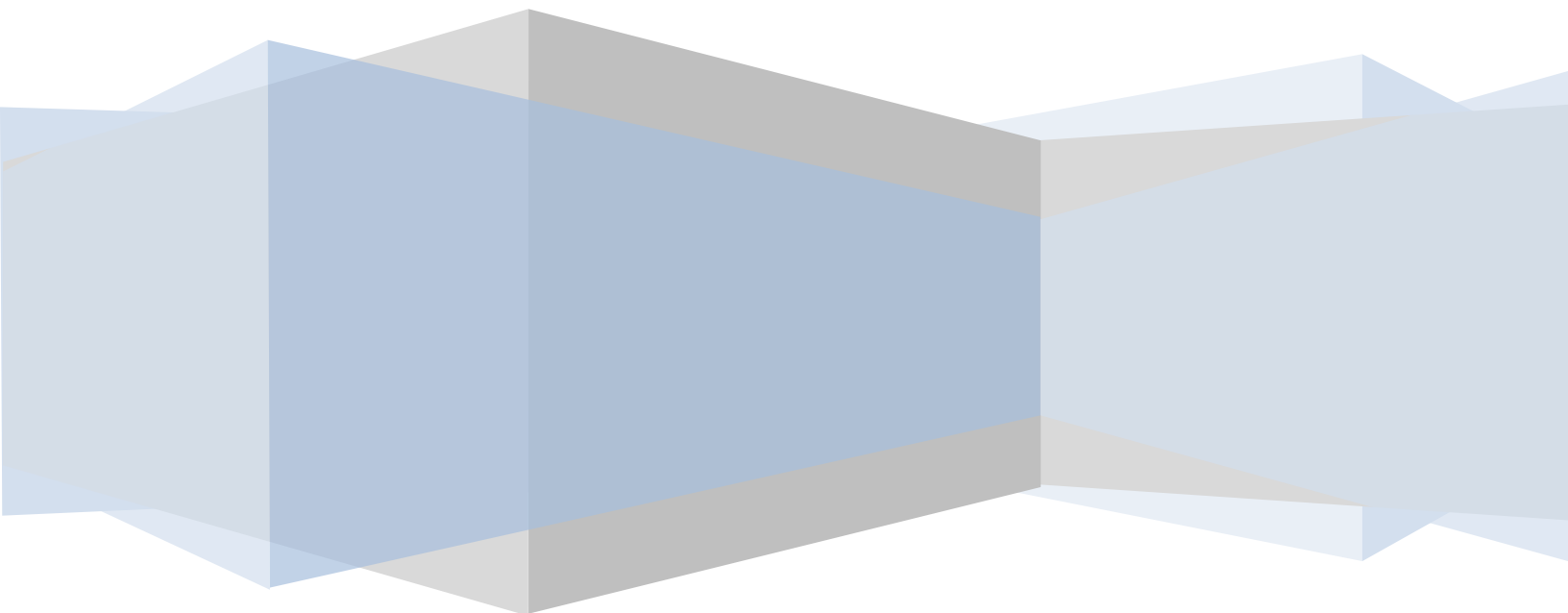




Annual Report 2014-2015

Michael Parker



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Message from the President

Umba wasté North Central residents,

I would like to thank the North Central board members for their volunteer work this past year and in contributing their ideas and commitment to the wellness of our community. I would also like to thank our staff including Michael Parker and Kari Herbert for their dedication to ensuring our programming and events are coordinated and enjoyed by our community.

I have had the privilege to be the President for the past year and would like to highlight how proud I am to be a part of history in watching the construction process for the Mâdawêyatitân Centre. The Mâdawêyatitân Centre will be a centre of excellence of academic learning for the youth of Scott Collegiate and will be a new adventure for service providers to be creative as they enter relationships and partnerships when interacting with each other for the betterment of North Central community and in fact all of Regina. The world will be watching and taking notes.

As well, we hope the Mosaic Stadium contributes to the wellness of the community and that new partnerships will be formed to benefit our community members and our neighbourhoods. Many excited challenges are forthcoming and as a community we will need to collectively develop a community plan to ensure your voices are heard and contribute to solutions such as the empty lot left by the demolition of the old Taylor Field stadium. Housing and neighbourhood infills are always at the top of the board's agenda. Ideally, we need a housing committee but we also need committed volunteers to assist in developing policies regarding new housing developments in North Central as well as issues such as homelessness and abandoned or derelict homes especially from landlords that own houses but do not live in our community.

North Central community association is going through a transition period.

We have new programs and a new social enterprise developing as this is written. There are so many opportunities coming to us in the near future.

The only thing we lack is volunteers. Please, please consider volunteering either for a board position, committee membership or just event volunteering.

The smudge walk that occurred at the beginning of June is important to me because it represents a cleansing of negative energy and bringing positive energy into our community. So many people within and outside of North Central want us to succeed in our community endeavours and help us. It is very encouraging to know we have so much support from all. I leave the board, hopefully, in a good energy way and know that I will still be a part of the community and volunteering and being a part of the future events.

Thank you all for reading our year end report and for that it means you are committed to knowing what is happening and also potentially contributing in your own way to our community. Thank you so much! Have a great year!

Joely BigEagle-Kequahtoway

Message from Executive Director

North Central as a community stands at a cross roads: once dubbed by Maclean's magazine as "Canada's Worst Neighbourhood", North Central has been seeing a gradual change and I anticipate that over the course of the next 5 years it is set to undergo a major transformation. The challenge will be to see about who will lead that transformation and what sort of community is being built. There has been a significant increase of infill housing since housing prices spiked in 2009, and observations point to an overall general improvement in housing stock and the general state of the community. There has been major investment in educational infrastructure through the rebuilding of Seven Stones school, and a now also Sacred Heart school by 2017 along with the Mâmwêyatitân Centre that will replace the only high school, city community centre and public library. The Mâmwêyatitân Centre will also be the new home of NCCA. Mosaic Stadium, home of the Saskatchewan Roughriders is also being replaced with the building of a new stadium a half-dozen blocks from its current site and the planned redevelopment of current stadium area. Over 400 million dollars will be spent on these public capital projects from 2012 till 2017. While these investments are encouraging, especially with the renewal of educational infrastructure, decisions are being made for the community rather than with the community and create the risk that in these efforts to renew the community the core issues remain unaddressed and it's most vulnerable members are simply displaced. As an organisation we need to strive to give the community a voice in determining its direction and see a comprehensive community plan as the way forward to support all our members to live, learn and prosper.

NCCA has been through massive transition in the last 3 years, first with the closure of the Regina Anti-Gang Service, second with the retirement of former Executive Director Rob Deglau, and thirdly with the transformation of our youth employment program Transition to Trades into Meewasasin. In order for us to achieve our goals it is vitally important that we can begin rebuilding our capacity through fund raising and volunteer development.

Special thanks to my wife for supporting me and our community and for putting up with the late night meetings and long days that are required at times. Thanks to Joely for her positive leadership and vision she shared that has helped inspire me personally in our work. And thanks to Kari for your strong commitment to the organisation and community and especially for taking the reins while I was off for two months of parental leave.

Michael Parker, Executive Director

Program Reports

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

Go Green

2014 was another successful year for the Go Green Program. Go Green is a partnership between the City of Regina, the Saskatchewan Roughriders and the 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. This year due to poor weather conditions and consequently much reduced revenue only repairs on existing murals were conducted.

Go Green by the Numbers

128 workers participated in 11 homegames (9 regular, 1 pre-season and 1 RedBlacks 'Homegame') in 2014, as compared to 161 workers in 2013, 135 workers in 2012 and 109 in 2011. Approximately \$34,400 worth of beverage containers were recycled this year.

Our Go Green Partners

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



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, Sask Polytechnic, and University of Saskatchewan. We are grateful for the generous donation from the Lorne & Evelyn Johnson Foundation that helped us purchase our office Xerox machine that helps support our residents and general office activities.

Renew Project

The 2014 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.

Before and after pictures from an alley clean-up



Renew Project by the Numbers

This year we had a total of **78 volunteers**, removed graffiti from **140 garages**, **18 fences**, **43 roll out garbage carts** and a handful of various locations such as businesses walls and doors. In addition to this progress in 2014, the Renew project recovered over **147 needles**. This is more than what was recovered last year. According to the City of Regina Solid Waste Collection Manager, we removed over **15.76 tonnes** of garbage overall in the **12 alleys** we were able to clean this summer.

The **Annual Community Clean-up** was on October 5th, 2014 in partnership with Bennett-Dunlop Ford. Over **130 volunteers** helped remove **47.16 metric tonnes of garbage**. A total of **7.5 pallets of electronics** were taken to Sarcan in addition to **3.48 metric tonnes of recycled metal**. There was also a large amount of various recyclable materials such as tires and shopping carts that was collected and recycled.

Renew Project Supporters

City of Regina, Rainbow Youth Centre, RAMP, Johns Howard Society of Saskatchewan, B&B Small Engine Sales & Service Company, Wholesale Club, Sherwood Co-op, Home Depot, Regina Police Service, Aids Programs South Saskatchewan, Student Summer Works Program, Giant Tiger, 5th Avenue Convenience Store, Bennett-Dunlop Ford, and Roberta Pelletier.

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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 46 new clients up from 32 last year and served a total of 144 unique clients. The following services were provided for a combined total of 3049 up from 2725 last year: Blood Pressure checks, Blood Glucose checks, Home Visits, Health teachings, Hospital Visits, Foot-care, Hand-care, Counselling, and Medication Reviews.

Care & Share

Our weekly seniors' meal and social time runs from September to June. We had a great year of fellowship and fun. Heartfelt gratitude to our fantastic volunteers, without whom we would be lost: Priscilla, Tom, Lil, Doug, Diane, Toby, Dixie and Forever in Motion. 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. New this past year was the partnership with students from Scott Collegiate assisting with clean-up and recreation activities with additional funding (thanks to Sask Lotteries) that allowed us to add a fitness session before the meal is served, additional recreational activities afterwards, and free transportation to create more opportunities to promote healthy living for our seniors.

2014/2015 Numbers

- Total of 916 meals served
- Average weekly attendance: 27
- Average weekly volunteers: 12
- Average weekly fitness participation: 6
- Average weekly recreation participation: 14



In the Past Year

There were 19 Transition to Trades students from April 2014 to October 2014, 14 of which were employed upon leaving the program. An additional 4 students received their SCOT certification.

Funded by:

Labour Market Services of the Ministry of the Economy Gov't of SK

Sponsors and Supporters:

Sask Construction Safety Association, Sask Construction Association, and Regina Food Bank,

Youth Employment Programs

Transition to Trades

In the fall of 2014 Transition to Trades was wound up after 7 years and many youth served. We want to thank the dedicated staff for their hard work and passion for the program and for the youth that committed and overcame obstacles to participate and improve their own lives. In conjunction with our primary funder, we decided that after an evaluation Transition To Trades had run its course and we have begun the process of developing a new youth employment program inspired by the past success of Transition To Trades.



Meewasasin

Pilot funding was given for January to June 2015 from Ministry of Economy for the development of our new youth employment program. This program offers a much more flexible approach that is tailored to an individual's needs. We have been developing a partnership with First Nations University of Canada to offer First Nations cultural teachings for Meewasasin clients. This program is still evolving and changing to try and best serve North Central youth.

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Community Events

Volunteer Fair & Awards Night

Volunteer Fair & Awards Night sponsored by Conexus Credit Union in partnership with Project People was held for a third year to encourage and recognize volunteers in the neighbourhood during National Volunteer week.

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

The goal of the event was to deliver, to the residents of North Central Regina, a Diabetes Risk Assessment, Health Fair and healthy lunch. The Diabetes Risk Assessment provided people with information on their personal risk for developing diabetes.

The Health Fair portion of the day incorporated interactive booths where people could learn about health related services in their community. Greetings to the event were provided by MP Andrew Scheer, MLA Warren McCall, City of Regina Councillor Sharron Bryce, and Rick Hack of the Regina Capital Cosmopolitan Club. The traditional First Nations dancers of the Lone Creek Cultural Club entertained attendees while they enjoyed a BBQ that included fruit and vegetables.

Over 600 people attended the day's activities. The event was developed by a partnership of community agencies that included the Canadian Diabetes Association, North Central Community Association, REACH, Senior's Healthy Living-RQHR, and Aboriginal Home Care-RQHR. Presenting Sponsor: Regina Queen City Kinsmen. Other Sponsors include: Cosmopolitan International, Loblaw Pharmacy, Superstore, Wholesale Club, and SaskTel



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North Central Culture Days Street Fair

A street fair was held that featured music, dance, food and art from cultures that make up the North Central Neighbourhood. The street fair was held on 5th Ave between Rae St and Angus St with the All Nations Hope Network building providing some indoor workshop space and an Elders' resting area. On the street was a stage for performances, an arts market, food vendors, and interactive arts spots. Due to the rain we had a lower turnout than the previous year. We began the day with a blessing and prayer from Elder Norma-Jean Bird. After the first performance the organisers felt it necessary to modify the program and move the performances under shelter for everyone's safety and comfort. When the program resumed we had a small but enthusiastic crowd huddled under All Nation's Hope Network overhang. In spite of these challenges we were still able to put on an event that celebrated North Central's diversity and exposed residents and visitors to new arts & cultural experiences in a setting where such things are not normally expected.

Event Sponsors: SaskCulture/SaskLotteries and Community Initiatives Fund. Event Partners: SEARCH Student Clinic, Commonweal Community Arts, All Nations Hope Network, and Albert Branch library
Event Supporters: Indian Metis Christian Fellowship and North Central Family Centre



Help Portrait

We hosted for a third year Help Portrait in December which allowed 590 individuals in 170 high quality family portraits at no cost. Special thanks to our volunteer event planner Kim Schmidt for her vision, passion and hard work making this event a success and the 90 plus volunteer who put in a total 626 hours to make this event possible.

Event Sponsors: Regina Queen City Kinettes, Ramjet Contracting, mysask411, Sasktel Pioneers, Prestige One Catering, Orange Boot Bakery, DQ, Sherwood Co-op, Safeway, 4 Seasons

Event Partners: Regina Photo Club, Regina Rotaract Club, Marvel Beauty School, The Room Regina, Forever Photo Booth Rentals

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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:** Record keeping of association news, events, research, and reports available and promoted to the 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:** An e-newsletter intended to enhance relationships and improve information sharing 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
- Regina Alternative Measures Program
- John Howard Society
- Regina Food Bank