



A SUSTAINABLE COMMUNITY

West Central Women's Resource Centre Annual Report 2016



A Sustainable Community

A Message from the Executive Director & Board Chair

Honouring women's knowledge is the cornerstone of our work. We recognize that women carry with them strength and resiliency that is often unrecognized and undervalued. At WCWRC, we work to help women recognize that in themselves and then to share it with their community – to build and grow community in a sustainable way.

Our mentorship program is built on this premise. As a priority area, we continued to grow the program in 2016. We added new mentor opportunities in our food security program and administrative offices in addition those in our HOMES (Housing Options, Mentorship & Economic Security), Newcomer Immigrant Settlement Worker (NISW) and drop in programs.

The increasing demand on our Women Empowering Women Into Leadership (WE-WIL) program is a demonstration of the commitment women have in bettering

their lives and their communities. We are proud of all the dedicated women who graduated from this program in 2016.

Our staff team also continued to grow this year. With the completion of our kitchen renovation, we welcomed Megan Carrothers to the team as our Food Security Coordinator and talented cook. She is joined in the kitchen by Kitchen Prep Cook Helena Kelly, who has been a smiling face at the centre for many years.

Halima Jalloul, graduate of our WE-WIL program, joined our NISW team to meet the expanding needs of the Syrian families resettling in our neighbourhood and provide services in English, French and Arabic.

More Than Four Walls welcomed Rachel Courey, who brought both her compassion and charming wit to our housing program.

Our board also saw new faces this year as Kerri Irvin-Ross, Kerry Fraser and Suzanne MacPherson joined the table. This year our board undertook some important work to revisit and strengthen our governance model and policies. They also embraced the mentorship model and began to discuss how the same tools could be used to orient and support new board members.

Together, we are working to increase the ways that the centre contributes to community and beginning to measure our impact in new ways. We are looking forward to 2017 and anticipating continued growth and new ideas that put gender equality front-and-centre on the agenda.

Sincerely,

Lorie English
Executive Director

Meredith Mitchell
Board Chair

WCWRC Staff & Board

Staff

Bridget Ayotte
Jessica Audy
Rachel Bergen
Laura Canfield

Megan Carrothers
Sonia Cashman
Rachel Courey
Molly Dunbar

Lorie English
Erika Frey
Merrill Grant
Helena Kelly

Halima Jalloul
Urmila Kapoor
Chelsea King
Wendy Kissack

Melissa McGregor
Rena Shorting
Lisa Spring
Jolene Wilson

Mentors

Priscilla Maud
Christina Davis
Richelle Baker
Jolene Wilson
Vianna Desjarlais
Sharon Olson

Alya Abdulsayed
Rhonda Starr
Talat Aziz
Judy Catcheway
Emeline Ngayak Essembion Sorel

Board of Directors

Meredith Mitchell
Erin Anderson
Nan Colledge
Lauren Konrad
Kerri Irvin-Ross
Kerry Fraser

Suzanne MacPherson
Lioubov Gavrilova-Crozier



WCWRC Programs and Services & Kitchen Update

Programs

Drop In

Lunch Program
Shower / Laundry / Hygiene Supplies
Workshops

Mentorship Program

Leadership Training
Job Experience
Volunteer Placements

Housing

HOMES – housing and income security support
More Than 4 Walls

Indigenous Programming

Events & Ceremonies
Red Road to Healing
Cultural Programs; Drumming, Beading

Community Building

Celebrations & Events
Community Gardening

Newcomer Programs

Settlement Services
Conversation Circles
Sewing Program

Employment & Education

Job Readiness Support
Training Opportunities
Childminding Services

Kitchen Update

We're thrilled with our new beautiful and spacious commercially certified community kitchen! Not only is it better suited to preparing nutritious, delicious meals and snacks for participants, it also unleashes tremendous potential for us to better address food insecurity in our community. Community women from diverse backgrounds can come together to share and increase their knowledge, access, and



skills around healthy options for themselves and their families. We are thrilled at how popular our nutrition and inclusion-based cooking classes and mentor opportunities have been already. The kitchen not only produces food, it opens the door to building community in new ways. Be sure to take a look next time you're in the centre.

Staff Profile

Halima Jelloul

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We were thrilled when Halima joined our staff in 2016 as a Neighbourhood Immigrant Settlement Worker. Originally from Morocco, Halima has experienced being an immigrant raising a family in Canada, which helps her work with our participants with compassion.

Halima was a familiar face around here. She graduated from our Child Care Assistant Program and, after working in childcare, came back to complete our WE WIL Program. When it came time to find an Arabic-speaking woman to work with the growing influx of Syrian families, Halima was a perfect fit.

Halima has also been volunteering as an interpreter at the Entry Program and in the community.

You will rarely find Halima without a smile or a laugh. She brings incredible patience,

understanding, and dedication to her work. Not only has she helped numerous immigrant and refugee families find their footing and sense of belonging in Canada, she has also helped the centre work on its own inclusion policies and practices. We are grateful to have her on our team and for her contributions to the future success of families, the centre, and the community.

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Thank you

Mentorship: A Sustainable Model

The forces of poverty, colonization, isolation, displacement, and disempowerment that face women in our community are complex and deep-rooted. West Central Women's Resource Centre is committed to doing the hard work to fight these oppressions and offer support and services for as long as needed. This requires a long-term vision for a sustainable centre that builds community capacity.

This is why our approach is based on mentorship. Women in our community can access leadership and skills training through our Mentorship and Childminding programs and then gain meaningful work experience as mentors and staff in placements throughout our centre.

Women who have faced barriers to economic independence learn the soft and hard skills needed to better access employment and education opportunities. This can lead to better outcomes in many aspects of their life, such as housing stability and health.

Mentors also gain confidence and a sense of self-worth by helping others and giving back to their communities. This has a ripple effect of benefitting their children, family, friends, and

those they support through their work at the centre and throughout their future career.

This model also benefits our centre by having term positions filled by women with high-quality training to support our permanent staff and the wisdom of lived experience that enhances our programs. They are called mentorships

*"I learned that I can change my life for the better. My goals are achievable and I possess the skills needed to achieve them...My self-perception has improved and I have gained self-confidence."
~ WE WIL Participant*



WE WIL Grad Spring 2016

rather than internships for a reason. Community women are trained to work with women facing the same challenges and barriers that they have. This lived experience brings a wisdom that allows our mentors to help participants with respect and understanding.

On a larger scale, this mentorship model builds

overall community capacity and well-being. A community thrives when its residents feel they can contribute to their communities, families, and local economy. Our goals are based in Community Economic Development principles. We aim to see a decline in the neighbourhood's historically high rate of unemployment, an increase in meaningful long-term jobs, more

wages and salaries spent in the community, and an increase in feelings of well-being and safety.

This model's outcomes demonstrate even broader value for society. Participants are often able to gain independence from costly social assistance, food bank, health, and justice systems. In this way, these mentorship programs are a sound investment in the sustainability and prosperity of our community, city, and province.

2016 was a momentous year for the centre and the success of its mentorship programs. Two mentors and a past graduate of our WE WIL program ("Women Empowering Women Into Leadership") competed successfully for positions and joined our staff. These women who once walked through our doors seeking our services, are now part of the team delivering these services.

This is how we believe we can build a sustainable and prosperous future for all. The people and skills needed to build a prosperous, sustainable community lie within the community itself. By working together and believing in others, we can achieve just about anything.



WE WIL Grad Fall 2016

Program Highlight: Childminding

Just about everyone who has been in our centre has marvelled at our childminding room, a cheery space often filled with the giggles of children at play. It is appropriately located at the centre of our building: the Childminding Program is central to our community, our centre, and our future.

Our in-house childminding service increases access to our programs and services. A lack of adequate affordable, high-quality child care disproportionately impacts women with limited income. By offering a safe space with trained childminders, women in our community can fully participate in our programs, give full attention to one-on-one support from staff, or simply have a few moments for self-care and respite.

But our Childminding Program is so much more than this. It builds skills, builds confidence, builds community, and builds employment right here in our community.

Since 2007, we have operated Happy Sprouts Childminding Service, a social enterprise committed to providing high-quality childminding for organizations, businesses and

“Thank you for your kindly support and encouragement. Finally I became a permanent worker at a child care centre.”
~ CCA Grad/Employment and Education participant

daycares. A social enterprise is distinct from most business models by working toward three bottom lines: profit, people, and the planet.

They create sustainable economic opportunities that also improve social and environmental well-being.

Happy Sprouts achieves this through training, supports, mentorship, and employment opportunities to women living in the inner city. Our free childminding training builds local skills and capacity. Participants learn childhood development theory, play-based learning,



First Aid and CPR, and more. The training is provided in a supportive learning environment with wrap-around supports to ensure it is accessible and that the childminders have the skills they need to succeed in the workforce.

After the training, the women work with WCWRC as Childminders for up to 12 months and receive one-to-one support from the Employment and Education Coordinator. This

***"The great news is that I'm hired ... thank you so much for all you do for helping people like me to have success in life."
~ CCA Grad/Employment and Education participant***

includes goal setting, resume writing, interview preparation, developing job search skills and addressing barriers they may face (childcare,

English skills, housing, healing, etc.).

Throughout this process, childminders gain confidence and independence that permeate all aspects of their lives. Most participants develop an increased sense of self-worth, a sense of belonging in their community, and improved relationships.

The Childminding Program also benefits community organizations, learning institutions and others by supplying reliable childcare for workshops, programming, meetings and other gatherings. The availability of childcare increases accessibility of these services, programming or gatherings, for local residents, especially women.

We have trained over 200 women in our community, offer casual employment opportunities to 11 childminders, and provide childminding for over 40 community agencies.

For more on this program, contact Melissa at socialenterprise@wcwrc.ca or 204-774-8975 ext. 211.



WCWRC Women of Distinction

WCWRC was built and is sustained by remarkable women. As a way to honour their contributions, every year we present the Women of Distinction awards, which recognize women who have gone above and beyond expectations in their contributions and commitment to the wellbeing of our Centre, our values, and our community.

Our theme this year – A Sustainable Community – is rooted in leadership, mentorship and long-term vision. The three women

we are honouring this year exemplify these values at board, staff, and community levels. Their work and dedication has helped ensure the continued success and sustainability of our centre.

The positive impacts of their contributions are felt throughout the centre, and have rippled out to support and inspire the entire community and generations to follow in their footsteps. Thank you!



Liubov Gavrilova-Crozier
Treasurer of the Board



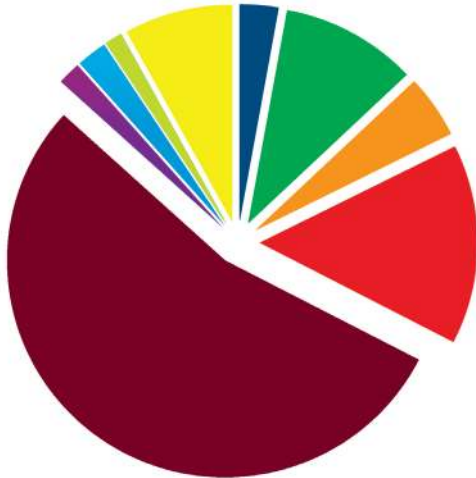
Deanna Moose
Community Woman/Mentor



Marianne Cerilli
Former staff, HOMES Program

2016 Summary of Revenue & Expenses

REVENUE



- City of Winnipeg - \$25,000
- United Way - \$88,000
- Winnipeg Foundation - \$41,000
- Province of Manitoba - \$130,000
- Federal Government - \$472,000
- Thomas Sill Foundation - \$15,000
- Donations - \$19,800
- Happy Sprouts Childminding Services - \$11,000
- Additional Grants - \$70,000

EXPENSES



- Childminding - \$8,300
- Drop In - \$102,400
- Employment & Education - \$72,000
- HOMES - \$75,000
- Housing First - \$156,600
- Indigenous Programming - \$17,500
- Mentorship - \$64,000
- NISW - \$128,500
- Operations - \$177,700
- Administration - \$134,300

Our Funders

- Assiniboine Credit Union
- Canadian CED Network
- City of Winnipeg
- Community Incentive Grant Program
- Communities 4 Families
- Government of Canada
- Homelessness Partnering Strategy
- Immigrant Refugee & Citizenship Canada
- Service Canada
- Status of Women
- Individual donors
- Province of Manitoba
- Family Violence Prevention
- Jobs and the Economy
- Manitoba Housing
- Neighbourhoods Alive
- Winnipeg Community Infrastructure Program
- Richardson Foundation
- Thomas Sill Foundation
- United Way
- Winnipeg Foundation
- Winnipeg Regional Health Authority

Participant Quotes

"That place is very helpful for me because I get lots of knowledge and information about Canada. How people are living and the life of Canada. This centre is awesome for me."

~ Participant

"The Red Road to Healing Program helped me to understand about the cycle of violence and abuse. The sharing circles help give me a voice and am able to express my inner self and emotions."

~ Participant

"I feel more relaxed and happier with the environment here because I feel I can be myself and there's less stress in my life. I feel more motivated to do things like to get myself to take swimming lessons finally."

~ Participant

"I've been happier since I started coming here."

~ Participant

DONATE TODAY

In 2016, WCWRC's Drop-In was open for 1,300 hours and we had over 16,000 visits!

But we can only do this with your help. It costs \$80/hour to:

- **Meet basic needs** by providing nutritious food, hygiene products, laundry, computer access, and other services in the community.
- **Grow confidence** by supporting women to believe in themselves, gain skills, and have a voice.
- **Connect** women with the services, information, and programs they need to succeed.
- **Provide a safe space** to build community where women can connect and support one another.

You can be a part of this!

Help us keep our doors open and our services accessible.

Sign up to give a monthly or one-time donation at www.wcwrc.ca or send a cheque to: WCWRC, 640 Ellice Ave, Wpg. MB, R3G 0A7. Gifts of \$20 or higher will receive a charitable tax receipt.