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President's Message

Good day,

The neighbourhood has been going through some tremendous changes and one of the key highlights has been the number of community gardens that have come to fruition because of community members helping to make it a success.

The North Central community association board appreciates all that the community does to help improve the neighbourhood we live in. We are working with various people and committees on helping to improve and work on models that have proven successful, such as the Go Green initiative. The North Central Shared Facility is moving forward and more information on the final design and construction date will be shared in the fall of 2013. We are beginning to work with the city of Regina on what the new stadium means to the neighbourhood and how community residents will be engaged.

We are also in the process of developing two subcommittees - housing and community planning. If there are any interested community members who have expertise or knowledge or just want to help in these areas, please feel free to email the board at ncca@sasktel.net. We would appreciate all the input and help we can from the community.

In closing I wanted to say thank you to all the community association staff and volunteers and fellow board members who help to create a better neighbourhood for all of us.

Sincerely,
Joely BigEagle-Kequahtoway

History of NCCA

North Central Community Society was incorporated under the Societies Act on August 20, 1976. On June 12, 1981 the act was changed to the Non-Profit Corporation Act, which remains the current government legislation. In keeping with the times, the association amended its name from 'Society' to 'Association' on August 18, 2004, to better reflect an all-inclusive organization.



Board of Directors 2012

President.....Joely BigEagle-Kequahtoway

Vice-President....Ken Watson

Members-at-Large

Shannon Cattell
Anna Galassi
Carol Kirk
Georgina Magee
Helmi Scott
Denita Stonechild
Cari Vixamar

NORTH CENTRAL COMMUNITY ASSOCIATION STRATEGIC PLAN 2013 – 2016

A Strategic Plan assists our organization in focusing its efforts to achieve its vision.

A strategic plan encourages and promotes a pro-active, results-oriented approach, balances short-term pressures with long-term thinking, and permits flexibility to adapt to change.

A strategic plan enhances our organizational capacity to generate new ideas and options, encourages a team approach to strategic decision-making, accountability and evaluation.

*The **Mission Statement** defines the organization's purpose and primary objective. It informs the key measure of the organization's long-term objectives and the outcomes it is working towards.*

Pursuing the development and maintenance of a safe, vibrant and attractive community through advocacy, partnership and services.

*The **Vision Statement** describes a desired future state for the North Central Community Association. It inspires people to work collectively towards achieving that future and creating outcomes that members and others can support.*

A safe, caring and vibrant community where all people can live, learn and prosper.

*The North Central Community Association **values** the following fundamental principles and beliefs. These principles and beliefs guide our Association's behaviours, decision-making processes, actions, programs and services.*

Values identified for the North Central Community Association:

- **Innovative**
 - o We are creative, pro-active and visionary.
- **Integrity**
 - o We maintain the highest degree of ethical standards and put our values into action.
- **Accountability**
 - o We take ownership and responsibility for doing what we say we will do.
- **Respectful**
 - o We treat everyone with care and respect at all times.
- **Inclusive**
 - o We strive to engage all those who live in our community and work in partnerships with others.
- **Pride**
 - o We take pride in our community and our successes.
- **Sustainability**
 - o We are stable, growing and nurturing

*What's more powerful than a vision?
A shared vision.
—John Davis*

*Six interrelated, mutually-supported **strategic priorities** form the basis of the North Central Community Association's strategic plan.*

These six priorities are as follows:

1. Community Engagement
2. Organization Sustainability
3. Community Economic Development
4. Community Safety and Well-Being
5. Housing
6. Community Advocacy

Strategic Priority: Community Engagement

Goal: To get more of the community residents engaged to increase capacity to address community needs.

Strategies:

1. Develop a plan for ongoing communication focused on North Central community residents.
2. Develop a public awareness campaign to inform Regina residents of the positive aspects of the North Central community.
3. Continue to network with agencies and residents to serve as a community hub and source of information for community residents
4. Establish and strengthen alliances with other community organizations and partners.
5. Develop a plan to engage new residents in North Central.

Strategic Priority: Organizational Sustainability

Goal: To develop ongoing resources to sustain the Association and enhance its capacity to deliver relevant services.

Strategies:

1. Develop a plan for diversifying income and revenue sources.
2. Engage the corporate community for financial support and develop sponsorship opportunities.
3. Develop a plan for the continued development of the Board and the Association to provide for effective governance and leadership.

Strategic Priority: Community Economic Development

Goal: To develop business opportunities that will provide economic support for residents of North Central.

Strategies:

1. Identify opportunities for social enterprise that will meet community needs.
2. Identify human resources available in the community.
3. Create a social enterprise business plan which will provide appropriate supports for business entities.
4. Identify potential partners and develop relationships.

Strategic Priority: Community Safety and Well-Being

Goal: To create conditions in the community which contribute to an overall sense of safety and well-being for residents of the North Central community.

Strategies:

1. Develop a food security plan.
2. Develop a public awareness plan to create greater awareness about health and safety.
3. Develop a plan to develop a healthy, active community through social activities, sport, cultural and recreation activities.
4. Focus on crime prevention and reduction activities.

Strategic Priority: Housing

Goal: To promote the development and access to affordable housing for residents of North Central.

Strategies:

1. Develop a plan for the Association's role in housing advocacy.
2. Collaborate with other housing agencies and partners.
3. Identify opportunities for accessible housing for at-risk populations.

Strategic Priority: Community Advocacy

Goal: To serve as the voice for the community and to represent the needs of the community.

Strategies:

1. Develop a plan to identify the key issues and concerns impacting the community.
2. Identify key messages and develop position statements on key issues and concerns.
3. Provide training for staff and volunteers engaged in advocacy efforts.

MESSAGE from the EXECUTIVE DIRECTOR

After being involved in this community for over 3 decades I have finally have decided to pass the torch and move on. The community, I believe is in a better place, things are prospering and it's time for me to take on some new challenges. In the spring I will be going back to the University and SIAST and finish my Certificate in Administration with a goal of getting back into business for myself. What I will be when I grow up I still don't know, but it is time to get out of my comfort zone and do something that scares me.

I will always remember the first day I stood up and really got involved in the community. I was at Herchmer School one evening, the gym was packed and everyone was complaining about slum housing and the escalating crime in the inner city. Towards the end of the evening I made a comment that "he who knows that laws wins" and suggested that if we want to get control of our neighbourhood we better begin to learn how we can make the system work for us.

A little senior in the front row pointed at me and in a very loud voice said, "that's him! That's the guy that's going to lead us" and that is how it all started. I became chairman of neighbourhood watch and the first thing we did was to research the bylaws and legislation that governed us. We got really good at knowing the regulations and most important the processes in to which we could get things done. We came to understand that our municipal government ran on paper and



Rob Deglau and Ken Watson diggin' in at the North Central Community Garden, June, 2013

we designed a system that filed a paper report for every infraction we found. We created our own inspection forms that listed the legislation and the corresponding by-laws. We trained a group of residents that went block to block inspecting houses and filling out forms to report slum housing and bylaw infractions. We became so good at submitting reports that city hall eventually had to assign a full time bylaw enforcement officer just to follow up on the complaints the community produced. The end result was we started shutting down houses, getting bad ones condemned and dilapidated ones repaired. Fences were getting

fixed and junked vehicles were getting sent to the crusher. We became so good at what we did that other neighbourhoods soon began to followed suit.

With a renewed confidence the community became organized, we took on more tasks and projects. It was North Central residents that created the first community clean up and in that first year hauled close to 14 tonnes of trash out of the alleys. It was an event that is now being copied in cities throughout Canada, and it started here in our backyard.

We worked with dedicated people and lobbied and implemented the first community policing system in the Regina and to this day it is a part of the way we do things in North Central.

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I am so honoured to come from this neighbourhood. It has always kept me grounded and when things get bad I realize that others may have it worse. What I will miss most are the people. I have been asked what is the secret to being a part one of the most renowned community associations in Canada. My answer “no different than being a coach of the Rough Riders”. If you want the win, you need to build a winning team. That means being a talent scout and going out to recruit players to the cause. North Central has

unbelievable talent and I had the chance to recruit some of the most brilliant men and women, of all ages, from so many walks of life, and from so many different cultures. In the end I got to play with a great team with unbelievable winning streak. North Central is the community that says “together we can be a great neighbourhood”. It’s something I will never forget and I want to thank you all for being part of this great journey.



Rob Deglau,
Executive Director

*If I have seen further it is by standing on the shoulders of Giants.
— Sir Isaac Newton*



*Volunteering is the ultimate exercise in Democracy. You vote in elections once a year but when you volunteer, you vote every day about the kind of community you want to live in.
—Marjorie Moore*



TRANSITIONS to TRADES

The First Step in Building Success!

Over the past year, Transition to Trades ran two 23 week full-time construction training programs: each session accommodating ten paid student positions from the 310 candidates requesting entry into this program over the past year.

31 individuals attended 3 days of employment orientation training that included work ethic and communication skills. Of these a total of 21 attended the full time programming. In addition to this, staff assisted past participants returning (as needed) with support and advocacy. Work-gear and tools necessary for employment were provided to those who would otherwise be prevented from working.



Over the last year, participants worked through a broad spectrum of life skills topics three to four sessions per week. This promoted growth in the following areas: personal, emotional, moral relational and employability.

Students find support as they acquired a healthier social network within the student body. They learned to demonstrate a higher level of work ethic, better enabling them to secure and maintain long-term employment.

Through the building of residential duplexes and decks on actual construction sites, participants acquired optimal construction skill/experience using power tool skills

These Construction training hours are recognized by the Saskatchewan Apprenticeship and Trades commission as officially counting toward the student's apprenticeship hours in carpentry.

All graduates rolled into full time construction employment immediately following each program.

They were provided with work gear, tool belts and eight construction safety certificates. Transition to Trades continues to offer participants Trades math training and will be introducing blue print reading sessions in the upcoming groups.

A Total of 21 individuals served at Transition to Trades gained employment over the past year. Nine of these were graduates; all of whom became employed as a direct result of a quality work experience set up by the program.

Although not all participants who attend graduated, all who attended have a greater understanding of communication, and work ethic, and all now have an improved ability to live an improved life.

Ten participants are currently attending the third and current group which commenced April 3/13 and are now into the 9th week of training.

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Graduates increased level of emotional management, self-respect, personal identity and dignity; lead them to become role models for other youth in the community to emulate.

Respectfully submitted
Jane Gattinger, Program
Director

Staff

Out of the four staff employed with Transition to Trades, two instruct students in construction.

Micheal Ripplinger; the new Construction Project Manager since July/12, is a nice fit and working out well.

Summary of benefits from Transition to Trades

Benefits of this program for the young adults that attend: workplace essential skills/work ethic is acquired, employment is secured, financial independence is attained, personal identity/stability is built, leaders/role models are birthed, healthier relationships with partners/families are developed, morals are heightened, increased affordable housing is erected in Regina, and more skilled construction workers enter the current market shortage.

Funding

Labour Market Services: Ministry of the Economy continues to be the program's main supporter, which has enabled Transition to Trades to continue serving youth.

Thanks to a generous grant from Urban Aboriginal Strategy, Transition to Trades is enjoying the needed upgrades to the program such as tools, Trailer, security cameras, among many others which enable the program to perform with an op-



timum level of training for participants. More and better tools mean more hands on quality training for participants.

Partnership with Regina Police

This program continues to enjoy the partnership and support of the Regina Police Department

Other Transition to Trades Supporters

- Trades and Skills
- Saskatchewan Construction Safety Assoc.
- Home Economics for Living Project
- Primex
- A. R. Williams
- Saskatchewan Science Center
- Loraas Disposal

Documentary

The Canadian Broadcasting Association (CBC) ran a documentary on First Nation's youth at Transition to Trades entitled "Life Under Construction". The film won the "Golden Sheaf" award in May, 2013 for best multicultural film at the Yorkton film festival. The Documentary can be viewed at: <http://www.cbc.ca/sask/features/life-under-construction/>

Report prepared by: Jane Gattinger

GO GREEN

Program Summary

2012 was another successful season for the Go Green Program. Go Green is a partnership between the City of Regina, the Saskatchewan Roughriders and the North Central Community Association. This is a mutually beneficial partnership where residents of North Central are given the opportunity to attend a Roughriders home game and at the end of the game work to pick up the recyclables. It usually takes between four and five hours for all of the stands to be cleaned up of the bottles and cans and then for the recyclables to be sorted for Sarcan. The workers are paid in cash at the end of the night based on how long it took to finish the work. Most of the money generated from the cans and bottles goes towards the workers wages, but there is usually a little bit of money left over from every game. Murals are put up in North Central with that left over money as a way to beautify the neighbourhood and prevent graffiti.

Thank you to Premiere Van lines for providing us with a truck to transport all the bags of recyclables to Sarcan and thank you to Sarcan for taking all of our recyclables. Also thank you to the Saskatchewan Roughriders and the City of Regina for all of the support they have given us to make this program a success.

135 workers participated in 10 home games in 2012 compared to 109 in 2011. Approximately \$35,000 worth of beverage containers were recycled.



Evaluation

In 2012 surveys were conducted with workers at the final game of the season and additionally at the wrap-up party. Feedback was collected from partners in the project by participating in a Strengths Weakness Opportunities and Threats (SWOT) analysis. Workers and partners feedback was encouraging and had some valuable insights. The following recommendations are being implemented for the 2013 season: To create a new part-time staff position for a Go Green Program Coordinator and maintain the supervisor for game days. To expand the program and pursue other event contracts throughout the year. To incorporate the inactive **Hire-A-Neighbour** into the Go Green program.

Murals were installed at the following locations:

- Regina Little Theatre Garage Door Facing Alley on 1077 Angus St. by Roberto Lopez Lopez
- Garage Door on 1443 McTavish St. by Roberto Lopez Lopez
- Garage Door on 1008 Angus (Alley) by Andres Araneda
- Shipping Container North Side at 932 Garnet (Community Garden site) by Christian Barreno
- Shipping Container South Side at 932 Garnet (Community Garden site) by Marvin Fulton
- East Wall Four Directions Health Centre 3510 5th Ave. by Rene Dufour-Contreras

2012 AGM Report: North Central Community Association Communications & Marketing

Prepared by Maxton Priebe

Since mid January, 2013 the Community Relations Coordinator role has overseen the following:

- Communications Strategy (Internal/External)
- Interagency Communication Consultancy
- Account Manager (Social Enterprise Programs)
- Online communications, networking and opportunity management
- Branding and design (Print/Web)
- Event and Program management and staffing

Project examples:

- Youth Week *Celebration event* (150 attendees, 1 media partner)
- Community Gardens *Fun Day*, PR (100 attendees, 4 media partners)
- *Community E-SIGN* sales acquisition (40 consultations)
- Online Communication Workshop
- *Together Now Updates*, Interagency E-Newsletter (400+ subscribers, 7 issues)
- Branding, *Go Green* and *Renew* projects
- Hired staff for *social media manager* role(s)

Online Communication statistics at a glance:

Facebook fans 240 - 378

Twitter followers 0 - 116

Wordpress Blog subscribers 14

NCCA Website Key Analytics:

(April 2012 - June 2013)

- 9,726 page visits
- 7,352 unique page visits
- 74% new visits vs 25% returning
- 21,000+ page views
- 2 minute average visit duration



North Central Regina's free bi-monthly newspaper

Number of issues produced: 6

In 2012 the lead stories were:

- April— NC History Project & Website
- June— The Greening of North Central
- August— Farm Credit Canada, Kitchener Community School at NC Community Garden
- October— Support for All: Randall Kinship Centre & Shayil Home Women's Shelter
- December— Conversation with Mayor Michael Fougere

In 2013:

- February— Idle No More March from NC to SK Legislature

The Value of Doing Business:

Some of the cost of producing the newspaper is supported by regular advertisers. During this period full community newsletter pages were purchased by:

- Mother Teresa Middle School
- North Central Shared Facility
- RAMP (Regina Alternative Measures Program)
- Scott Collegiate
- SEARCH (Student Energy in Action for Regina Community Health)

Business card packages were purchased by:

- Affinity Insurance
- Smiths Insurance
- Stapleforads Pharmacy

As well, random ads in various sizes were sold by the newspaper. This financial help in the community is greatly appreciated. It is hoped that these local businesses are supported, in turn, by members of our neighbourhood.

It is to Brag:

We were proud to celebrate the many agencies in or serving North Central Regina through feature

COMMUNITY CONNECTION

articles and photographs of their activities. Among these were:

Project People, Regina Police Services, Regina Fire & Protective Services, Regina Humane Society, AIDS Program South Saskatchewan, Regina Early Years Family Centre, Habitat for Humanity, Aboriginal Grandmothers Caring for Grandchildren, Traditional Grandmothers Guidance Centre, All Nations Healin' Thru Artz, Regina Urban Aboriginal Strategy, North Central Family Centre, Newo Yotina Friendship Centre, Lamb's Boxing and AIDS South Saskatchewan.

As well, concerns and were highlighted, such as missing women from North Central, questions for Ward 6 candidates in the 2012 civic election, fire prevention education, and eyes on the street provided by Regina Police Services Bike patrol.

The newspaper continued with regular features including "Community Voices", "Arts, Culture & History" and "Community Calendar"

Newsprint tabloid format is contracted to Saskatoon's Continental Printers. The paper continues to be delivered to all houses in North Central Regina through Canada Post. Bundles of papers are distributed to agencies and schools in the community and beyond. The issues in PDF format are posted to the NCCA website for downloading by anybody with internet access. The office emails this link to 217 agencies in our city and elsewhere.

Community Connections thanks the many guest contributors over this year.

Despite the community connection the free newspaper provides, the effort continues to be subsidized by NCCA to an unhealthy degree.

Respectfully Submitted
Jan Morier, Managing Editor



Five community gardens were planted in the spring of 2012 on 1300 block Rae and Retallack, at 932 Garnet, 1264 Athol, and the Oasis (7th and Garnet). Two were new: the garden at 932 Garnet, and the garden at the Oasis (a Permaculture garden, designed by Joanne Havelock, with the hopes of reducing necessary maintenance at the garden).

The gardens operate on a “help yourself” principle—food is planted by the community, and harvested by any individual in the community who needs a few beans for supper or a carrot for the kids. They also provide a safe space for neighbours and commu-



nity members to gather and chat, while educating children about the process of growing their own food. Neighbourhood kids devoured spinach, cucumbers, strawberries and kale (they took home fistfuls of the bitter green).

Some organizations who participated at the

gardens include Habitat for Humanity, Next Step, Dream Team, Farm Credit Canada, North Central Family Centre, First Years Day Care, FNUC Health and Science Day Camp, Living in Balance from Four Directions, Play Escapes, Albert School, Kitchener School, Cosmopolitan Learning Centre, Rainbow Youth Centre, and Scott Collegiate. Over the course of the summer, over 400 volunteers and community members came out to facilitated events to learn about and/or care for the gardens.

Supporting partners included Evergreen, The Home Depot, Fido, Molson Red Leaf Project, Farm Credit Canada and the Canada Summer Jobs program. In kind contributions came from Woodland Tree Care and City Bobcat.

Respectfully submitted by Ruth Easton

OTHER PROGRAMS

Student Involvement

Nursing Education Program of Saskatchewan
Fourteen Nursing Students completed placements with us in the Spring and Fall of 2012. Nursing students have participated in Care and Share, job shadowing our community health nurse, and planning events such as community garden planting days and community clean-ups.

Arts CARES

We assisted planning Arts CARES with the Community Service Learning Committee under the

University of Regina's Community Research Unit. Students volunteered and attended workshops with a variety of agencies for a week in February 2013. Two students volunteered with us for the week.

Students on Placement

We have had students complete work placements with us from SIAST, Street Workers Advocacy Program (SWAP), and the U of R Human Justice and School of Journalism.

COMMUNITY EVENTS

Christmas in July – July 2012

100 meals were served to people from the community. Santa came to give out toys to the children and different games were played throughout the afternoon. 10 Food hampers were given away and a Diabetes BBQ and Health Fair – August 2012.

The fourth **Annual Health Fair** had approximately 500 people in attendance at the Albert-Scott Community Centre. Participants had the opportunity to be educated and screened on diabetes and related health issues. A free BBQ was held for participants. This event was held in partnership with Canadian Diabetes Association, Four Directions Health Clinic, REACH, and numerous other agencies supported by Community Initiatives Fund and Evraz.

Volunteer Awards Night – September 2012
North Central Volunteer Dream Team hosted North Centrals first ever Volunteer Awards Night, celebrating local volunteers. Four volunteers were honoured with awards. The evening was sponsored by Conexus Credit Union and volunteer fundraising efforts.



OTHER PROGRAMS

Community Clean-Up – October 2012

A community clean-up was held in partnership with Bennett-Dunlop Ford. Approximately 100 volunteers attended from the community and from staff and family from Bennett-Dunlop, Ultimate Insulation, and Eclipse Roofing. Bennett-Dunlop provided a BBQ, large red bins, and trucks for the day. 35 metric tonnes were hauled to the dump in 21 large red bins. A Freecycle event was held during the clean-up.

Help-Portrait – December 2012

A group of volunteer photographers partnered with NCCA to put on Regina's first Help-Portrait event. Help-Portrait is a global movement of photographers, hairstylists and makeup artists using their time, tools and expertise to give back to those in need. 104 portraits were given out and 306 individuals attended and 49 volunteers helped out. Thanks to the following groups and businesses for their involvement Don's Photo Ltd., Barker's Trophies Awards & Gifts, DirectWest, SaskTel Pioneers, Kin Canada Regina Queen City Kinette Club, Ramjet Contracting Ltd., Look Matters Creative Consulting Strategy, City of Regina, Marvel Beauty Schools, Jane's College, UAS, and Rotaract.

Respectfully submitted by Michael Parker

Bennett-Dunlop Ford and community volunteers clean up North Central



Care and Share is wrapping up on June 18th for the season. We had a great year of fellowship and fun. 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.

This year we had four meals with Chilli for Children: Thanksgiving, Easter, Christmas, and Year end. These were very well received and enjoyed by all.

Big thanks to our hardworking cook, Dianne Songer. Care and Share returns in September, we are already looking forward to it!

Respectfully submitted by Jennifer Gray

Together Now NCCA hosts a quarterly forum for North Central agencies, organizations and Government departments and programs. As a part of NCCA's communication strategy, the focus is to ensure that North Central organizations are aware of each others' programming.

Regina Anti-Gang Services

Program Conclusion

RAGS was successful in reaching its targeted population and in helping participants exit from gangs. Overall, the program positively influenced participant's beliefs about conflict and it appears to have improved attitudes toward aggression, retaliation and guns. The program significantly reduced participant's overall risk scores.

As of February, 2013 a revised version of the RAGS was denied further funding from the Ministry of Justice, effectively ending the program. It is the hope of North Central Community Association that through mediation an appropriate solution can be reached which will allow this vital front-line program to continue.



REGINA & AREA SUPPORT SERVICES

Regina and Area Support Services (RASS) is a database of community services serving Regina and area.

This up-to-date, accessible, searchable database provides comprehensive access to information about social, community, health and government services.

The Database was established in July 2011 by the North Central Community Association. Many people and organizations contributed to the creation of Regina and Area Support Services. United Way of Regina supported the concept of a service that would help bridge the gap in information and referral that exists in Saskatchewan and the Regina Qu'Appelle Health Region provided the funds required to get this service up and running. An initial staff team of 1.5 full-time staff equivalents from the North Central Community Association who focus their energies on gathering and updating a wholistic collection of services that serve the geographical region of Regina and surrounding areas (including but not limited to the Regina Qu'Appelle Health Region).

In June, 2013 the database will be wound down to make way for a new service which is coming to Saskatchewan. The data was purchased by the United Way will serve as the base data for the 211 Saskatchewan project. 211 will be a service for frontline agencies and the general public looking for support services. We are pleased that we had a hand a delivering a service that will be used province-wide.



COMMUNITY E-SIGN



GOOD WILL, GOOD BUSINESS

Getting your message out to the community is the crucial first step to forming valuable customer relationships. North Central's Community Association's Electronic Billboard gives you the edge when it comes to marketing communications. Compelling and vivid motion graphics that share your brand's story will give your offering a distinct advantage.

Positioned in high traffic areas within North Central the Community E-sign has a guaranteed audience. The Community E-sign provides a balance of current local news and events, while investing profits back into community initiatives: making it a beacon for positive local engagement.

Community E-sign advertising provides a unique opportunity for businesses to reach engaged North Central audiences through a relevant, affordable and exciting medium.

We encourage you to contact North Central Community Association to speak with a Community E-sign account representative to find out more about this social business resource.

Please call 306-791-9888 or email enquiries to publicrelations@nccaregina.ca

EXPOSURE

Our sign locations are in enviable high traffic areas, including North Central's 4th Avenue and Dewdney Avenue. With more sites to follow your brand will be seen. Getting in touch now means even more brand exposure, and at no added cost! Early advertisers receive maximum screen time.

IMPACT

There is no other Electronic Billboard like ours in Regina. Dynamic motion graphics that seamlessly blend current community events with your brand's message are guaranteed to make an impression. The Community E-sign is more than just an advertising opportunity; it facilitates customer relationships.

PRICE

Our prices challenge the industry standard as our priority is Community engagement, not profit. This gives you the opportunity to give back while saving even more! For a quote, tailored to suit your goals and objectives call one of our friendly accounts team members today.

COMMUNITY BENEFIT

Monies from advertising subsidize costs for promoting community events and announcements, while profits are invested back into Community programming.

For more information please visit www.nccaregina.ca/social-enterprise

GOVERNANCE and COMMITTEES

The North Central Community Association is well entrenched in the community and has effectively integrated and partnered with key delivery agencies throughout the city. The association has, over the last few years, begun to develop a series of sub-committees and task groups as a means to bring expertise and technical resources to this volunteer board. The association is seen as the leader in the field of community development and is considered the key partner to the various levels of government and their perspective departments. The NCCA has positioned itself to be a key spokesperson for the community and has earned numerous seats on multiple intergovernmental committees as a means to bring a community perspective to business of community development.

Board of Directors (BOD) – Board members are elected on a staggered 2 year term. All board meetings are monthly and open to the public.

NCCA Advisory – are community stakeholders that participate at monthly meetings and include: City of Regina Community Advisor, Regina City Police Problem Solver and volunteers.

Audit Committee (AU) – Chaired by the NCCA Executive Director the AU is comprised of the BOD Vice President and Treasurer, the NCCA Bookkeeper and Chartered Management Accountant (CMA) technical advisors. The CMA technical advisors work at developing transparent policies in dealing with NCCA's financial affairs.

NCCA Staff Meetings – all meetings are held on a bi-weekly basis.

Community Cleanup Committee (CCC) – Chaired by a BOD member, volunteers and support staff the CCC plans for the Annual Community Cleanup of alleys within North Central.

Transition to Trades Operations Committee (TTOC) - Chaired by the program Director, the TTOC provides feedback to the Program as a means to help overcome obstacles and barriers for the clients. TTOC members include: the NCCA Executive Director, BOD member, Program staff, a Regina Police Service representative and a Ministry of Advanced Education, Employment and Immigration representative.

Albert Library Committee (ALC) – established through an agreement between the NCCA and Regina Public Library the ALC ensures that the Albert

Branch Library offers services that are responsive to the community needs. NCCA has a BOD member on this committee.

Community Research Unit (CRU) – functions collaboratively as a partnership between Community-based Organizations, University Faculty and Students. The CRU provides independent, participatory research support in response to needs expressed by community-based organizations with a view toward building capacity and enhancing the quality of life. The NCCA Executive Director is a member of the CRU.

Trades and Skills Steering Committee (TTSC) – The Regina Trades and Skills Centre is a part of the initiative announced by the Provincial Government in 2007 to revitalize Saskatchewan neighbourhoods and make education and training more accessible to young adults. The TTSC has members from various educational and trades programs as well as the NCCA Executive Director.

North Central Shared Facility Committee (NCSFC) – The government of Saskatchewan announced that it would provide funding for a new facility in North Central. Chaired by the Regina Qu'Appelle Health Region, NCCA board members sit on the NCSFC and work with major stakeholders in developing a new multiplex concept in the community to house multiple agencies and organizations.

Crime and Safety Committee – Chaired by the Regina Police Service, the committee brings together all agencies and organizations that have a vested interest in crime prevention.

NORTH CENTRAL COMMUNITY ASSOCIATION INC.
STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2013
with comparative figures for 2012

	2013	2012
ASSETS		
Current Assets		
Cash	\$ 75,053	\$ 103,718
Accounts receivable	353,541	225,300
GST receivable	9,361	6,036
Prepaid expenses	35,985	41,809
	473,939	376,863
Capital Assets (Note 3)	65,140	46,527
	\$ 539,080	\$ 423,390
LIABILITIES		
Current liabilities		
Line of credit (Note 4)	\$ 150,000	\$ 100,000
Accounts payable and accrued liabilities	65,858	86,175
Deferred revenue (Note 6)	226,263	75,742
	\$ 442,121	\$ 261,917
SURPLUS		
Cumulative Surplus	96,958	161,473
	\$ 539,080	\$ 423,390

See accompanying notes

Approved on Behalf of the Board

_____ Director

_____ Director

NORTH CENTRAL COMMUNITY ASSOCIATION INC.
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2013
(with comparative figures for 2012)

	2013	2012
Revenue		
Program Funding		
Government of Canada	\$ 106,243	\$ 767,793
Government of Saskatchewan	410,753	388,185
Other Organizations	14,593	997
Grants		
City of Regina	55,712	62,288
Other Organizations	66,582	35,320
Donations & sponsorships	41,489	54,396
Self Help	95,389	132,677
	<u>790,761</u>	<u>1,441,658</u>
Expenses		
Salaries and benefits	510,500	968,285
Materials, supplies, & services	166,187	218,209
General and administration	61,013	73,269
Training & development	6,098	10,477
Travel and vehicle	22,647	87,261
Rent & building expenses	33,819	54,967
Telecommunications	18,211	37,126
Amortization	36,800	23,279
	<u>855,276</u>	<u>1,472,873</u>
Surplus/(Shortfall) for the year	(64,515)	(31,215)
Cumulative Surplus, beginning of year	161,473	192,688
Cumulative Surplus, end of year	<u>\$ 96,958</u>	<u>\$ 161,473</u>

See accompanying notes

NORTH CENTRAL COMMUNITY ASSOCIATION INC.
STATEMENT OF CASH FLOW
FOR THE YEAR ENDED MARCH 31, 2013
(with comparative figures for 2012)

	2013	2012
Operating activities		
Surplus for the year	(\$ 64,513)	(\$ 31,215)
Items not involving an outlay (receipt) of cash		
Amortization	36,800	23,279
	<u>(27,712)</u>	<u>(7,936)</u>
Net change in non-cash operating working capital balances		
Accounts receivable	(128,241)	94,686
GST receivable	(3,325)	(2,533)
Prepaid expenses	5,824	(858)
Line of credit	-	(15,000)
Accounts payable	(19,219)	(18,596)
Deferred revenue	199,421	25,008
	<u>26,748</u>	<u>74,771</u>
Investing activities		
Additions to property and equipment	<u>(55,414)</u>	<u>(37,728)</u>
Increase (decrease) in cash	(28,666)	37,043
Cash position, beginning of year	103,718	66,675
Cash position, end of year	\$ 75,053	\$ 103,718

See accompanying notes

During the year the organization had cash flows arising from interest and income taxes paid as follows:

	2013	2012
Interest paid	\$ 7,736	\$ 3,290
Income taxes paid	-	-

**NORTH CENTRAL COMMUNITY ASSOCIATION INC.
SCHEDULES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2013
(with comparative figures for 2012)**

	2013	2012
REVENUE		
		Schedule 1
Program Funding		
Government of Canada		
NCPC (National Crime Prevention Center)		
Regina Anti Gang Services	\$ 1,903	\$ 732,896
Heritage Canada	3,620	3,620
Indian and Northern Affairs		
UAS (Urban Aboriginal Strategy)	96,141	14,001
Service Canada		
T ² (Transition to Trades) program	-	15,911
Summer jobs program	4,579	1,365
	<u>\$ 106,243</u>	<u>\$ 767,793</u>
		Schedule 2
Government of Saskatchewan		
AE&E (Advanced Education & Employment) - T ²	\$ 320,549	\$ 309,786
Community Safety & Policing	33,400	25,102
Health Care Services	51,301	51,301
Sask Arts Board	5,503	1,997
	<u>\$ 410,753</u>	<u>\$ 388,185</u>
		Schedule 3
Other organizations		
First Nations University	\$ -	\$ 997
Other	14,593	-
	<u>\$ 14,593</u>	<u>\$ 997</u>
		Schedule 4
City of Regina		
Community Grant	\$ 55,712	\$ 55,000
Sask Lotteries Arts Program	-	7,288
	<u>\$ 55,712</u>	<u>\$ 62,288</u>

NORTH CENTRAL COMMUNITY ASSOCIATION INC.
STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2013
with comparative figures for 2012

	2013	2012
ASSETS		
Current Assets		
Cash	\$ 75,053	\$ 103,718
Accounts receivable	353,541	225,300
GST receivable	9,361	6,036
Prepaid expenses	35,985	41,809
	473,939	376,863
Capital Assets (Note 3)	65,140	46,527
	\$ 539,080	\$ 423,390
LIABILITIES		
Current liabilities		
Line of credit (Note 4)	\$ 150,000	\$ 100,000
Accounts payable and accrued liabilities	65,858	86,175
Deferred revenue (Note 6)	226,263	75,742
	\$ 442,121	\$ 261,917
SURPLUS		
Cumulative Surplus	96,958	161,473
	\$ 539,080	\$ 423,390

See accompanying notes

Approved on Behalf of the Board

_____ Director

_____ Director

**NORTH CENTRAL COMMUNITY ASSOCIATION INC.
SCHEDULES TO THE FINANCIAL STATEMENTS
FOR THE YEAR ENDED MARCH 31, 2013
(with comparative figures for 2012)**

	2013	2012
EXPENSES		
		Schedule 8
General and administration		
Accounting and legal	\$ 21,079	\$ 21,971
Advertising	626	1,068
Computers	3,167	6,613
Insurance	7,138	7,259
Office equipment lease	6,498	7,828
Office Supplies	5,720	12,931
Miscellaneous office expenses	16,783	15,598
	<u>\$ 61,011</u>	<u>\$ 73,269</u>