud!





Where it all started

The YMCA began in London, England, as a response to unfair social conditions brought on by the Industrial Revolution. From there, it spread around the world. The YMCA name has since become synonymous with caring, compassionate people, stepping up to meet their communities' unique and evolving needs.

Today, in Canada alone, there are over 1,700 locations across the country acting as the heartbeat of their respective communities. Each year, over two million Canadians of all ages and life stages overcome obstacles and improve their well-being at the Y.



Igniting the
Potential
in people

There's potential inside each of us.

But the sad truth is, the world isn't always fair. Poverty, isolation, fear, doubt — these and many other obstacles hold people back.

That's why equity is at the core of our charity's work. We deliver the programs and services we do because everyone should have a safe place to live, a decent job and income, affordable child care, safe places to get active and healthy, and the many other necessities everyone deserves.

When people can access these necessities at the Y, they have a real shot at moving from just surviving to thriving.





Our Beliefs

We believe strongly in a lot of things.



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1 We believe everyone has the innate potential to thrive. And we want to give them opportunities to overcome obstacles so they can tap into their full abilities.

2 We believe in helping those who need the most support. Poverty, lack of resources, racism, and mental health are just a few systemic issues that unfairly limit potential. We strive for equity so everyone has opportunities to succeed.



3

We believe everyone belongs.

We have zero tolerance for hate or discrimination. The Y champions inclusivity and strives to provide safe spaces where everyone can feel like a valued member of their community.

A close-up photograph of a diverse group of young adults laughing heartily. In the foreground, a young woman with long dark hair and a wide smile is looking directly at the camera. Behind her, several other individuals, including a man with a beard and a woman with a nose ring, are also laughing. The image conveys a sense of joy, community, and shared happiness.

4

We believe all people should be treated with dignity and compassion.

Many people don't ask for help because they're afraid of being judged. We are committed to offering unconditional and respectful support, whether people need job search assistance, support on their health and fitness journey, help finding safe and affordable housing, or any of our many other services.

5

We believe everyone has the right to participate.

So many of our charity's programs and supports are essential — not luxuries reserved for those who can pay. We provide many programs for free, and offer financial assistance to anyone who wants to join a paid YMCA program but can't afford the fees.



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6 We believe in truth and reconciliation with Indigenous Peoples and communities.

We are continuously searching to deepen our understanding of Indigenous communities and their experiences. We acknowledge and respect that our programs, services, and community facilities are on the traditional land of Indigenous Peoples, and will work in solidarity with them for the future.



Our Programs

What exactly do we do?

Yeah, we're known for gym and swim. But that's just the appetizer. Across Canada, the YMCA delivers a wide variety of programs and services that empower people of all ages and life stages to overcome barriers and rise to their full potential. Below, you'll see some of our charity's core offerings. Different Ys provide different combinations of these services. That's because:

- Each community is unique. Some programs that are critical in certain places are not needed in others.
- Communities change. With decades of experience on the front lines, we have a deep understanding of our communities that lets us grow and evolve as they do, so that we are always working to meet people's most pressing needs.





Camping & Outdoor Education

From day and overnight camps that keep kids learning over school breaks to outdoor adventures for youth and adults, camp participants build confidence and independence.



I make sure to give campers an experience they will never forget, a place where they belong, and a person they can trust.

*Soraya, Day Camp
Counsellor*



Child Care & Family Development

When they know their children are learning and growing in our experts' care, parents can pursue their own career goals.



The Y is a warm and supportive environment that has supported my professional development. As a YMCA Child Care Educator working with young children, I get to be a part positive change in the world.

Deanne, Early Childhood Educator



The Y is a very positive place to work — and work out in! The Y accepts everyone as they are. It's truly an inclusive and supportive environment.

Mel, Member Services, Health, Fitness & Aquatics

Health, Fitness & Aquatics

Whatever their age or ability, participants find state-of-the-art facilities and the supportive community they need to stay active and boost their well-being.



I had only been in Canada for one month and the Y provided a great support system and community. Nearly 10 years later and I haven't left.

Manoj, *Employment and Immigrant Services*

Immigrant Services

It can be daunting for families to navigate a new country with a different language and customs. Through our free newcomer services, they find work, child care, housing, and other necessities, and grow their social support networks so they can fully participate in Canadian society.



Youth Programs

Through free programs like Teen Nights™, youth leadership development and more, youth build the skills they need to succeed in school, work, and life. They also find a sense of community and belonging as they meet new friends and adult allies.



I love working at the Y because I get the privilege of being immersed in so many beautiful and complex stories—stories of courage and hope. I see youth empower one another by sharing their lived experiences. In turn, they empower me to share my story.

Safwath, Newcomer Youth Advisor



Shining a light on

Shine On



What does

Shine On

mean for people who use the Y?

You know that feeling you get when you accomplish something you didn't think was possible? When you suddenly feel hope where there was only despair? When you get access to something that you thought was out of reach? When you feel like you belong to something much bigger than yourself? That's what it means to Shine On. Whatever dream you have. Whatever obstacle is standing in your way. There is an inner light that wants to shine. With the YMCA's programs, support, and guidance, people can improve their sense of well-being so they can let that light out into the world.

A photograph of three people in a modern office setting. On the left, a man with a beard is looking towards the center. In the center, a woman wearing a patterned hijab is looking down. On the right, a woman with blonde hair is leaning over a table, looking at something on it. The background shows large windows and a clock on the wall.

For our team, *Shine On*
means even more...

A photograph of a young boy with light brown hair, seen from the side, looking up towards an adult whose arm is visible on the right. They are outdoors, with trees and a bright sky in the background. A large red semi-transparent shape covers the lower-left portion of the image, containing white text.

It's how we act

The Y is people-powered. Our energy, support, and positivity is what ultimately helps participants overcome what's holding them back.

We're their favourite coach. The parent who never misses a game. The die-hard fan who keeps showing up whether they win or lose. We're the voice that sits on the other shoulder, opposite that little naysayer, and reassures them, "You've got this."

We give people the tools, encouragement, and safe space to discover their inner strength. When they know someone's in their corner, with unconditional support, they realize they can do more than they thought possible.

With us at their side, they can Shine On.

It's how we talk

In our communications, we want to exude knowledge, warmth and infectious optimism. In order to create an inviting space for people to come together, we are inviting, understanding, and non-judgmental. We are the voice of reassurance. We are the voice of possibilities.



A close-up photograph of two women smiling. The woman on the left is Black with dark braided hair, wearing a purple top and a gold cross necklace. The woman on the right is wearing a white hijab, black-rimmed glasses, and a nose ring. The background is slightly blurred, showing a blue wall with a yellow sign that says 'HONESTY'.

It's people like you!

You are the spark that makes our charity's impact possible.

Whether you're on the front lines or behind the scenes, you're part of something bigger at the Y. It's your support, expertise, and guidance that helps people ignite their full potential and shapes our neighbourhoods into vibrant communities.

Be the Spark

Be the welcoming face.
Be that reassuring smile.
Be the helping hand.
Be the Spark that helps everyone

Shine On

