

# YMCA Canada Developmental Assets and the Search Institute

**YMCA Canada**

**November 18, 2008**



# What is YMCA Canada?



- YMCA Canada is a federation of 54 member Associations.
- YMCA Canada is accountable to member Associations.
- In 1912, Associations decided that they could achieve more together than on their own.
- In 1918, the National Council of YMCAs was formed and YMCA Canada was asked to act as a facilitator and coordinator on matters of national significance.

# YMCA Canada

## Statement of Purpose



The YMCA in Canada is dedicated to the growth of all persons in spirit, mind and body, and in their sense of responsibility to each other and the global community.

*York Basis (Adopted 1970,  
Amended 1995)*

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# YMCA Canada's Role



YMCA Canada fosters the development of strong member Associations and encourages collaborative initiatives; protects and enhances the reputation of the YMCA; advocates on behalf of Associations regionally, nationally and internationally.



# The YMCA in Canada – *Some Facts*



- 1.8 million people in Canada served by the YMCA.
  - 908,000 YMCA HFR members in the country.
  - 50,000 children participate in YMCA child care and after school care.
  - 256,000 participants in YMCA employment programs.
  - 391,000 participants in YMCA social and community programs.
  - 158,000 participants in YMCA camping.
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# The YMCA in Canada – *Some Facts*



- The YMCA is present in 250 Canadian communities.
- 25 YMCAs in developing countries supported by 32 Canadian YMCAs through international partnerships.
- The YMCA is the largest provider of not-for-profit child care in Canada.

# The YMCA in Canada – *Some Facts*



- 1 in 5 YMCA members receive financial assistance.
- 23,800 volunteers give over 1 million hours of time.
- 25,400 donors.
- 1 in 4 participants are under 19 years of age.



# Search Institute

- Located in Minneapolis
- Non-profit, nonsectarian organization whose mission is to advance the well-being of adolescents and children by generating knowledge and promoting its application.
- The institute conducts research and evaluation, develops publications and practical tools, and provides training and technical assistance.
- YMCA Canada and YMCA of the USA Research and Delivery Partnership with the Search Institute – Abundant Asset Alliance



# External Assets- 1

- ***Support:*** Young people need to experience support, care, and love from their families and many others. They need institutions that provide positive, supportive environments.
    1. Family support
    2. Positive family communication
    3. Other adult relationships
    4. Caring neighborhood
    5. Caring school climate
    6. Parent involvement in schooling
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## External Assets- 2

- ***Empowerment:*** Young people need to be valued by their community and have opportunities to contribute to others. For this to occur, they must feel safe and secure.
    7. Community values youth
    8. Youth as resources
    9. Service to others
    10. Safety
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## External Assets- 3

- *Boundaries and Expectations:* Young people need to know what is expected of them and whether activities and behaviors are “in bounds” or “out of bounds”.
  11. Family boundaries
  12. School boundaries
  13. Neighborhood boundaries
  14. Adult role models
  15. Positive peer influence
  16. High expectations



# External Assets- 4

- *Constructive use of time:* Young people need constructive, enriching opportunities for growth through creative activities, youth programs, congregational involvement, and quality time at home.
  17. Creative activities
  18. Youth programs
  19. Religious community
  20. Time at home



# Internal Assets- 5

- ***Commitment to learning:*** Young people need to develop a lifelong commitment to education and learning.
  21. Achievement motivation
  22. School engagement
  23. Homework
  24. Bonding to school
  25. Reading for pleasure



# Internal Assets- 6

- ***Positive values:*** Youth need to develop strong values that guide their choices.
    26. Caring
    27. Equality and social justice
    28. Integrity
    29. Honesty
    30. Responsibility
    31. Restraint
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# Internal Assets- 7

- ***Social competencies:*** Young people need skills that equip them to make positive choices, to build relationships, and to succeed in life.
  32. Planning and decision making
  33. Interpersonal competence
  34. Cultural competence
  35. Resistance skills
  36. Peaceful conflict resolution



# Internal Assets- 8

- ***Positive identity:*** Young people need a strong sense of their own power, purpose, worth, and promise.
  37. Personal power
  38. Self-esteem
  39. Sense of purpose
  40. Positive view of personal future

# Building Assets -on your own



Everyone can build assets. It doesn't necessarily take any money. You can:

- Get to know the names of the kids who live around you. Find out their interests.
- Get to know what kids around you are really like. Don't just accept how they are portrayed in the media.
- Volunteer as a tutor or mentor or youth leader in a youth-serving organization

# Building Assets -in your organization



If you're involved in an organization, you can build assets by:

- Educating others to become asset builders.
- Develop family-friendly policies that allow parents to become involved in their children's lives.
- Encourage all employees to become involved in the community.

# Building Assets -in your organization



- Contribute time, talent, or resources to support community asset-building efforts.
- Develop or strengthen programs and activities that build assets, such as mentoring, service-learning activities, peer helping, and recreation.



# Building Assets -in your community



- Talk about asset building with formal and informal leaders and other influential people you know. Get their support for asset building.
- Conduct a survey to measure the asset levels of young people in your community.



# Building Assets -in your community



- Develop opportunities for youth to contribute to the community through sharing their perspectives and taking action and leadership.
- Celebrate and honor the commitments of people who dedicate their lives and time to children.





# Six Keys to Asset Building

1. **Everyone can build assets.** Building assets requires consistent messages across a community. All adults, youth, and children play a role.
2. **All young people need assets.** While it is crucial to pay special attention to those youth who have the least (economically or emotionally), nearly all young people need more assets than they have.





# Six Keys to Asset Building

- 3. Relationships are key.** Strong relationships between adults and young people, young people and their peers, and teenagers and children are central to asset building.
  - 4. Asset building is an ongoing process.** Building assets starts when a child is born and continues through high school and beyond.
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# Six Keys to Asset Building

- 5. Consistent messages are important.** Young people need to receive consistent messages about what's important and what's expected from their families, schools, communities, the media, and other sources.
  - 6. Intentional redundancy is important.** Assets must be reinforced across the years and in all areas of a young person's life.
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# Resource Integration

- Healthy Children and Youth Strategy – Strategic Plan
- Healthy Child Development Staff Training
- Healthy Teen Development Resources
- Raising Kids Who Read
- Healthy Kids Day
- Raising Healthy Kids Family Resources
  - Family Starter Kit
  - Calendar
  - On-the-Go Activity Cards
  - Growth Chart

**For more information contact:**



[www.search-institute.org](http://www.search-institute.org)

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