



# 2016

ANNUAL REPORT

**Community  
Centre Alliance**

Community  
Centre  
Alliance



*“Through hands on support and guidance, I have seen how CCA and the community centres guide youth to a successful outcome. In my eight years experience with CCA I have seen our youth start with the homework program and continue into The Value of Work, Value of Money program and graduate with a scholarship and move on to successful career/work choices and I’m so happy to be a part of their journey.”*

**—JANICE HENSTRIDGE**

CCA Community Employment Facilitator



## From Our Chairperson

**Please take time to review the following pages of the Annual Report of the Community Centre Alliance (CCA) for the year 2015-16.** This past year we have explored fund development as a major goal. We have also applied for charitable status so that we can take advantage of new ventures, programs, and funding. We have maintained the delivery of our core programs in partnership with our community centres and our partner agencies through challenging times. Thanks to the efforts of our board of directors and our staff, we have been able to stay on course while managing some administrative challenges. **We continue to be focused on supporting individuals who are seeking to improve their educational and employment outcomes.**

The year was punctuated by program reviews and staff adjustments, and yet, we were able to **add a number of new initiatives to our schedule.** We embarked on a partnership with the Canadian Wood Manufacturing Council to offer a Skills Link Program to train youth for entry into their industry. This was our first time partnering with a national organization to deliver programs, which provided us with insight into similar initiatives. We organized a stand-up comedy fundraising event which raised money for our Youth Achieve Program. Our Youth Achieve Run was rescheduled to August month and brought some new partners to the effort. We have also been in discussions with the ReMax Reach Founda-

tion regarding their contribution to some special program initiatives.

We have ceased discussions with the three NLHC community centres in Corner Brook Grand Falls, and Marystown regarding their membership as partners in the CCA, at their request, due to the uncertain economic environment. We are planning to complete a review of our board structure and our strategic plan in the next fiscal year.

I would like to acknowledge **the tremendous effort which our board members contributed** in making challenging decisions over the past year. They have had a keen interest in sustaining the CCA through some very uncertain months. They also provided support to our staff to continue their work to maintain services to our communities. Our staff has responded by **continuing to demonstrate dedication, cooperation and excellence** in the performance of their duties. I would personally like to thank Patsy Whitten and Margie Howell in particular, for their outstanding effort, fortitude, and dedication to our organization of the past year.

We are thankful for the financial support of our funding partners and their interest in our initiatives. I would also like to thank our community partners who we work with on a continual basis to address and overcome the effects of poverty to our clients.

Sincerely,

**WALLACE GREGORY**  
CCA Chairperson





*“I learned what hard work and accomplishment really meant when I attended the Linkages program. It was my first paid employment and I still remember the joy, excitement and feeling of empowerment that came over me when I received my first pay cheque. I knew I had earned it and that I could go all the way. The support provided to me by staff has carried me through many obstacles along the way.”*

— **MARGARET HOWELL**  
CCA Executive Assistant

COMMUNITY CENTRE ALLIANCE

# Our Mission

*The Community Centre Alliance Inc. (CCA) is a not-for-profit organization and registered charity that fosters the development of its community centre members and their residents through programming and partnerships with other community centres, community leaders and stakeholders.*

## **CCA's strength is in our unique**

partnership with the five community centres located in St. John's low-income neighbourhoods of the Newfoundland and Labrador Housing Corporation. These neighbourhoods face many similar challenges such as low high-school completion rates, high rates of unemployment and multi-generational dependency on Income Support. The community centres collectively serve approximately 1100 housing units within these neighbourhoods. They provide an environment where employment supports and homework and literacy programming are easily accessible to those who face these barriers.

**Our purpose is to improve social and economic conditions of individuals living on low income through the delivery of holistic programming focusing on **employment, economic development, education****

**and literacy** through partnerships and policy development that supports poverty reduction.

## **With more than 14 years of experience**

and qualified staff, CCA has provided programs and services in employment, literacy and social development. CCA's speciality is in working with individuals living on Income Support or at risk of receiving Income Support. Our target groups are individuals who face multiple challenges in securing a successful attachment to the work force.

## **OUR FIVE MEMBER CENTRES**

Buckmaster's Circle Community Centre  
Froude Ave. Community Centre  
MacMorran Community Centre  
Rabbittown Community Centre  
Virginia Park Community Centre

# 696

clients received  
employment  
services

## Building Employment Opportunities

### From April 2015–March 2016, CCA

received funding from the Department of Advanced Education and Skills to provide employment services within CCA's five partnering low-income Newfoundland and Labrador Housing communities of St. John's through **active outreach, engagement, support and referral**. Our overarching goal of this is to increase the employability, self-reliance and independence of individuals attached to income support or at-risk of receiving income support. CCA's ability

to provide **seamless, long-term support to individuals** over the past fourteen years has helped make Community Centre Alliance a known and trusted presence in our five neighbourhoods with proven results. The service delivery framework has also provided opportunity for CCA to develop and/or deliver additional programs and services to help individuals reach their education and employment goals.



### SERVICES PROVIDED

- Portfolio Development
- Personality Dimensions
- Labour Standards
- Workplace Health and Safety
- First Aid
- Work Etiquette
- Driver's Permit
- Canada Learning Bond
- Customer Service Skills
- Post-Secondary Tours
- Mock Interviews
- Resume Writing
- Financial Literacy
- Dealing with Stress
- Job Finding Club
- Conflict Resolution
- Employment Preparation
- Personal Power
- WorldHost Certification

### GROUP SESSIONS

- Low Income Tax Clinic
- Info Session on CCA's services
- Bulk Cooking on a Budget
- The Power of Forgiveness
- College Tours
- Workplace Health and Safety
- Cultural Diversity
- Vision Boards and Goal Setting
- Post-Secondary Information
- Pre-Release Employment Info
- Healthy Sexuality
- Budgeting and Credit
- Financial Literacy
- Resume Writing
- Mock Interviews
- Customer Service Training
- Career Choices
- Time Management
- Portfolio Development

### 2015-2016

### STATISTICS

**696** clients received employment services.

**26** clients found employment.

**10** clients returned to school (not funded).

**38** clients referred to outside agencies.

**53** group sessions offered.

**584** clients attended group sessions.

*I will never forget the day that I was awarded the Fry Family Scholarship. Receiving it has been a big help with going to Memorial University and I couldn't be happier. Going to University has its moments, it gets stressful and there is a lot of work to it, but I know in the end it will have been worth it.*

— KATIE SEARS, YOUNG MOTHER AND 2010  
FRY FAMILY FOUNDATION SCHOLARSHIP WINNER



## Fry Family Foundation Scholarships

**Community Centre Alliance is committed to assisting our residents in their pursuit of obtaining post-secondary education.** In a unique partnership with the Fry Family Foundation (FFF), CCA awards annual scholarships to youth living in our five partnering neighbourhoods. The FFF supports the education and development of students, in particular those who have demonstrated leadership ability. They also provide support to help enhance the lives of seniors and people with disabilities, and also assists projects that develop an appreciation for nature in communities. The Fry Family Foundation has been supporting this project for 11 years and have contributed over \$370,000.00 in total.

2016 was also **the first year of a 7 year program of \$29,300 per year for defined scholarships and an extra \$10,000 per year as part of the Opportunities Fund** for extra scholarship awards to be decided by the Scholarship Awards Committee. If the full amount of \$39,300 is not awarded, it goes into a fund for extra scholarships in future or for any student needing additional financial help for education.

Applicant criterion is not based solely on scholastic performance but also includes an individual's community involvement as a leader, mentor and volunteer. Applications

are accepted annually from existing students in Grade 9-12 and/or single parents. Applicants must be residing in the Community Centre Alliance member neighbourhoods.

### AWARDED THIS YEAR

**One Dr. Philip Warren Award • Fry Family Foundation Achievement Scholarship** of \$5,000

**One St. John's Community Centres Memorial University Entrance Scholarship** \$5,000

**One Bob Dawson Award • Fry Family Foundation Post-Secondary Entrance Scholarship** of \$3,000

**Two St. John's Community Centres Post-Secondary Entrance Scholarships** of \$2,500

**One Enid Pendergast Award • Fry Family Foundation Junior Scholarship** of \$1,500

**Ten St. John's Community Centre Junior Scholarships** of \$1,200

**TOTAL AWARDED: \$31,500**



# Youth Achieve! Literacy Program

**This Youth Achieve! Literacy program** provides basic literacy skills development to youth ages 11-17 years that are still attached to the school system but have very low literacy skills. Funding for this project came from the Department of Career, Employment and Youth Services within Advanced Education and Skills as well as our annual Youth Achieve Run/Walk/Wheel for Literacy and our PGI for Literacy fundraisers. This project is an attempt to prevent youth who are struggling in school from dropping out. **In the 2015-2016 year, 20 participants participated in an average of 30 one-on-one sessions over 5 months.**

We continue to see the need and validity of this program, and **are reaching students when they are younger, more willing to participate**, and in a stage where it is **easier to help them meet their own grade level**. The average grade of participants this year was grade 7. The average participant received literacy instruction for just over four months and attended thirty instructional sessions for an average attendance rate of 83.8%. Of the twenty participants who completed the program, no participants attended less than 50%, and fifteen participants attended 75% of the time or more.

## AVERAGE PARTICIPANT IMPROVEMENT

On average, students improved 0.75 levels on their Frustration, 0.975 levels on their Instructional and 0.9 levels on their Independent Reading Comprehension Levels (CARA). **In grade levels, this means up to a 2 grade increase for some participants.**

**4.1 percentile points in their Phonemic Decoding Efficiencies and 11 percentile points on their Site Word Reading Efficiencies (TOWRE)**

**Five participants reached or exceeded their own grade level** in the TOWRE Phonemic Decoding Efficiencies, while three participants reached or exceeded their own grade level in the TOWRE Site Word Reading Efficiencies.

**Six participants improved 1 grade level in all areas** of the Canadian Adult Reading Assessment (CARA) (Independent, Instructional, and Frustration), and almost every participant improved in their instructional reading level-two participants improved 3 grades, and another three improved 2 grades!

Three participants scored in the <1 percentile in their Phonemic Decoding Reading Efficiency initially and **all three had moved out of this percentile by the end of the program.**

**Nine of the participants increased by 1.5 or more grade levels** in their Instructional Reading Comprehension levels (measured by CARA).





# Value of Work, Value of Money

**Value of Work, Value of Money (VOW, VOM) is an 8 week employment/training** program for youth that provides 10 school-aged youth, with paid summer employment at their neighbourhood community centre and professional/personal development training. Funding for this project is provided by the Division of Career, Employment and Youth Services of Advanced Education and Skills. Each week youth in this program received 3-days of employment as a summer camp counsellor, 1-day of volunteer experience at local not-for-profit agencies, plus participation in 1-day of training. The aim is to help our youth understand the importance of taking ownership of their education goals and financial well-being.

## SUMMER 2015 STATISTICS

### PROGRAM COMPLETED BY 10 YOUTH

#### WORK PLACEMENTS

Buckmasters Circle Community Centre  
Froude Avenue Community Centre  
MacMorran Community Centre  
Rabbittown Community Centre  
Virginia Park Community Centre

#### VOLUNTEER ORGANIZATION PARTNERS

Planned Parenthood  
Young Adult Cancer  
Refugee & Immigration Advisory Centre  
Single Parent Association  
Froude Avenue Community Centre - Thrive  
Endure Project  
Association for New Canadians (Summer  
Camp for youth)

### WORKSHOPS DELIVERED

CRAPP Workshop  
Internet Safety  
First Aid/CPR  
Safe Talk  
De-escalating Potential Violent Situations  
Financial Literacy  
Labour Standards  
Customer Service  
Understanding Credit & Debit  
Personality Dimensions  
Post-secondary School Tours  
Importance of volunteering  
Planned Parenthood –Sexual Health  
Awareness  
Youth Ventures –Small Business Info  
Session  
Eastern Health – Drug Education and  
Refusal Skills  
Acing the Interview Workshop



CCA has  
completed

14

Linkages  
programs

# Linkages

## Linkages is a youth employment

program for youth ages 18-30. Funded by the Department of Advanced Education and Skills it is designed to help youth pursue their employment and career goals. Youth selected for the program must have at least; level 2 high school completed, be out of school for a minimum of 6 months, no post-secondary education, not E.I. eligible, and trouble transitioning into the workforce

with their current skills. The program is 26 weeks in duration and provides a wage subsidy to employers for a work placement of at least 36 hours a week. Every effort is made to ensure that each work placement is related to the participant's employment and career goals. The youth also participate in professional and personal development workshops one day per month.

## WORKSHOPS DELIVERED

Job Search Skills  
Portfolio Development  
First Aid Certificate  
Customer Service Skills Training  
Labour Standards  
safeTALK Certificate  
Cultural Diversity Training  
Human Rights in the Workplace  
Goal Setting  
Healthy Eating at Work  
De-Escalating Potential Violent Situations  
Certificate  
Post-Secondary School Tours

## EMPLOYER PARTNERS

Shoppers, Topsail Road  
Simply for Life, Lemarchant Road  
Shoppers, Gibson Drive  
Express Cafe, New Gower Street  
Virginia Park Community Centre

## WHERE ARE THEY NOW?

One participant was pregnant near the end of the program and has since given birth to a healthy baby boy. She plans to complete her remaining 3 credits soon to get her **High School Diploma.**

One participant is getting funding to complete **ABE at Discovery Centre**

One participant is getting funding to complete **Business Administration at Eastern College**

One participant is getting funding to complete **Medical Device Reprocessing Technician Diploma at Academy Canada.**

One participant is working part-time while working on his next steps.





# Homework Haven

**Funded by the Division of Career, Employment and Youth Services of Advanced Education and Skills** this program offers free homework tutoring to children living in our 5 member centre neighbourhoods. Since 2005 this Homework Haven program has provided a safe and nurturing learning environment for children in Grades 7-12 from September to June.

**1,535**  
participants

## TESTIMONIALS

**“This is an absolutely fantastic program that** is valued by administrators, staff, and students. The students participated in the program regardless of the activities at the centre. They developed relationships with tutors, volunteers and staff and felt comfortable doing their work. They also supported each other and didn’t hesitate to ask for help when needed.”

— **HOLY CROSS JUNIOR HIGH**

**“My daughter became much more focused on** school work when she started to do good. It gives a place for kids to work and helps with homework too. Her teachers have seen improvement in her work. Great program!”

— **PARENT, BUCKMASTERS CIRCLE COMMUNITY CENTRE**

**“The MacMorran Community Centre homework program is amazing and** encourages and brings out the best in people. I have great respect and appreciation in the program and my marks would never be as great as they are now without it. “

— **PARTICIPANT, MACMORRAN COMMUNITY CENTRE**

**274**  
sessions

**401**  
volunteer visits

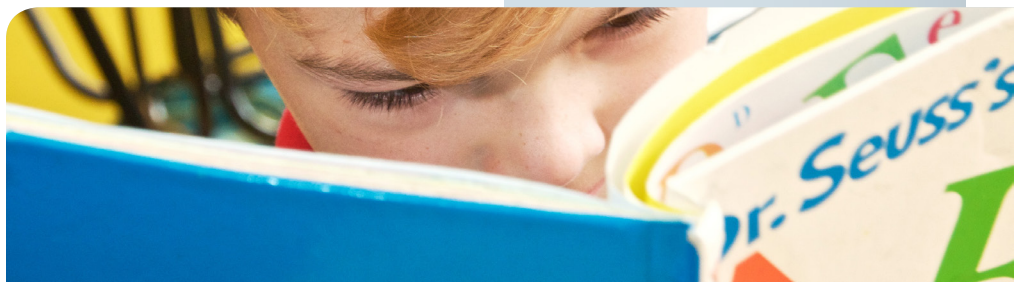




*“Working directly in the community centres has allowed me to build relationships with circles of families, friends and neighbors. Most of my new clients come to me by referral from former clients. It’s an awesome feeling knowing that a client trusts me enough to send their peers to me for support.”*

— **LINDSEY HYNES**

CCA Community Employment Facilitator (CEF)



# PGI & CCA Youth Achieve Run/Walk/Wheel for Literacy

## **The Youth Achieve Literacy Program**

provides literacy tutoring to youth ages 11-17 years that are still in school but have extreme literacy problems. We know that the way out of poverty is education, so **our goal for this program is to increase the literacy of young people so they can graduate high school and go on to post-secondary.**

In November, 2012 Community Centre Alliance held its 1st Annual Youth Achieve Run/Walk for Literacy. This fundraiser supports our Youth Achieve Literacy program for youth ages 11-17.

In 1986, award-winning Canadian broadcaster and journalist Peter Gzowski began raising funds for literacy through an annual golf tournament, The Peter Gzowski Invitational (PGI) is usually held annually in every province and territory and have raised more than \$12.5 million since 1986. These funds directly support literacy initiatives in the provinces and territories where the PGIs are held. **This year, PGI and CCA partnered together for the 5th Annual Youth Achieve Run/Walk/Wheel for Literacy.**

## **SPONSORS**

### **GOLD SPONSORS**

Fry Family Foundation  
The Running Room  
VOCM Cares Foundation  
Newfoundland and Labrador  
Housing Corporation  
Stewart McKelvey

### **SILVER SPONSORS**

Steers Insurance  
Twin Cities imaging  
Winsor Coombs

### **BRONZE SPONSOR**

DMK Chartered accountants

# **\$11,165**

raised at the 2016  
event

# Our Team

## OUR BOARD OF DIRECTORS

- Wallace Gregory** Chair
- Krista Legge** Vice-Chair
- Bob Dawson** Treasurer
- Juanita McDonald** Secretary
- Lillian Lush** Director at Large
- Bonnie James** Director at Large
- Jim Crockwell** Director at Large
- Paul Barron** Director at Large
- Tauna Staniland** Director at Large
- Ed Dunne** Director at Large
- Maureen Murphy** Director at Large
- Andrea Buccholz-Kelly** Director at Large
- Travis Maher** Director at large
- Robyn Murphy** Director at Large

## OUR STAFF

- Patsy Whitten** and **Bradley George**  
Executive Directors
- Margie Howell** Executive Assistant
- Audrey Wade** Community Employment  
Facilitator
- Janice Henstridge** Community  
Employment Facilitator
- Lindsey Hynes** Community Employment  
Facilitator
- David King** Youth Intern
- Colleen Hann** Resource Development  
Coordinator

## YOUTH ACHIEVE

- Shelby Arnold** Literacy Coordinator
- Taylor Cuning** Literacy Coach
- Amber-Dawn Smith** Literacy Coach
- Katrina Roberts** Literacy Coach
- Courtney Jackson** Literacy Coach

## HOMEWORK HAVEN

- Sheri-Lynn Bussey**





2015-2016

# Financial Summary

REVENUES	2016	2015
Provincial government grant - BEO Project	350,175	339,292
Provincial government grant - Skills Link Project	53,753	1,864
Provincial government grant - VOWVOM Project	38,330	36,154
Provincial government grant - Linkages Project	35,373	47,732
Provincial government grant - Homework Haven	26,224	29,404
Federal government grant - Skills Link Project	98,593	2,638
Other Funding - Various Projects	101,450	34,763
Total	703,898	491,847

EXPENDITURES	2016	2015
ARMS Support	2,940	2,940
Advertising and promotion	8,675	1,642
Capital expenses	1,618	3,903
Consulting fees	77,673	4,460
Homework Haven Project	20,000	25,000
Insurance	2,617	2,617
Interest and bank charges	2,030	1,873
Linkages Project	33,176	43,781
Miscellaneous	5,052	2,445
Municipal taxes	1,313	1,313
Office	31,789	20,528
Other Project Expenses	2,912	3,511
Professional fees	17,994	9,340
Rent	34,292	34,068
Repairs and maintenance	2,913	3,069
Salaries and related benefits	376,999	319,468
Skills Link Project	67,585	-
Telephone and utilities	4,933	3,584
Training	4,731	7,096
Travel	14,154	6,974
Total	713,396	497,612

DEFICIENCY OF REVENUES OVER EXPENDITURES	-9,498	-5,765
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2015-2016

## Target vs. Actual Statistics

	1st quarter Target	1st quarter Actual	2nd quarter Target	2nd quarter Actual	3rd quarter Target	3rd quarter Actual	4th quarter Target	4th quarter Actual	Target	Actual
Total Clients Served	70	186	45	191	70	189	70	198	255	764
Clients enrolled in a Training Intervention	55	165	35	176	55	176	55	179	200	696



Community  
Centre  
Alliance

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