

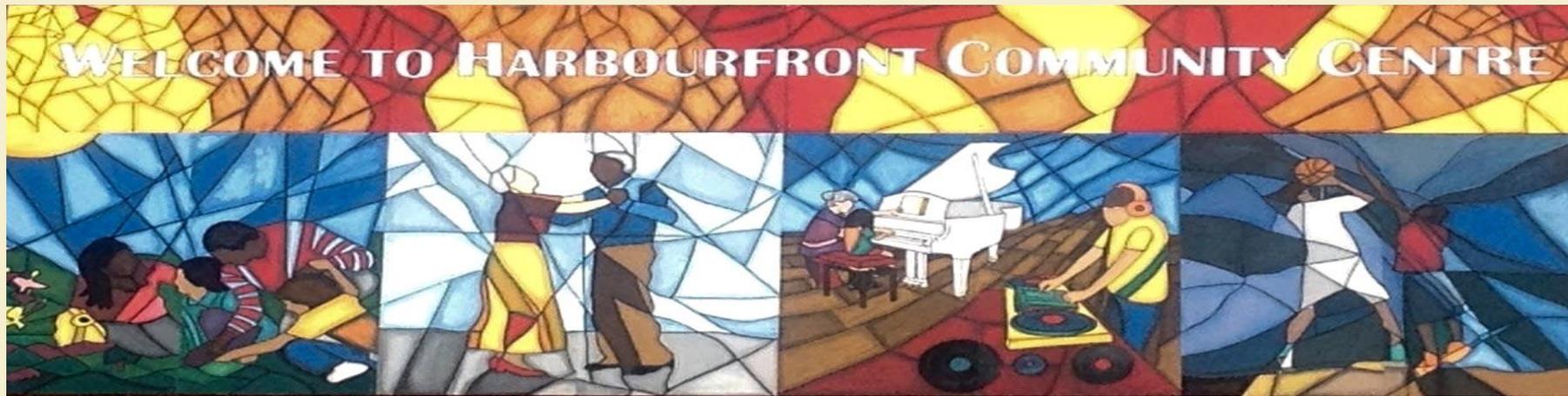
Harbourfront Community Centre 2015 Annual Report

As of April 1 2016 our new name is
Waterfront Neighbourhood Centre

627 Queens Quay West
Toronto, ON M5V 3G3

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416 392.1509 | info@waterfrontnc.ca





To our members, participants and many, many volunteers and supporters, thank you for a great year.

The year began with excitement as the agency launched a rebranding process in anticipation of our upcoming 25th anniversary in 2016 with the assistance of Harmony Marketing. In July 8, 1991 the City of Toronto created a Board of Management to operate a new community centre which was to serve the emerging community located on Toronto's harbourfront. Since 1991 our community has grown along with a sense of pride in belonging to a great neighbourhood located on Toronto's impressive waterfront. After extensive consultations the Board of Management agreed that it was time for a new name and logo that is reflective of our waterfront neighbourhood. On November 26, 2015, the Board of Management approved in principle that the name of the Board of Management and facility of the Harbourfront Community Centre be changed to "Waterfront Neighbourhood Centre". City of Toronto Council approved our rebranding early in 2016 and as of April 1 we have a new name and look!

We are proud that as a municipal service facility, we contribute to creating a culture and sense of identity for the City and community while promoting public awareness of the facility and its services. For Harbourfront Community Centre, it also provides an opportunity to renew its image in the community on its 25th anniversary! Our Annual Report this year highlights our contribution in creating a strong neighbourhood for everyone. Enjoy our images which capture a vibrant neighbourhood and its activities in 2015.

Linda Ballantyne
Chair, Board of Management

Leona Rodall
Executive Director

Board of Management

Executive:

Linda Ballantyne - Chair

Saida Said - Vice Chair

Marilyn Roy - Treasurer

Cliff Ojala - Secretary

Members:

Hassan Ahmad

Virginia Martin

Brenda McCabe

Amani Yagob

City Councillor: *Joe Cressy*



What is Our Neighbourhood Community Centre All About?

Highlights 2015

Since its beginning in 1991, Harbourfront Community Centre, (as of May 1, 2016 known as Waterfront Neighbourhood Centre) has offered a safe and supportive environment for our diverse, multi-cultural neighbourhood. We respond to the particular needs of vulnerable children, youth-at-risk and isolated adults as well as work closely with community members to improve the quality of life for everyone living in our downtown neighbourhood.

We are proud of our 2015 activities that take place in our 44,950 sq. ft. multi-purpose building! Our building includes: The City School, Neo City Café, Waterfront Child Care Centre, Waterfront Public School, a commercial kitchen, gymnasium, outdoor lighted basketball courts, playground and a variety of rental meeting spaces.

As a non-profit organization, Harbourfront Community Centre, now named Waterfront Neighbourhood Centre (WNC) is supported by a volunteer board and is partially funded by the City of Toronto for administrative staffing and building related costs. We rely on donations from community-minded individuals, foundations and corporations to fund the many programs and services that we offer. We believe that communities remain strong when everyone works together.

Family Programs

Celebrated with our families on May 2nd with a Family Fun Fest organized by 43 dedicated Starbucks volunteers who hosted 18 different events. It was a very happy day for 100 children and families, in addition the day raised funds for Be A Bud summer camp subsidies.

Carried out a Mom's Support Program, in conjunction with Family Services Toronto, providing 16 mothers and their 30 children ages 0-12 years with parenting support, fitness coaching and links to medical, financial, legal and social service support agencies.



Children's Activities

Launched a new program, "One Healthy Bunch" with the support of Loblaw Healthy Kids Grant which served 30 school aged children and taught fun nutrition basics and health eating as part of their after school recreation program.

Further expanded our children's programs to meet the demand of new and growing families moving to our waterfront community by adding 10 new programs to include choices in musical theatre, ballet, modern jazz, animation and cartooning fun, school readiness program for toddlers, PEEP for tots, children's soccer, sports and so much more! 3,132 children attended our children's programs.

To meet growing community demands, children's recreation programs were also enhanced by adding new children's basketball classes and a Tumblekids/TumbleTot program.



Children's Partnerships

Expanded access for local children and families to attend various cultural and recreational events as a result of our partnership with Kids Up Front Foundation. Kids Up Front Foundation provided \$30,809 in financial support by way of free tickets to families, youth and children for special cultural and recreational events throughout the year.

Canadian JumpStart continued to provide funding for 47 children so they could participate in a wide variety of sports and recreation activities. Their contribution provided activity value of \$13,950.

Partnered with Tim Horton Children's Foundation so that 14 local children gained new camping experiences in summer camps across Canada, as well as learned to become more responsible, caring and motivated individuals.



Community Outreach

Outreached to our neighbours moving into CityPlace where 4 community meet and greet and a variety of service support events were held, reaching over 100 new neighbours who learned about their new community and met new friends.

Helped 195 families to feed their children over the winter holidays with the support of Porter Airlines and their employees who arranged an early winter day filled with excitement and fun. Our Holiday Community Grocery Card Drive was also supported by Tip Top Lofts Residents Association, Redpath Sugar employees, Harbourfront Centre employees, Waterfront BIA and Harmony Marketing.

Participated in the Middle Childhood Matters Education day event on Feb 26th, where over 200 participants as well as politicians discussed and learned more about poverty reduction through the lens of families and heard about out-of-school-time programs in Toronto.



Did you know that children from the lowest income families are about half as likely to participate in extracurricular activities compared to the highest income families?

Youth Leadership

‘Waterfront Youth Helps’ program funded by the Toronto Foundation - Vital Youth/Playing for Keeps grant, supported 30 local youth, 12 – 18 years, as they became leaders in their community and helped our waterfront community positively engage with youth. Youth gained valuable lifetime skills and experiences as they built positive connections with their community by facilitating 8 Playing for Keeps Neighbourhood Games/Events and participating in 12 youth workshops which enhanced the youths’ skill development.



Youth Recreation

Continued a 2nd Year of our PowerGIRLS program, funded by the City of Toronto Community Recreation Investment Funding that actively engaged 14 girls (12-16 yrs) who attended a PowerGirls Retreat at Bark Lake. A new Boys Club program for male youth ages 13-19 years was added and attended by 15 youth.

Introduced a new PowerLEADERS Program for female youth ages 16-19 years who received coaching and first aid training to assist them with future employment opportunities.

In July 2015, 40 youth also participated in a Youth Summer Leadership Program that included sports, leadership activities and trips.

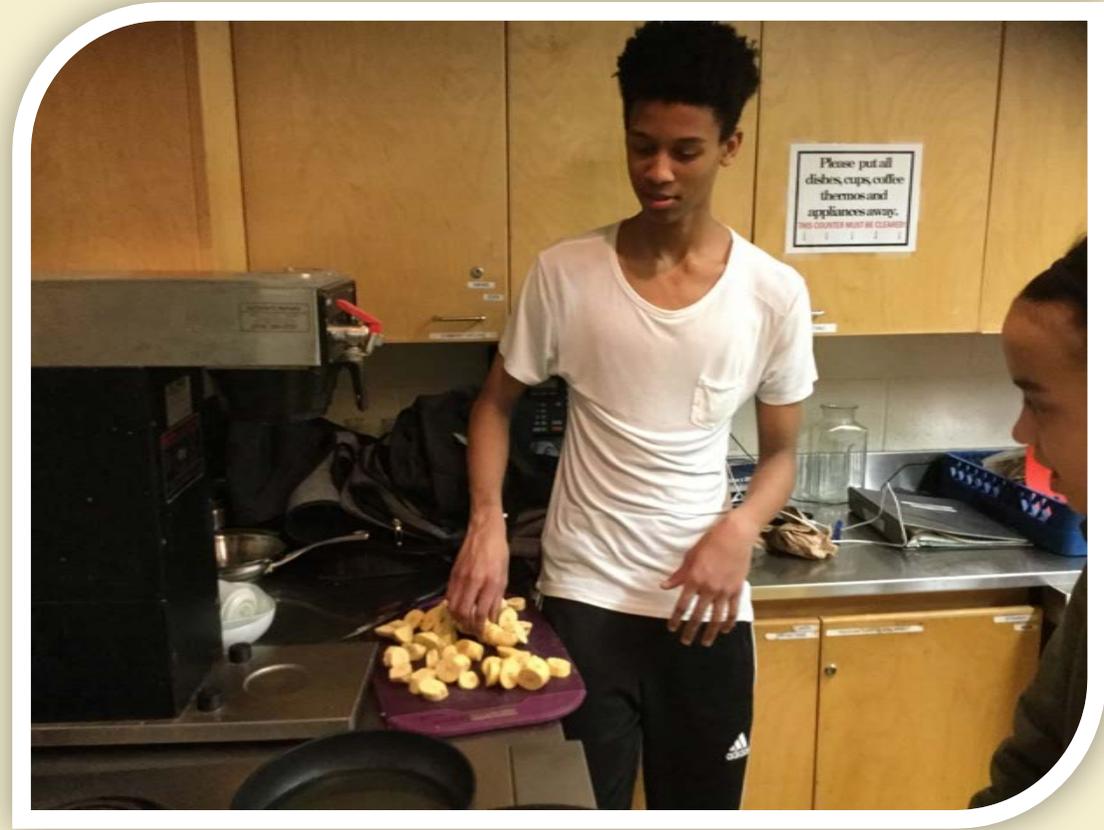


Youth Life Skills

Youth cooked up a storm in a meal program offered two times per month focusing on life skills training which benefited 12 youth aged 17-24 years.

Our life skills programs also provide opportunities for youth with any additional needs to develop practical and social skills. For example, in our Youth Cooking program, youth are not only learning how to cook but they are acquiring skills in cook/prep techniques, food handling communication and problem solving. These programs also provide peer mentorship.

Youth with particular special needs are often paired with other youth to help them adjust to program structure and ensure that they have a co-leading role in the program.



Room 13 – The Arts

Room 13 Art Studio for children and youth was financially supported by PortsToronto so that 75 children received formal art training and skill development over the year.

Under the mentorship of visual artists, ROOM 13 children explored a variety of visual arts media while incorporating the elements of design, highlighting the work of art masters and major art styles. Children had the opportunity to provide input, assist with lesson plans, lead sessions and learn studio management.

Expanded the completion of a fully functioning Room 13 Multi-media Studio with a recording booth and updated state-of-the-art production equipment where 70 youth now can professionally create videos, edit and record their music.



Youth Employment

Secured two days of employment training for 85 young adults by a Toronto corporate recruitment firm, CareerBuilder and their 20 professional staff, where hard skills of resume/cover letters writing, interviewing skills and job search techniques were taught. 25 youth found paid jobs with local businesses.

In addition, our agency directly employed 58 staff under the age of 35 years, which is 68% of our overall employee workforce. In 2015 we had 85 employees.

25 youth participated in the 2015 Honda Indy and received paid honorariums for selling Honda Indy program guides to patrons and gained on the job experience to add to their resumes.



Garden Recreation

Grew our capacity to teach organic food gardening and educational skills with the support of Walmart-Evergreen Green Grant, which saw our gardens flourish and mature since planted in 2010.

Our Community Connect Food Gardens are fully accessible. We utilize 16 raised cedar garden boxes, numerous containers and trellises.

During the 2015 growing season, we planted 925 plants with more than 70 different plant species and harvested 20.75 lbs of vegetables and herbs!



Toronto Pan AM Games

Celebrated the Toronto 2015 Pan AM & Parapan AM Games, with an “IGNITE Your Spirit” project, funded through an IGNITE Community Partnership Grant.

A week-long celebration engaged waterfront community families, children, youth and seniors and provided opportunities to experience a variety of sports; promoted healthy active living; celebrated the creativity of our diverse, multi-cultural community and engaged in the excitement of the Pan/Parapan Am Games in Toronto.

Activated a 3-on-3 Community Basketball Tournament where 72 youth ages 14 -19 years gained basketball drill skills and competed for awards.



Fitness Activities

Expanded our adult recreation program by adding 3 new evening fitness classes and drop-in sports options for Dodgeball.

Launched a new seniors' fitness recreational pass after reviewing our overall adult recreational services and policies.

Refreshed the Weight Room space with new paint, removed old equipment and added new features to invigorate the space.



Neighbourhood Seniors

Developed and began a new Neighbour 2 Neighbour Project, funded by New Horizon's for Seniors. This project supported 50 seniors in their homes as a result of the assistance of 67 volunteer neighbour friends who were trained and then were paired with a senior neighbour.

Thanks to funding by the Government of Ontario, Ontario Seniors Secretariat's Seniors Community Grant, the Urban Grannies Garden project actively engaged 40 local seniors and 60 community members in an intergenerational garden project that connected seniors with their community through weekly organic gardening workshops, shared gardening responsibilities, preparation of healthy community meals and the production of a collaborative urban gardening "how-to" booklet.



Life Long Learning

Hosted our first OACAO Seniors Active Living Fair where over 150 seniors attended a full day of seminars, information booths, fun, and social activities while enjoying our beautiful lakeside gardens and an outside luncheon. Many thanks to our corporate partner Aramark who assembled lunch boxes for all the participants.

Formed a comedy group, with the support of the Ontario Seniors Secretariat EPC Special Grant, where 15 seniors studied improv and stand-up comedy techniques which will culminate in a final performance in 2016.



Community Building

Celebrated Revolutionary Women in Black History as part of our Black History celebrations in February with 75 members of the community.

Revitalized a graffiti-tagged neighbourhood mural at 7 Vanauley Street through our Graffiti Transformation Project funded by the City of Toronto - StreetARToronto. The project offered meaningful engagement, mentorship by Toronto muralist Jim Bravo, skill development, safety training and employment opportunities for 4 community youth. A new mural now beautifies the neighbourhood.

In collaboration with Toronto Community Housing Corporation began working with 2 Mural Artists and 8 youth in creating 2 community murals for the Bishop Tutu community.



Volunteers & Members

Recruited, interviewed and maintained 759 community and corporate volunteers, an increase of 43.32%.

These dedicated individuals volunteered 28,354 hours with a total in-kind value of \$748,546 (based on TD Economic study of 2012 – “*An Economist Case for Volunteering*” which indicated that the average hourly rate for volunteer work is \$26.40/hr, adjusted for cost of living).

Increased membership by 21.55% to 3,379 individuals supporting their local community centre.



Corporate Initiatives

Hosted 3 capital infrastructure renewal volunteer events with partner corporations: Dimension Data (May 21), TELUS Day of Giving (May 30,) and Aramark Building Community Day (Sept 17).

We also wish to thank RBC Employee volunteers who spent an evening working in our food gardens and then helped weed and water the food gardens at nearby Toronto Community Housing Corporation residences. Our corporate volunteers add tremendous value to our community!



Be A Bud Fundraiser

Successfully raised \$8,949 thanks to individual donors and generous corporate fundraising activities for our Be A Bud Fundraiser which subsidized a child in summer camp.

Many thanks to Porter Airlines and its employees who held a Pan Am/Parapan Games family picnic and raised over \$5000 toward the fund this year.



Waterfront Festival

Selected as the Charity of Choice for the Redpath Waterfront Festival, June 19-21st, that reached an audience of 500,000+.

Our local Starbucks stores also participated in the Festival, raising \$1,712 in funds to support our youth programs.



A promotional flyer for the Redpath Waterfront Festival. The top left features the Redpath Waterfront Festival logo with the website T0waterfrontfest.com. The main title is "Shoot Out with Harbourfront Community Centre". Below the title, it says "Shoot hoops with Harbourfront Community Centre for your chance to win prizes including Raptors merchandise!". The contest cost is "\$5 for 3 shots". A smaller text block explains: "For each basket that you make, you will receive a draw ballot for your chance to win prizes including Raptors merchandise. Prizes will be drawn at the end of each day. Winners will be notified by email and/or phone. Prizes can be picked up at Harbourfront Community Centre (627 Queen's Quay at Bathurst St. | 416.392.1509). All proceeds will support HCC community youth programs. www.harbourfrontcc.ca". The flyer has a red and white checkered pattern on the right side.

Our Numbers

RAISED \$1,893,641 Program Funds!

- \$ 49,805 donated equipment and program supplies
- \$ 311,466 in-kind donated program services
- \$ 748,546 in-kind volunteer donated services
- \$783,824 program revenue

PLUS

- City of Toronto 

administration contribution **\$1,297,052**

= \$3,190,693 Total Operational Funds 2015



Our Programs

621 Programs

2,185 Activities

84,866 Program Hours

\$128,628 Rental Revenue - 8% Increase

\$195,624 Program Fees - 13.78% Increase

Community access to 331 Free Programs

\$43,301 Program Subsidy for 81 Families,
206 Individuals



Entering our 25th Year

Activated 25th Anniversary Celebratory Community Campaign as the agency began its 25 year of operation on July 8, 2015.

Launched and completed a rebranding process for the agency, resulting in a new name, logo and website to support the Community Centre in positioning itself through a more distinctive brand, to lessen confusion with other similarly named agencies, and to better position the community centre to leverage financial partnerships with various stakeholders.

In April 2016 Council approved that the name of the Board of Management and facility of the Harbourfront Community Centre be changed to "Waterfront Neighbourhood Centre".



25 Years of Service Awards

Thank you for your support and dedication!



Volunteer Service Award 25 Years Recipient – David Smiley

Member #1!

David was a founding board member and he was our political tutor. He taught us how to find our way into City Councillor's offices to educate the politicians about the ignored needs of Bathurst Quay residents, who were then living as waterfront pioneers, without any services to speak of.

He was a leader in this new community, living in Acadia Co-op, and over 25 years ago staged a community rally, which challenged the City to build our community centre. We are not sure if David even knows how to play basketball but he did build a pretty good illegal basketball net that made politicians take notice. As a result, has gifted a wonderful legacy for the community by his advocacy actions, his passion for this community neighbourhood centre and what it represents to the community.

As David is a professional photographer he has also left us a legacy in the many images he has taken and continues to take of his community.



Volunteer Service Award 25 Years Recipient – Ellen Vera Allen

David Smiley's better half – his wife Ellen Allen had the unfortunate ability of being a professional architect when the community needed to have a community centre built! Therefore she spent many of our early years and countless hours guiding community members in the City processes of actually getting this building built and through the many City approval channels. We had needs assessments, visioning meetings and feasibility assessments, calls for proposals for architects and finally builders – and many City documents & building plans to review.

Ellen was there throughout leading wisely. Ellen and David left Acadia Co-op for Island Living some time back but they never left their community centre behind. Over the years we were always able to call on both Ellen and David for many volunteer tasks– and now that there is a new visioning session underway to look at where we will be in the next 20 years, we are sure that we can count on them to be involved.



Volunteer Service Award 25 Years Recipient – Linda Ballantyne

Linda was also a founding board member in 1991. Because of her background in human resources and her calm nature, Linda ended up on the human resources committee and spent her time as a volunteer working on many different committees developing our agency policy framework.

Although Linda moved from the community after those initial years she never forgot this community as well– she became one of the centre’s faithful financial supporters over many years and as she is always ready for a good party, was enticed back for our 20th anniversary celebration.

For the past 5 years Linda has served on the Board once again, now as Chair and we are grateful that she continues to want to give back to her community.



Volunteer Service Award 25 Years Recipient – Virginia Martin

Virginia was one of our first community centre participants who came to our parent - child programs in the portables with her little two year old daughter Eliza.

Virginia was very quiet and unassuming as she struggled to raise her daughter alone on a hotel worker's wage – she did not know much about politics – had never met a politician before. Well that changed!

Virginia was convinced to join the program committee and then the Board of Management. She learned how to make a motion and raise her hand and she learned about political power. She also learned a lesson that every person has a voice and that her voice makes a difference. Today she is still active in our programs and continues to sit on our Board of Management.



Volunteer Service Award 25 Years Recipient – Jacqueline McLaughlin

Jackie is our community's rock. Jackie has served as a Board member and committee member of our agency but she also has taken on the task over the years to represent and advocate for her fellow residents who live in the Toronto Community Housing Corporation buildings at Bathurst Quay. She continues to be TCHC tenant council representative for the area buildings.

Jackie is a defender of youth, a tireless community organizer and advocate for those most vulnerable. Her most recent work was to take the lead in the community organization of two community murals, in order to bring together the community after a violent incident in the summer of 2015 which threatened community peace. The murals were painted by community members and youth and were recently unveiled by the Mayor and are displayed within the community.

After 30 years she has not stopped and we are grateful for her current involvement with our Neighbour to Neighbour project and her support of our most vulnerable residents.



Volunteer Service Award 25 Years Recipient – Marilyn Roy

Marilyn needs no introduction – we had that retirement party last year and we know she does not want any more attention.

So suffice it to say that after 25 years of being a strong community leader and a dedicated volunteer who worked in every capacity on the Board, including as a founding board member, we will let you rest a little and enjoy your grandsons!



Community Service Award 25 Years Recipient – Liz Amer



Community Service Award 25 Years Recipient – Liz Amer

Former City Councillor, Island Resident and Waterfront Community Supporter

Twenty five years ago Elizabeth Amer was this neighbourhood's City Councillor having served one term of office and then beginning another in 1991. She also became a founding member of the Board of Management when the City appointed our first Board on July 8, 1991 and she served on the Board during our first 3 years of operation while we were in those three little blue portables.

Liz knew how to organize as she was a Toronto Island leader and her experiences resulted in her authoring a book, "*Yes We can! How to Organize Citizen Action*" and to attain political office. How fortunate for this community to have someone so bright and talented who understood the value of community and could then assist the likes of David Smiley and company to lobby for a community centre and school! In the book "*Along the Shore*" by M. Jane Fairburn you can read the account of Liz's advocacy strength and of her battle with sheriffs in 1980 – "The Day of the Bridge" - as they refer to it on the Island. It was a day the sheriffs were sent to remove Island residents.

We know that battle was won. But you should also know that Liz won a battle for this community too as on February 14, 1992 she tipped the community off that the City budget for the community centre building was being slashed and the building of the permanent community centre was in jeopardy. We were running the community centre out of 3 portables and the City had yet approved the capital budget to build a permanent community centre. When hearing that there was a planned press conference about the City's capital budget, the community all rushed down to City Hall and crashed the press conference. The then Budget Chief Councillor Tom Jakobek was not amused with our "Broken Hearts Campaign". We had banners and pictures and hearts. This community was the top of the 6 p.m. CBC news hour with sad pictures of children outside our little portables shouting for their community centre to be built.

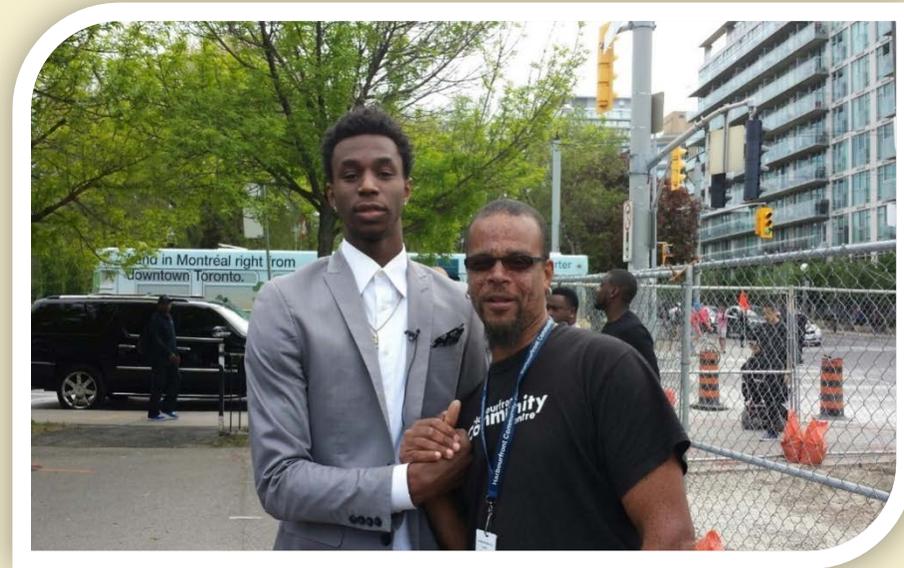
Needless to say the funds were restored to the 1993 capital budget. We moved to our 2nd temporary building in 1994 to make way for construction and finally moved into our permanent home in 1997 – all as a direct result of Liz's partnership with this community. Liz always remained a friend to the community centre and we would like to thank her for her dedication and support in those initial years and up until today! Thank you so much for being there when the community needed you.

Some of our Famous Visitors in 2015

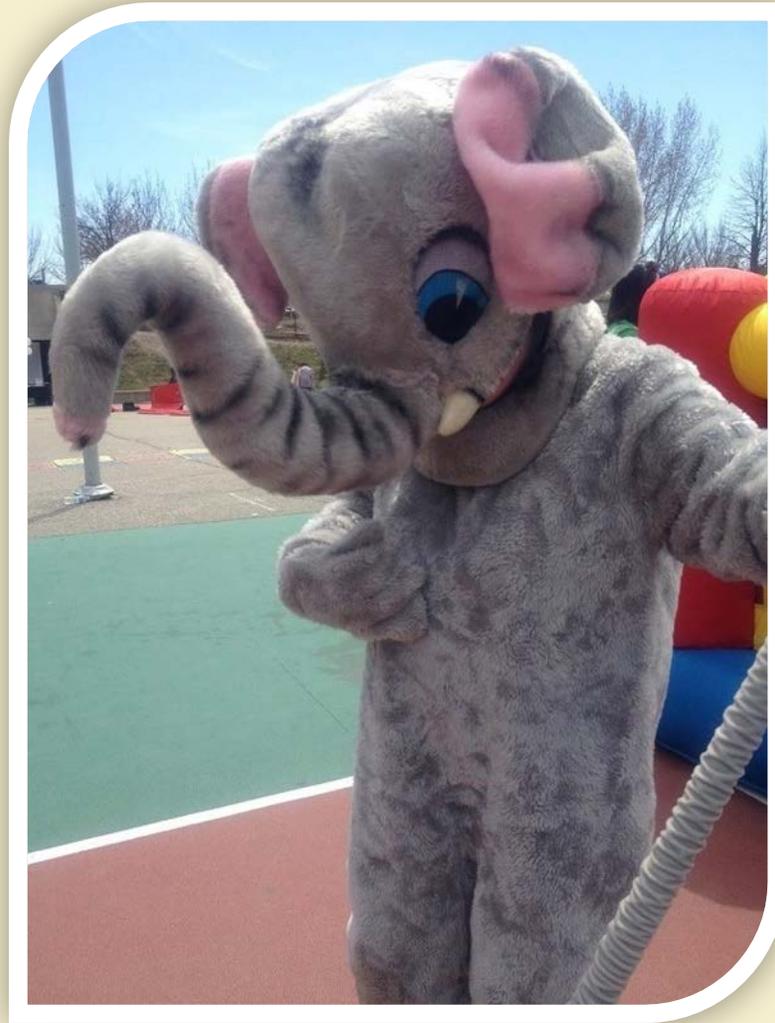
Morris Peterson



Andrew Wiggins



Our Beloved Mascot





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