

*Community
Centre Alliance*

> 2015

ANNUAL
REPORT





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MESSAGE FROM THE CHAIRPERSON

I am pleased to submit to you the Annual Report of the St. John's Community Centre Alliance Inc. (CCA) for the year 2014-15. This has been a challenging year for our organization. We have strived to maintain our core programs and services as the funding structures are being reviewed and adjusted. We have seen some of our partner programs and agencies fold, due to the loss of core financial support. This has had an impact on our organization as we encounter a broader range of clients seeking our help. We have taken a number of steps over the past year to find new opportunities to promote our programs and services. Input has been contributed by our staff, our major partners, and our board of directors in charting a course of action. Our main focus continues to be directed to supporting the individuals who are seeking our help to improve their educational and employment outcomes.

The CCA has consulted with our staff, board of directors and partner agencies to initiate several activities to put our organization in a better position to seek more financial help to fund our programs and services. We have begun the process of seeking charitable status to improve our status for donations and fundraising. We have also been successful in acquiring a grant to hire an individual to assist with fundraising and to approach private funders to support our programs. We have also established a committee of the board to support these activities.

Discussions have also taken place with the three NLHC community centres in Corner Brook Grand Falls, and Marystown regarding their membership as partners in the CCA. Our intention is to generate programs and proposals on a provincial basis to address the emerging needs of our communities. The needs of individuals and families in our communities have become more complex which will require a broader scope of programs to serve them.

We have managed to maintain our contact with clients through our staff presence in the community centres, while continuing to offer programs such as: the Fry Family Scholarships, Homework Haven, Youth Achieve, and the Value of Work-Value of Money. Our organization is continually networking to become familiar with the changes in employment and educational supports available to those persons who we serve. This past year we embarked on a partnership with the Canadian Wood Manufacturing Council to offer a Skills Link Program to train youth for entry level jobs in their industry. We hope to develop some new strategies in the year ahead to address gaps in supports and training to individuals trying to enter the work force. Many of

our clients continue to encounter complex challenges. Our goal is to respond to the emerging needs and issues that individuals present to us with the support of our partners.

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 St. John's Community Centre Alliance through some very uncertain months. This engagement has also provided the support to our staff to continue to work together in a flexible and dynamic fashion to provide 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 for her commitment and initiative in responding to the challenges of the past year. Her leadership has helped to maintain a smooth process of adaptation to our new operation.

The services and programs which we offer would not take place without the financial support of our funding partners. We would like to thank them for the recognition of the value of our work, and we hope to work with them to help us attract other funders to support our initiatives. I would also like to thank our other community partners who we work with on a continual basis to address the barriers and supports required to help individuals to improve the quality of their lives and to help them overcome the effects of poverty.

Sincerely,
Wallace Gregory
Chairperson



COMMUNITY CENTRE ALLIANCE MISSION

"The Community Centre Alliance Inc. (CCA) is a not-for-profit organization 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 13 years' 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 are:

- Buckmasters Circle Community Centre
- Froude Ave. Community Centre
- MacMorran Community Centre
- Rabbittown Community Centre
- Virginia Park Community Centre



BUILDING EMPLOYMENT OPPORTUNITIES

From April 2014 – March 2015 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.

The stats below are for the period ending March 31, 2015.

STATISTICS					
636 Clients received Employment Services	40 Clients found employment	21 Clients returned to school (non-funded)	73 Clients referred to outside agencies	77 Group sessions offered	768 Clients attended group sessions

Services Provided

- Portfolio Development
- Personality Dimensions
- Labour Standards
- Workplace Health & 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

- case management
- programs & services referral
- labour market information
- job search
- resume writing
- interview skills training
- fax /photocopying /internet/email
- monthly group session facilitation
- career planning
- educational information
- youth employment facilitation
- employment readiness scale
- employment management
- job placement services
- financial literacy facilitation
- Fry Family scholarship application
- program coordination & delivery





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 educational goals and financial well-being.

Summer 2015 Statistics
10 youth successfully completed the program

WORK PLACEMENTS

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

VOLUNTEER ORGANIZATION PARTNERS

- Young Adult Cancer
- Refugee and Immigration Advisory Centre
- Single Parent Association
- Association for New Canadians
- Froude Ave Community Centre
- Bridges to Hope

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

Participant's feedback

"This program was an excellent experience and gave me lots of useful information and certificates."

"Thank you for this opportunity."

"It was a very good program, I liked it a lot."



COMMUNITY CENTRE ALLIANCE 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.

**Linkages 2014-2015 was CCA's 13th successful Linkages project.
4 of 4 youth completed the program**

WORKSHOPS DELIVERED

- Job Search Skills
- Portfolio Development
- First Aid Certificate
- WorldHost Customer Service
- Healthy Sexuality
- Labour Standards
- Workplace Health and Safety
- safeTALK
- Goal Setting with Sassy Tuna
- De-Escalating Potentially Violent Situations Certificate
- Post-secondary School Tours – Academy Canada, Keyin College, CNA, Marine Institute
- Vision Boards
- Interview Skills
- Financial Literacy

EMPLOYER PARTNERS

- Shoppers, Topsail Road (2 participants)
- First Choice Haircutters, Kelsey Drive
- Railway Coastal Museum, Water Street

Where are they now?

After Linkages was complete, 4 out of 4 participants continued on to post-secondary through the EI funding process.

One participant is attending Academy Canada, Harding Road completing the Plumbing program.

Two participants are attending Child & Youth Care with Addictions at Eastern College. One participant attended Keyin College in the Office Administration Program.



HOMWORK 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 2015

2014 - 2015 STATISTICS

2314

Total number of students/ participants

342

Total number of sessions

443

Total number of volunteer visits

1240

Total number of male students

1074

Total number of female students

Evidence of Success

“My child actually enjoyed doing her homework. She is excited to go after school every day. She has a better understanding of math. The math program has changed drastically when I went to school so it made it easier for her to understand.”

—Parent, Buckmaster’s Circle Community Centre

“I learned new methods for learning and doing Math and French. My Math mark improved, as well as French. Also I developed a better understanding of the subjects.” —Participant, Froude Avenue Community Centre.

“It provides students with a place to complete work and get assistance in courses they wouldn’t be able to avail of otherwise. Plus the atmosphere is one they feel at ease with and do not feel set apart.”

—Holy Cross Junior High

“It increases productivity and confidence in the youth’s ability to succeed in school.” - Site Coordinator, Rabbittown Community Centre

“It helped me with Math and English because I sometimes get bad marks and now I’m getting better marks.”

—Participant, Virginia Park Community Centre

“Our partnership with Froude Avenue has always been a strong one. This project (Homework Haven) has been one of the major driving forces behind that. We truly appreciate the efforts of this group in promoting academics. The value they place on education and on the importance of doing work and passing it in is outstanding. We hope this partnership will continue in the future.”

—Holy Cross Junior High

“I have been involved with MacMorran Community Centre for many years and am aware of this program. Because information can be shared back and forth as to how students can benefit from getting extra support outside of home and school.”

—MacDonald Drive Junior High



FUNDRAISING INITIATIVES

PGI FOR LITERACY

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 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.

The funds received from the PGI for Literacy Newfoundland and Labrador go to Community Centre Alliance to support low-income families who struggle with literacy in our 5 community centre areas.

The June 2015 PGI for Literacy contributed \$9,700.00 for homework support and our Youth Achieve Literacy program.

YOUTH ACHIEVE RUN/WALK FOR LITERACY

One of our amazing programs is our “Youth Achieve Literacy Program”. This program provides literacy tutoring to youth ages 10 – 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 Nov. 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 10 – 17.

2015's 4th Annual Youth Achieve Run/Walk/Wheel for Literacy raised \$11,700.00

EVENT SPONSORS:

Gold sponsor

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

Silver sponsor

- Stewart McKelvey, Lawyers



YOUTH ACHIEVE!

LITERACY PROGRAM

Building on the success of the Vibrant Communities St. John’s pilot project of providing literacy support to our community’s youth, who were struggling to stay in school, CCA continues to implement this program through funding support from the Department of Advanced Education and Skills and their own fundraising initiatives. In 2012-2013 the CCA expanded the project to include youth from Rabbittown and MacMorran Community Centre areas and have now expanded it again to provide support to youth in all five of our partner centre areas.

This Youth Achieve! Literacy program provides basic literacy skills development to youth ages 10 – 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 2014-2015 year, we accepted our youngest student into the program to date: a Grade 2, 7 year old student.

For the fourth straight year the program exceeded our lofty expectations proving this year’s Youth Achieve Literacy Program another dramatic success.

Highlights of this year’s success has been listed below:

From November 2014 - May 2015, 18 youth participated in an average of 27 one-on-one sessions in a 5 month period.
Participants improved on average:

1.7 grades in their Frustration;
1.6 grades in their Instructional;
1.0 grade in their levels
Independent Reading Comprehension Levels (CARA)

1.4 grades on their Frustration;
1.2 grades on their Instructional;
1.0 grades on their Independent
Word Identification Levels (CARA)

5.1 percentile points in their Phonemic Decoding Efficiencies;
5.6 percentile points on their Site
Word Reading Efficiencies (TOWRE)

1.2 percentile points on the SEI, an index which measures self-esteem across four areas: family, academics, peer popularity, and personal security.

TOWRE TEST OF READING EFFICIENCY

Percentile			
Efficiency	Pre	Post	Dif.
Site Word Reading	14.4	20.1	+5.6
Phonemic Decoding	10.6	15/7	+5.1
Total Word Reading	7.9	14.3	+6.4
Age Equivalence			
Efficiency	Pre	Post	Dif.
Site Word Reading	9.2	9.7	+0.5
Phonemic Decoding	8.4	8.7	+0.3
Grade Equivalence			
Efficiency	Pre	Post	Dif.
Site Word Reading	3.7	4.3	+0.6
Phonemic Decoding	3.2	3.4	+0.2

At the time of the initial assessments, the group average was approximately 3.2 grades below average in site word reading efficiency and 4.0 grades below average in phonemic decoding efficiency (average grade of participants was 7). The program resulted excellent results (albeit slightly lower than the initial target of one grade level) in both *Site Word Reading Efficiency* (+0.5 years and +0.6 grade levels) and *Phonemic Decoding Efficiency* (+0.3 years and +0.2S grade levels). Incredibly, half of the participants increased by two or more grade levels in their Instructional Reading Comprehension levels. **These results far exceed program expectations of one grade.**

Participant's feedback

"It helped me pronounce my words easier and know the difference of two word sounds like ch and sh".

"It was awesome! The activities we did made you use your brain". So I really liked them. It increased my words".



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, CCA awards annual scholarships to youth living in our five partnering neighbourhoods. The Fry Family Foundation has been supporting this project for ten years and have contributed over \$337,000.00 in total.

An 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 in 2015 in celebration
of their 10 year anniversary, all
scholarships were doubled

SCHOLARSHIPS

13

Fry Family
Foundation
St. John's
Community
Centres Junior
Scholarships of
\$2,400

8

Fry Family
Foundation
St. John's
Community
Centres
Entrance
Scholarships of
\$5,000

2

Fry Family
Foundation
St. John's
Community
Centres Senior
Scholarship of
\$10,000

0

Fry Family
Foundation St.
John's Community
Centres
Exceptional
Achievement
Scholarship of
\$5000

TOTAL AWARDED: \$91,200



FINANCIAL STATEMENT

St. John's Community Centre Alliance Inc.		
Statement of Revenues and Expenditures		
Year Ended March 31, 2015		
REVENUES	2015	2014
Provincial Government Grant - BEO Project	337,779	166,930
Provincial Government Grant - Linkages Project	47,732	22,082
Provincial Government Grant - VOVVOM Project	36,154	36,630
Provincial Government Grant - Community Coordinator	1,514	84,017
Provincial Government Grant - EASProject	-	72,975
Federal Government Grant - Making It Work Project	-	95,501
Other Funding - Various Projects	68,669	164,056
Total	491,848	642,191
EXPENDITURES		
ARMS Support	2,940	2,940
Advertising and Promotion	1,642	2,537
Capital Expenses	3,903	7,664
Consulting Fees	4,460	31,504
Homework Haven Project	25,000	26,600
Insurance	2,617	2,617
Interest and Bank Charges	1,873	1,782
Linkages Project	43,781	18,085
Miscellaneous	2,445	2,606
Municipal Taxes	1,313	1,523
Office	20,529	24,682
Other Project Expenses	3,511	5,982
Professional Fees	9,340	9,910
Rent	34,068	44,829
Repairs and Maintenance	3,069	3,441
Salaries and Related Benefits	319,468	438,469
Telephone and Utilities	3,584	4,810
Training	7,096	4,758
Travel	6,974	8,560
Total	497,613	643,359
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES	-5,765	-1,168

Note 1: A copy of the Audited Financial Statements are available at Community Centre Alliance.



COMMUNITY CENTRE ALLIANCE TEAM

Board of Directors as of 2014-2015

Wallace Gregory - Chair
Krista Legge – Vice-Chair
Bob Dawson – Treasurer
Juanita MacDonald – Secretary
Andrea Buchholz-Kelly
Lilly Lush
Bonnie James
Jim Crockwell
Paul Barron
Tauna Staniland
Bradley George
Ed Dunne
Travis Maher

Staff

Patsy Whitten - *Executive Director*
Margie Howell - *Executive Assistant*
Audrey Wade - *Community Employment Facilitator*
Janice Henstridge - *Community Employment Facilitator*
Lindsey Hynes - *Community Employment Facilitator*
Trevor Trahey - *Community Employment Facilitator (Temporary)*
Colleen Hann - *Resource Development Coordinator*

Youth Achieve Instructors

Stephanie Ferrara
Shelby Arnold
Nichole Hayes
Melissa Beresford
Meghan Traverse

Homework Haven Coordinator

Sheri-Lynn Bussey



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