

*Community
Centre Alliance*

{ 2013 }
ANNUAL REPORT



message from the **CHAIRPERSON**

It gives me great pleasure to submit to you the Annual Report from the Community Centre Alliance (CCA) for the year 2012-13. This past April the Community Centre Alliance, like so many other employment agencies, lost a large proportion of its funding that supported the employment facilitator's positions at the community level. While this has been challenging we have been able to maintain services while we work with Government to look at other means to replace resources.

This past year our staff continued to work tirelessly with individuals in obtaining employment, returning to school or connecting them to other programs and services within the Department of Advanced Education and Skills and in the broader community. They continue to do this through individualized support or through group based initiatives like out "Makin it Work", "Value for Work, Value for Money" and our "Linkages" program. CCA has also taken the time over the past year to engage in a comprehensive planning process that will guide its activities in a more strategic way as we maximize our resources.

I know I speak on behalf of the Board when I congratulate the staff of the Community Centre Alliance for their dedication and hard work in very trying times this past year. We know it's been challenging but staff have been adaptable in taking on extra work and finding creative ways to ensure that our resident continue to be served in the best possible way.

Finally, I would like to thank all our funding partners who recognize the value in the work we do and continue to support us financially. I also want to thank the many valuable partners we work with on a daily basis, side by side, ensuring that we are able to continue our work in moving individuals out of poverty.

Sincerely,

Jim Crockwell
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.”

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.

CCA has 11 years experience and qualified staff with expertise in providing programs and services in employment, literacy and social development. CCA specializes 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 terms of securing a successful attachment to the work force.

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 five member centres are:

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

employment assistance **SERVICES**

From April 2012 – March 2013 CCA received joint funding from the federal and provincial Government through the Dept. of Advanced Education and Skills, to provide Career Development and Employment Assistance Services to individuals in the St. John's, region. Our target groups are individuals who face multiple challenges in terms of preparing for, obtaining and maintaining employment.

As of April 2013 CCA received major cuts to funding with the total loss of our federal funding and is now solely funded through the provincial department of Advanced Education and Skills. These stats below are for the period of April 1, 2012 – March 31, 2013.

Services Provided

- Employment needs assessment
- Case management
- Labour market information
- Job Search
- Resume writing
- Interview skills
- Fax /Photocopying /Internet/Email
- Monthly Group Session
- Workshop delivery
- Career planning
- Educational Information
- Program referrals
- Employment counselling
- Job placement services
- Trained Financial Literacy Facilitators
- Application process for wage
- Subsidies and Job Creation Partnerships
- Return to Work Action Plans

Statistics

- 785** Clients received Employment Services
- 143** Client closed to employed
- 125** Clients referred to outside agencies
- 77** Group sessions offered
- 717** Clients attended group sessions

Group Sessions

- 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
- Flag Person Training
- Conflict Resolution
- Employment Preparation

micro-business development PROGRAM

In partnership with the Federation of Cooperatives, CCA is responsible for the delivery of the Micro-Business Development Group (MBDG) project that is focused on supporting people who are interested in starting or expanding a micro-business. In this program entrepreneurs come together in Peer Lending Circles based on the model pioneered by the Grameen Bank in Bangladesh. Circle members support each other to achieve business goals by sharing experiences and expertise and discussing challenges and successes. Engaged group members

can access a first level loan of up to \$2500 and, upon repayment, can access subsequent loans to a maximum of \$10,000. In addition to loans, the program offers supports through individual and group business counselling, business networking opportunities, professional development sessions and attendance to special events. Mentorship with established business people from the community is also encouraged.

**In April 2012 – March 2013
a total of 12 individuals
participated.**

Types of businesses operated:

- bookkeeping business services
- alternative healthcare provider
- photographer
- artist
- jewellery designer
- home decor
- computer applications, web-ready animation, and website design
- alternative music distribution
- beauty and aesthetics
- handcrafted greeting cards

Business session topics included:

- Vision mission statement
- Communications
- Financial Literacy
- Co-op information session
- Mock Dragons Den
- Trade Shows

makin' it work PROGRAM

With funding from the Department of Advanced Education and Skills, CCA is again delivering skills-to-employment programming using the Makin' it Work model. The MiW model addresses an identified labour market need and supports individuals to obtain meaningful employment that provides a living wage. The unique features of Makin' it Work are:

- customized training (program is tailored to employers'/sector needs)
- participant focused (free program provides supports to gain skills and confidence)
- short and affordable (average 3-5 week program)

Using the traditional MiW employer-partner model, CCA delivered a MiW program for the hospitality sector and a program focused on the retail building supplies sector. This year, CCA is also delivering an "entrepreneur" model for MiW that is focused on the child care sector. This program is supporting individuals to establish their own family based child care business.

Since this program started January 2013 statistics will not be available until January 2014

Session topics included:

- Communications
- Tourism Essentials
- Problem Solving
- Customer Service
- Time Management
- Numeracy Skills
- Job Search Skills
- Character Training
- Effective Resumes
- First Aid
- Cover Letter Writing
- WHMIS
- Interview Preparation
- Goal Setting

Program partners/contributors:

- Department of Advanced Education and Skills
- Fortis Properties
- Hospitality NL
- RONA
- Family Child Care Connections
- NL Housing
- Association of Early Childhood Educators of Newfoundland and Labrador
- WISE
- Murphy Centre

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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, 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.

**Linkages 2012-2013 was CCA's 11th successful Linkages project.
3 of 4 youth completed the program**

Workshops delivered:

- Job Search Skills
- Portfolio Development
- First Aid Certificate
- SuperHost Customer Service
- Workplace Etiquette
- Labour Standards
- Workplace Health and Safety
- Personality Dimensions
- Post-secondary School Tours – Academy Canada, Keyin College, Eastern College, CNA
- Managing Stress Effectively & Finding Your Purpose
- Vision Boards
- Using Humour to Cope With Mental Health

Employer partners:

- Signs 1st, Torbay Road
- Little People's Workshop, LeMarchant Road
- Canadian Tire, Kelsey Drive
- Railway Coastal Museum, Water Street

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.

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 2013 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

Workshops delivered:

- Career Etiquette
- Got Skills
- Financial Literacy
- Portfolio Development
- Labour Standards
- Customer Service
- Understanding Credit & Debit
- Personality Dimensions
- Post-secondary School Tours
- Safe Talk
- Goal Setting with Vision Boards

Volunteer organization partners:

- United Neighborhood Tenants Association
- Fluvarium
- Refugee and Immigration Advisory Centre
- Single Parent Association
- Young Adult Cancer Canada

youth achieve!

LITERACY PROGRAM

Building on the success of the Vibrant Communities St. John's pilot literacy project to support young people struggling to stay in school CCA implemented this program and called it the "Youth Achieve!" literacy project. In 2012-2013 CCA expanded the project to include youth from Rabbittown and MacMorran Community Centre areas. This Youth Achieve! literacy program provides basic literacy skills development to youth ages 12 – 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 for Literacy and our PGI for Literacy fundraisers. This project is an attempt to prevent youth who are struggling in school from dropping out.

From Dec. 2012 – May 2013, 19 youth participated in an average of 15 one-on-one sessions in a 5 month period. Participants improved on average:

Workshops delivered:

- 1.0 grades in Sight Word Reading Efficiency (TOWRE)
- 2.7 grades in Frustration (CARA)
- 2.4 grades in Instructional (CARA)
- 2.2 grades in Independent Reading Comprehension (CARA)
- 0.9 grades in Reading Comprehension (McCall-Crabbs)

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.

2012 – 2013 Statistics:

2624	Total number of student/participant visits
457	Total number of sessions
962	Total number of volunteer visits
1242	Total number of male students
1382	Total number of female students

Evidence of Success

"It has helped my daughter in so many ways. She is now at a higher reading level than she was before. And she is getting her homework done as before she didn't want to do it."

Parent feedback

"Best feeling when you leave and you know you're ready for a test, and they are just as happy as you are when you get a good mark."

Participant feedback

"Tutoring really helped me improve a lot in my Math."

Participant feedback

"Benefits of this program are an increase in the overall well-being of the individual through interacting with peers, increasing their academic skills and mental capacities."

Site Coordinator Feedback

"The Students enjoyed interaction with young tutors, rewards such as gym time and snacks showed a team effort between school and community."

School Feedback

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 2013 PGI for Literacy contributed \$ 16,000.00 for homework support and our Youth Achieve Literacy program.

Youth Achieve Run/Walk for Literacy

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 12 – 17.

This year our 2013 Youth Achieve Run/Walk for Literacy raised \$12,040.00

Youth Achieve Run/Walk Event Sponsors:

Gold sponsor

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

Silver sponsor

- Stewart McKelvey, Lawyers

Bronze sponsor

- ReMax - Andrew Gosse

financial STATEMENT

St. John's Community Centre Alliance Inc.		
Statement of Revenues and Expenditures		
Year Ended Mar 31, 2013		
REVENUES	2013	2012
Provincial government grant - BEO Project	165,640	165,640
Provincial government grant - EAS Project	277,056	264,307
Provincial government grant - Linkages Project	44,839	41,084
Provincial government grant - VOWVOM Project	26,916	28,342
Federal government grant - Making It Work Project	21,657	-
Other Funding - Various Projects	108,194	97,575
Total	644,302	596,948
EXPENDITURES		
ARMS Support	2,940	2,684
Advertising and promotion	1,003	2,029
Capital expenses	3,638	8,890
Consulting fees	15,862	1,955
Homework Haven Project	25,100	25,000
Insurance	2,535	2,667
Interest and bank charges	1,632	1,523
Linkages Project	39,906	31,246
Making It Work Project	107	1,056
Miscellaneous	4,605	3,840
Municipal taxes	1,779	1,699
Office	28,415	21,498
PGI Children's Literacy Day	-	7,825
Participants expenses	2,411	3,384
Professional fees	9,340	9,313
Rent	40,882	40,636
Repairs and maintenance	3,093	1,667
Salaries and related benefits	430,678	409,593
Telephone and utilities	9,102	6,946
Training	7,052	11,244
Travel	9,567	6,620
Value of Work Value of Money Project	1,814	2,429
Total	641,461	603,744
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES	2,841	(6,796)

Note 1: A copy of the Unaudited (Notice to Reader) Financial Statements are available at Community Centre Alliance.

Note 2: A copy of Audited Statement of Revenue and Expenditures for BEO Project are available.

Note 3: A copy of Audited Statement of Revenue and Expenditures for EAS Project are available.

Note 4: A copy of Unaudited (Review) Statement of Revenue and Expenditures for Linkages Project are available.

Fry Family Foundation **SCHOLARSHIPS**

In partnership with the Fry Family Foundation, Community Centre Alliance is committed to assisting our residents in their pursuit of obtaining post-secondary education through the awarding of scholarships from the Fry Family Foundation. 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 2013

- 5 Fry Family Foundation St. John's Community Centres Junior Scholarships of \$1200.00
- 5 Fry Family Foundation St. John's Community Centres Entrance Scholarships of \$2500.00
- 1 Fry Family Foundation St. John's Community Centres Senior Scholarship of \$5000.00
- 1 Fry Family Foundation St. John's Community Centres Exceptional Achievement Scholarship of \$5000.00

Total Awarded: \$28,500.00

community centre alliance

TEAM

Board of Directors as of 2012-2013

Jim Crockwell - *Chair*

Wallace Gregory - *Vice-Chair*

Bonnie James - *Treasurer*

Juanita McDonald - *Secretary*

Ginger Haines

Lilly Lush

Bob Dawson

Paul Barron

Frank Fry

Krista Legge

Ed Dunne

Tuana Staniland

Derick Duggan

Bradley George

Staff

Patsy Whitten - *Executive Director*

Margie Howell - *Executive Assistant*

Susanne Whiteway - *Micro-Business Facilitator*

Audrey Didham - *Community Employment Facilitator*

Janice Henstridge - *Community Employment Facilitator*

Lindsey Hynes - *Community Employment Facilitator*

Michelle Wall - *Community Employment Facilitator*

Paula Fulford - *Community Employment Facilitator*

Sheri-Lynn Bussey - *Homework Haven Coordinator*

Danielle Deganis - *Literacy Tutor*

Gus Wensmann - *Literacy Tutor*



*Community
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