

Year End Review of the Go Green Program and Re-Investment Strategy 2011 Season



A Program Run through the North Central Community Association

Report submitted by Jessica Hanna



1201 Robinson St
Roberto Lopez Lopez and Lisa Loewen

Overview of Go Green

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.

Overview of the Season

The Go Green program continues to be a success. There are many, many people who are interested in working for the program. We had 109 people who worked at least one game throughout the season. Some workers just worked one game while others worked at all the games. We held three orientation sessions at the beginning of the season where we were able to train enough people for the entire season. Once again, there was a lot of interest in working for Go Green from community members and we had many more people interested than we had space available. We started a waitlist, but never had the opportunity to use it.

The workers that we have are dedicated to Go Green. Many of them are very committed to the work that they do and



Jolly Roger - 4109 5th Ave
Rene Dufour Contreas and Mission 6:10

want to see the program succeed. They are passionate about the program and really like the work. Over the years we have built a great Go Green team. This is shown in the work that is done at the stadium and the positive attitudes that the workers have.

Changes we implemented this season

This year we met with the Leaders a few times to go over leader expectations and responsibilities. We also talked about specific individuals who needed more supervision and whether certain people needed a reassignment of duties i.e. working at the truck sorting instead of picking cans or being promoted to a Leader position. We will continue to hold these Leader meetings, especially at the beginning of the season to ensure that all the Leaders have a good understanding of everyone's responsibilities. We are continually looking for suitable Leaders amongst the workers and people in the community. Finding great Leaders has been a struggle for us.

We continue to improve and take suggestions from the city and the Riders whenever they are presented.

Re-investment Strategy



1100 King St
Artists Andres Araneda and Nicole Araneda



1132 Athol St
Roberto Lopez Lopez

This was the busiest year yet for the reinvestment strategy. Thanks in part to a grant from Sask Culture we were able to hire a student over the summer to manage putting up murals throughout the summer. We put up 15 murals on peoples garages, fences and businesses. The new murals were put up by artists Andres Araneda, Ariel Feindal, Darlene LaRose, Eric Kequahtoway, Jeff Key, Jayden Goodon, Josh Goff, Lisa Lowen, Nicole Araneda, Tobijah Seib, Roberto Lopez Lopez and Rene Dufour Contreas as well as youth from the North Central Family Centre and Scott Collegiate. Two murals are currently in progress and will be completed in the spring.

The biggest mural that was painted this year was on the side of the Jolly Roger building. This was a partnership between the Go Green program, the Jolly Roger and Mission 6:10. Rene Dufour Contreas volunteered his time to first design the mural and then paint it. It was Rene's first mural and it turned out really well. Volunteers from Mission 6:10 spent a whole week painting it. We needed to use scissor lifts in order to reach the majority of the wall. The mural has really upgraded the esthetics of the area surrounding it.

The North Central website (http://www.nccaregina.ca/north_central_murals/) now has many of the murals that have been painted in the past, showcasing the variety and beauty of all the murals. It is also a place for residents and visitors of North Central to go to see where they can go to look at all the murals in person.

What we learned this season

This was the busiest year for painting murals, the only reason we were able to put up so many of them was because we had a full time person throughout the summer months working at finding locations, artists and materials. This is really helpful. Putting up murals is a continuous learning experience for us. Walls, artists and materials are different for each mural. The quality of the murals has not been affected however.



1100 Athol St: Artists Jayden Goodon and Josh Goff

Go Green Wrap up

We held the Go Green wrap up party on November 22 with 63 people in attendance. All of the workers were invited and other supporters of the program. The artists of the murals were also invited to attend.

Street Culture Kidz catered the meal, we had prizes for all the attendees and a power point of all the pictures of the workers over the past several years and of most of the murals that are now up in the community. The Wrap up party is enjoyed a lot of the workers, it is a good way for them to get together in a social atmosphere and celebrate their successes over the last season. This also gave the opportunity for the artists to meet the workers who have helped raised funds for the murals and the workers to meet the artists and see how their hard work is going back into the community.



At the Go Green Wrap Up Party

2011 Statement of Revenue and Expenses

	Go Green Project (GoGreen)	Go Green Murals (GoGreen)	Total GoGreen
Income			
Grants	2,328.00	0.00	2,328.00
Self Help	36,856.17	0.00	36,856.17
Total Income	39,184.17	0.00	39,184.17
Expense			
Salaries, Wages, & Benefits	0.00	5,715.58	5,715.58
Services	23,717.50	18,894.28	42,611.78
Materials & Supplies	807.15	6,053.47	6,860.62
Auto & Travel	0.00	38.89	38.89
Telecommunications	105.00	0.00	105.00
Office Supplies	47.24	43.97	91.21
Office expenses (misc)	105.00	0.00	105.00
Total Expense	24,781.89	30,746.19	55,528.08
Surplus/(Shortfall)	14,402.28	-30,746.19	-16,343.91