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North Central Community Association Annual Report 2013-2014

Message from the President

Greetings on behalf of the Board of Directors of North Central Community Association.

The saying “the best laid plans of mice and men” should have prepared the Board for the dramatic changes that took place over the last year. As many of you know, Rob Deglau left the position of Executive Director and Michael Parker moved up within the organization and took Rob’s place. While Rob has not left the Association (he is providing some leadership in a crime prevention initiative), Michael has very ably stepped up to the place and has done a superlative job. There have also been changes made in both office personnel and how the office looks. I’m sure Michael will review those changes in his report.

It is the responsibility of the Board of Directors to provide direction to the Executive Director, who in turn directs staff. North Central is a geographically large area, with many organizations providing services to a diverse population. There are commercial businesses, nonprofit agencies and ministries, as well as big name organizations that are key players in North Central affairs. There are also thousands of residents coming from a wide mosaic of cultural backgrounds. For these reasons, the Board of Directors initiated several community/town hall meetings; we need the community’s input so that we can understand where we need to focus attention and prioritize. From these meetings, the Board of Directors developed committees for housing/land development and for street sex trade issues.

And this brings to light the importance of continued community involvement. The Board of Directors needs help to make things happen; we need your input and your abilities to make things move forward. The office can always use a few more hands to get things done. The Board of Directors needs more committee members with a broader range of experience and skills to provide direction. We’re not asking for hours a week, just some hours a month. The Board itself can always be enhanced with new board members.

This will be my last year on the Board of Directors; employment obligations require me to step away from my involvement. I want to thank the rest of the Board for their hard work and support through this transitional year. I especially want to thank the Executive Committee. There is always more to be done. I believe the North Central Community Association needs to have a louder voice when it comes to what changes are being decided for the community. I also think we’re in a good position to develop that voice.

Lastly, I want to welcome the new board members who will be voted in tonight. My prayers and support are with you. Commitment and hard work will accomplish great things.

Let’s all be a part of continuing the goal of North Central being a vibrant and safe community!

- Carol Kirk, Board President

Message from Incoming Executive Director

As I reflect on my first 6 months as Executive Director and entering my third year as an employee of the community association and third year as a resident I realise our community, to quote the iconic movie title, is filled with “The Good The Bad and The Ugly”. That is to say we are a very diverse community with our own unique strengths and challenges. I draw inspiration from our vision of “A safe, caring and vibrant community where all people can live, learn and prosper.” And how we do this through our mission as “Pursuing the development and maintenance of a safe, vibrant and attractive community through advocacy, partnerships and services.”

Last year we began two new initiatives that are more detailed in the following reports that really put into practice the above vision and mission of our organisation The Renew Project as it draws on all the households of specific blocks to build a sense of pride, ownership and safety of their shared space by working together to beautify the space. North Central Culture Days is an annual event that serves to welcome all residents to enjoy all the various artistic and cultural diversity of the neighbourhood and inviting the rest of Regina to come and experience North Central in a new way and break down stigma.

I am excited for us as an organization as we get back to the roots as a community association. In my observations I have seen that many of the human service organisations are orientated to those most disenfranchised by society and with the most needs. There is a very strong sense of camaraderie between those who work, volunteer, and participate at these various agencies. My hope is that this sense of community spirit can be extended to the neighbourhood as a whole. As we head into the future this means for me that we need to work on engaging all residents, not just those in most need. This engagement plays out in a number of ways, re-starting community memberships, focusing our programming and projects to serve a broader group of people but with a more focused intention.

In closing I want to say thanks to Rob Deglau, who gave me a chance to work with this incredible organisation, thanks to the Board for their support in this transition time, especially Carol who went beyond the call of duty, and to our dedicated staff and volunteers whom without nothing would be accomplished.

- Michael Parker, Executive Director

“Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever has.”

-Margaret Mead

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Program Reports

Following are reports from our various community projects and programs from the past year.

Go Green by the Numbers

161 workers participated in **12** home games and the Paul McCartney Concert in 2013 compared to 135 worker in 2012 and 109 in 2011.

\$58,894.30 worth of beverage containers were recycled and **\$38,162.54** was paid out for worker wages. After covering program costs a total of **\$7,265.70** was raised for community beatification.

Our Go Green Partners

- Saskatchewan Roughriders
- City of Regina
- SARCAN
- Premier Van Lines

Go Green

2013 was another successful year for the Go Green Program. Go Green is a partnership between the City of Regina, the Saskatchewan Roughriders and North Central Community Association. The program allows participants to watch Rider home games and then earn some cash by staying after the games to pick up recyclables – usually taking 4-5 hours for the average game. Workers are paid in cash at the end of the night based on how long it took to pick up and sort all the recyclables. Most of the money from beverage containers is put back into paying workers, with the surplus dedicated to murals and other community beautification projects. In 2014 Ranch Erhlo Sport Venture Library (2730 – 5th Ave) by artist Andres Araneda Eureka Fellowship Hall (1165 Pasqua St) by Mission 6:10 group with Gentle Road Church.



Care & Share

Our weekly seniors' meal and social time runs from September to June. We had a great year of fellowship and fun. 859 meals were served for the year! Heartfelt gratitude to our fantastic volunteers, without whom we would be lost: Priscilla Wagner, Tom Wright, Lil Wright, Doug McCall, Diana Champion and Dixie Pennington. For Christmas, Easter, and year end we have enjoyed partnering with Chili For Children Elders lunch. Special thanks to the Cosmopolitan Learning Centre for assisting each week with set-up and clean-up.

Renew Project

The Renew Project was funded by The City of Regina and the Student Summer Works program. Renew's purpose was to engage residents and renew their sense of pride in their environment as well as renewing North Central overall.

The Renew Project, when combined with the annual community clean-up, removed a substantial amount of garbage and recyclable materials from North Central over the period of a couple months.



Renew staff conducted a follow up survey with residents that opted in to the option. Of those surveyed, 100% was satisfied with their alley cleanup and all of them rated their level of satisfaction as Very High. 64% felt that their alley remained clean after and 55% felt the cleanup had a positive impact on residents rolling in their bins after being surveyed and educated on the risks of not. In terms of the alley clean up, 64% felt it positively impacted community engagement, 82% felt it positively impacted graffiti, 73% felt it positively impacted crime and 82% felt it positively impacted the feeling of safety in their alley.

Renew Project Supporters

City of Regina, Rainbow Youth Centre, John Howard Society of Saskatchewan, RAMP, B&B Small Engine Sales & Service Company, Wendy Dumalski, General Paint, Colourburst Paint, James Morberg and Wendy Grant, Regina Police Service, Aids Programs South Saskatchewan, Go Green, Student Summer Works Program, McDonalds, 5th Avenue Convenience Store, Bennett-Dunlop Ford, and Roberta Pelletier.

Renew Project by the Numbers

A total of 14 alleys were cleaned, 129 volunteers removed graffiti from 250 garages, 38 fences, 250 roll out garbage carts and a handful of various locations such as business walls and doors. In addition, the Renew project recovered over 100 needles and, according to the City of Regina Solid Waste Collection Manager, removed an average of 50 hopper loads per month.

Annual Community Clean-up

The Community Clean Up was October 20, 2013 in partnership with Bennett-Dunlop Ford. Over 100 volunteers helped remove more than 42 metric tonnes of garbage 8 pallets of TV's and 3 pallets of electronics were taken to SARCAN in addition to 3.6 metric tonnes of metal recycled.

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Health Nurse

North Central Community Health is dedicated to serving all persons equally. We provide quality, compassionate, and professional health care that is easily accessible and without discrimination to all members of the community that we serve.

We believe every individual has the right to quality health care that is respectful and considerate. We create an atmosphere that is safe, accessible, and free of discrimination. We are committed to provide the highest quality primary health services, delivered in a competent, caring, and culturally sensitive manner.

This year we saw 32 new clients and the following services were provided 2725 Blood Pressure, Blood Glucose, Home Visits, Health teachings, Follow-up, Dr Referral, Weights, Hospital Visits, Foot-care, Hand-care Counselling, and Med. Review

Community Gardens



Gardens were planted in three locations: Albert-Scott, Oasis Garden and the 900 block Garnet Garden. City of Regina and Wal-Mart Evergreen Green Grants provided funding for the past year. Planting Days were held with great success followed by community BBQ's. Throughout the season, 20 different events were held. During the summer months, drop-in times, formal and informal, were held at all garden locations. Neighbourhood children and parents would participate; youth from Street Culture Kidz, John Howard Society, and Rainbow Youth Centre were all regular volunteers. We formed a partnership with the Native Access Program to Nursing (University of Saskatchewan College of Nursing) with the goal of recruiting more community members for volunteering in the community gardens. They participated in regular drop-in times and helped put on a community BBQ that brought 300 residents into the gardens on tours and to try samples. More mulch was laid down at both 900 block Garnet and Oasis garden sites to improve water retention and control weeds.

The Oasis garden was very productive this year and volunteers always had lots of fresh veggies to take home, frequently our staff would drop off surplus veggies at various community agencies. Over 300 tea bags of herbal teas were made and distributed from herbs grown at Oasis garden.

In the Past Year

47 of 49 students completed and moved on to full-time employment.

5 duplexes were constructed

Students receive **8** construction and safety certificates in the **23** week program.

Funded by:

Labour Market Services of the Ministry of the Economy

Cultural Connections for Aboriginal Youth

Sponsors and Supporters:

Sask Construction Safety Association, Sask Construction Association, Primex, Cervus Equipment, Regina Food Bank, and Flaman Trailers

Transition to Trades

Transition to Trades continues to operate out of 1459 Retallack St in North Central with a complement of six staff: Jane Gattinger-Director, Jessica McFarlane- Life Skills Facilitator, Mark Pitman-Project Manager/Construction Instructor, Micheal Ripplinger-Construction Instructor, Dwayne Allan -Construction Instructor, and Esther Frostad-Administrative Assistant.

Over the past year, a total of 357 candidates requested entry into this 23 week full-time program.

Students who attended the Transition to Trades program were coached in life skills and were instructed in carpentry as they work on construction projects in North Central. All graduates receive work gear, eight construction certificates, a tool belt, a polished resume, a host of new life skills and were hired into employment at the end of the program.

Over the course of this past year, the program has expanded by 2 staff positions and we have doubled student positions.

Supported by many, the youth of this community continue to rise up to a standard of empowerment, independence and financial success. North Central's plan for this program is to continue serving the youth of this community as long as funding resources allow. – Reported by Jane Gattinger, Program Director



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Resident Support

The Association office assists community residents through the following: being a distribution point for REACH Family Baskets, Community Volunteer Income Tax Program in March and April, photocopying and faxing, and providing referrals and information regarding. The office hosts multiple student placements through Rainbow Youth Centre Road to Employment program, University of Regina, SIAST, and University of Saskatchewan.

Community Events

Volunteer Fair & Awards Night

Volunteer Fair & Awards Night sponsored by Conexus in partnership with Project People was held for a second year to encourage and recognize volunteers in the neighbourhood.

Christmas in July

This event is held in partnership with Project People to encourage giving and generosity throughout the year by hosting a free Community Christmas Meal and give-away in July as opposed to only giving in the holiday season.

Diabetes Health Fair

This event is held annually in August in partnership with Canadian Diabetes Association and provides important health information to the community through health professionals and presenters. Diabetes screening and risk-factor assessment is provided, resulting in prevention measures and early detection. People are sometimes reluctant to see a physician for routine tests, but we have proven that they are willing to come to the centre. The purpose of the event is to reach people that are not already connected to health care professionals.

Culture Days

For the first time North Central hosted a Culture Days event in the form of a Street fair to experience a truly unique free all ages event that focused on creativity and diversity through arts, music, workshops, performance and more. Sask Culture / Sask Lotteries and SED Greenleaf provided funding. Mackenzie Art Gallery, Commonweal Community Arts, and Albert Library, partnered in the planning and delivery of the event with many others individuals and organisations participating on the day. There were over 500 attendees.

Help Portrait

We hosted for a second year Help Portrait in December which allowed 306 individuals to have their family portraits taken for free. Special thanks to our volunteer event planner Kim Schmidt for her vision, passion and hard work making this event a success.

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Communications

The North Central Community Association plays a vital role in communicating with those who live and work within the neighbourhood. Our ultimate goal with to develop a sustainable communications approach to project a consistently positive, transparent and unified image for the NCCA, inform about various programs and services , and to shift negative attitudes about North Central.

In September we erected North Central's first community-owned electronic billboard. The sign was installed on Fourth Avenue and Angus Street beside the Regina Performing Arts Centre. The sign has two purposes, the primary is to be able to communicate community events and programs the second to generate revenue through advertising sales to cover the costs of the sign.

Special thanks to our faithful editor Jan Morier whose dedication and passion for the neighbourhood shines through each page and all our advertisers who without the newspaper would not be possible.

The following tools have been utilized to meet the communication goals and objectives:

- **Website/Wordpress Blog:** Record keeping of association news and events available and promote to public
- **Community Connection Newsletter:** A comprehensive newspaper delivered free to residents six times a year delivers an additional 1000 copies to government and organisations throughout the community.
- **Community Sign:** Informs commuters about the great things that are going on in North Central and encourages them to become customers of the businesses in North Central.
- **Facebook:** Primary communication with North Central community residents
- **Twitter:** General communication and interaction with greater Regina area and key influencers/businesses/organizations
- **Together Now Updates:** A bi-weekly e-newsletter through MailChimp, intended to enhance relationships with local community groups/organizations

Community Partners

Thanks to the following organisations for their ongoing and general support of the association:

- City of Regina
- Regina Qu'Appelle Health Region and Four Directions Community Health Centre
- Project People
- Scott Collegiate staff and students
- SEARCH Student Clinic
- Cosmopolitan Learning Centre