



Waterfront  
Neighbourhood  
Centre

Annual  
Report

2020







## Land Acknowledgement

Waterfront Neighbourhood Centre is an agency of the City of Toronto and uses the City's land acknowledgement for Toronto to recognize the traditional territory on which our building stands. This acknowledgement is spoken at meetings and special events at WNC as part of our beginning process toward truth and reconciliation. A territorial or land acknowledgement is a statement recognizing the traditional territory of the Indigenous people(s) who called the land home before the arrival of settlers. To better illustrate the importance of a land acknowledgement and understand that this land has been home to Indigenous peoples for millennia, WNC has accompanied the land acknowledgement with the viewing of a narrative video, and encourages members to read the reflections on this land by Selena Mills and Sara Roque, with illustrations by Chief Lady. Link as follows: <https://waterfrontnc.ca/2018101>

At the beginning of an event, a land acknowledgement gives time for reflection and shows recognition of Indigenous lands, treaties and peoples. It involves us thinking about what happened in the past and what we can all do now and in the future to further the reconciliation process. It is a small step for WNC, a beginning part in an act of reconciliation, honouring the land and Indigenous presence which dates back over 10,000 years - reminding us that we are the visitors on this land and that we are all accountable for building positive relationships with Indigenous peoples. To learn more about the land acknowledgements, please see the link: <https://waterfrontnc.ca/2018102>

*"We acknowledge the land we are standing on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit."*







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Dominic Chan, Megan Dee, Natasha Francis, Teya Fraser,  
Eneyda Guerra, and Suada Warsame







# Hello Dear Friends...Nothing was the same without you during your absence!

2020 has been the most impactful year that we all have ever faced. The pandemic has tested us in very many different ways. We have had to learn new ways to be together, to communicate and care for each other during this complex time. Through it all Waterfront Neighbourhood Centre has provided a steady support for the waterfront community.

On March 14th, WNC, along with the rest of the city, had to shut down due to the Covid-19 pandemic. Although we were uncertain of what would happen next, the WNC team knew that the Waterfront community needed us to continue the programs and services they have come to love and enjoy.

Under the leadership of former Executive Director Kelly McClure, WNC adapted to the changes the pandemic thrust upon us during that time. The team sprang into action. Our IT team ensured staff were set up with the required equipment needed to work remotely successfully from home. Instructors, Program Workers, and Activity Leaders took their expertise online and created virtual programming for children, youth, adults and seniors. Community and Seniors teams continued to provide services to our most vulnerable adults and seniors. Our Reception/Administration team were able to provide up to date information through our social media channels and website. To adhere with city and provincial Covid-19 guidelines, the Facilities team did a fantastic job at keeping our staff and participants safe during this past year. From ensuring WNC had sufficient amount of PPE to adjusting cleaning protocols, the Facilities team worked endlessly to adhere to the ever changing guidelines.

Although the pandemic created some challenges, it paved the way to create new relationships through impactful collaborations. WNC worked closely with the City of Toronto, Downtown West Cluster to create access to additional funding sources, engage in partner-wide initiatives such as the neighbourhood pods and a mutual aid groups, access food resources and Personal Protective Equipment. We also partnered with University Health Network (UHN) and Parkdale Queen West Community Health Centre to host two Covid-19 test screening clinics. These partnerships helped strengthen our efforts creating a sense of community ownership for supporting our children, youth, and seniors.

WNC worked closely with the Downtown Toronto West Cluster to create a mutual aid group of residents to support each other during the pandemic. We also partnered with University Health Network (UHN) and Parkdale Queen West Community Health Centre to host two Covid-19 test screening clinics.





In 2020, WNC said goodbye to former Executive Directors Leona Rodall and Kelly McClure. Leona and Kelly retired leaving a solid foundation that enabled us to carry on their legacy during this turbulent time. Eneyda Guerra (Acting Assistant Executive Director) and I hope to carry on their legacy and continue the quality of work that Leona and Kelly have built for the past 30 years.

Special thanks to our amazing Board of Directors for providing the guidance and the on-going support to the staff and the community. Our Board of Directors understood that this has been a challenging time for everyone. Their concern for the staff and community help drive WNC to ensure that our mission and vision are upheld during these perplexing circumstances.

We would like to take the time to thank two very important groups of people that have made this year our most impactful year ever.

Special thanks to **ALL** of the members of the WNC staff team. The WNC staff team have worked effortlessly to ensure that we continue to provide the quality programming and services we are known for. Whether working from home, providing virtual programming or working in-person, they adapted to the challenges and knew that the community needed WNC to be there. Their efforts are unmatched and their dedication to the community was and continues to be unwavering.

Last but not least, we want to thank **ALL** of the members of Waterfront community. Although we did not see much of you in person in 2020, we knew you were always there. Thank you for continuing to support WNC through this time. Whether it was through a phone call or a socially-distanced hello, we felt your presence and love. We are looking forward to the days of hearing children's laughter in the hallways, basketballs bouncing in the gym, families enjoying circle time, and seniors gathering and sharing stories with one another. This too shall pass. In the meantime, Waterfront Neighbourhood Centre will be here to welcome everyone back with loving arms, open hearts and a warm smile.

Natasha Francis  
Executive Director (Acting)

Amani Yagob  
Chair, WNC Board of Management





## 2020 Board of Management

### **EXECUTIVE**

Amani Yagob - Co-Chair  
Saida Said - Co-Chair  
Cliff Ojala - Secretary  
Carole Therrieault - Treasurer

### **BOARD MEMBERS**

Linda Ballantyne  
Barbara McKenney  
Virginia Martin  
Brenda McCabe  
City Councillor Joe Cressy, Ward 10  
(Spadina-Fort York)



# About Waterfront Neighbourhood Centre

Waterfront Neighbourhood Centre was established in 1991. WNC is a member of the City of Toronto's Association of Community Centres (AOCC). The AOCC board model is a hybrid between a City agency and an independent not-for-profit community-based organization. The City determined that this was the best service delivery model for Ward 20's waterfront community in order to meet existing and adapt to future community needs.

Core administration costs related to operating WNC are funded by the City and 100% of programs are funded through grants, donations, programs and rental fees.

Located in the heart of the thriving Bathurst Quay Neighbourhood, our 107,298 sq. ft. 3-storey multi-use City-owned facility is home to:

- Waterfront Neighbourhood Centre - 1st floor
- St Stephen's Child Care Centre - 1st floor
- Waterfront Public School (K-8) and The City School (alternative high school) - 2nd & 3rd floors

WNC provides services to the Waterfront West community primarily, but is open to all City residents, greeting over 850 daily visitors in 2019. WNC offers a safe and supportive environment for a diverse, multicultural neighbourhood. WNC provides community development initiatives to build community self-capacity and far-reaching services that target all sectors of the community.

WNC connects with residents of all ages, offering a wide range of programs and services that support the health and well-being of our neighbours as well as meet the social and recreational needs of our ever-growing waterfront.

## Mission Statement

Waterfront Neighbourhood Centre (WNC) strives to engage all community members in an atmosphere of belonging, diversity and accessibility through our programs, services and facilities. As a cornerstone of the community, WNC also advocates for the needs of this ever-changing neighbourhood.

### VISION

WNC meets the needs of a diverse and changing multicultural community, responding to the particular needs of community members who are at risk, vulnerable, marginalized or isolated.

### VALUES

- WNC believes in the provision of programs and services in a welcoming, accessible, sensitive and supportive place.
- WNC is committed to improving the quality of life for the residents of the neighbourhood.
- WNC recognizes the value of providing volunteer opportunities for local residents to become engaged in the community centre and recognizes voluntary contributions.
- WNC is supportive of staff, ensuring they are rewarded appropriately for their work.
- WNC acts in a fiscally responsible manner.

# Children & Family Program Highlights

## Where Children & Families Grow in Mind and Spirit

110

Average views per pre-recorded Circle Time video on Facebook

The sounds of singing and laughing, which normally emanates from the Family Program Room, and the overflow of strollers and wagons from the WNC hallways have been greatly missed this year. Since March 2020, the Growing Up Healthy Downtown (GUHD) team has worked to establish a range of online programming to bring songs and laughter directly to our family's homes while also providing support for our families who continue to adjust to a new normal.

Programming during 2020 included both live and pre-recorded circle times, weekly activity ideas via WNC social media, monthly emails with programming updates, calendars and resources, all intended to support and promote healthy child development and family relationships. The GUHD team focused on providing participants with a safe and welcoming online environment, and a source of support to parents and caregivers.



*"You're amazing at what you do Megan! We miss you, you put a big smile on L's face when he saw you!"*

-Tania T

*"Miss Sarah is the best. Jiana misses you and school programs. We would love to see more of these stories and rhymes!"*

-Viren P



# EarlyON Child & Family Centre

## Virtual Family Fun

40

Virtual drop-in sessions facilitated on

39

Families participated in virtual drop-ins

70

Fall themed activity kits distributed

The EarlyOn team has spent the past year continuing to engage with and support families with children aged 0-8 as they adapted to the impacts of the Covid-19 pandemic. During the first few months of the stay-at-home orders, staff worked to effectively transition our popular drop-in programs to a virtual platform. Initially, staff reached out to families through emails, phone calls, and social media and regularly shared early learning and public health resources. By summer, staff were developing and facilitating free, interactive, virtual drop-ins with fun themes such as Under the Sea, Farm Animals and The Five Senses. Additionally, staff hosted live circle times through both Facebook and Instagram multiple times per week.

In October, the EarlyOn team planned, created, and distributed 75 free Halloween activity kits for families funded by United Way Emergency Community Support Fund and in part thanks to the Toronto Kiwanis Boys and Girls Club. The initiative provided families with art and activity materials, along with an activity guide filled with engaging activities and ideas for the whole family! Other initiatives by the EarlyOn team from the past year included partnerships with The 519 and the Toronto Public Library.

EarlyOn continues to offer weekly virtual drop-ins and circle times to families and children within the Waterfront community. Ongoing support continues to be offered virtually to our families until we are able to see each other in person again!



*"Thank you so much for doing this for us stuck at home. It's a life saver! I don't usually participate in lives but watch them later, on a big TV doing circle time with my kids. Just wanted to stop by and say a huge THANK YOU!"*

-EarlyON Parent



# Ready...Set...Learn@Home!

## On-Line Learning Has Never Been This Fun!

44

Participants registered in RSL

112

Classes held

During the initial first weeks of the stay-at-home orders, to keep connected with families, and to provide a level of normalcy for our preschoolers, the team recorded daily videos which included story time and a demonstration of a related science or art activity for children to partake in. During a difficult time, it was a welcomed respite for all!

In April 2020, the group held its first virtual get-together where there was much waving, singing and lots of "I miss you!". The get-together went so well, the team successfully developed a school readiness based virtual program named Ready... Set...Learn@Home! (RSL)

Almost a year later, RSL continues to run three mornings a week, supporting the community's preschool children in developing school-readiness skills. The program intends to promote holistic child development and works in partnership with families to create opportunities for learning. The group has explored topics such as weather, plants and gardens, the body/senses, trees, bugs and lots more! Each day of program the group reads, sings, moves, and learns through interactive literacy, science, math, and art activities. Ready, Set... Learn at Home has been a wonderful experience for both families and staff, creating consistency during an inconsistent time.

*"The videos and activities you posted have given them so much happiness every week, It's also made quarantine at home so much easier for me. Thank you all SO MUCH for doing this, words simply cannot express how much we appreciate everything you have done."*

-Nerissa L.



*"I just wanted to commend you guys on running such a great program... how well prepared you guys were and had the classes running so smooth. Keeping their attention and having content that kept the kids engaged."*

-RSL Parent



# Summer Daze Camp

## Oh, what fun! Summer Daze Camp is back!

Despite the COVID-19 pandemic, the summer camp team worked energetically to provide enjoyable and engaging activities for the 2020 summer camp kids. The process of creating a fun, yet safe environment, that adhered to all required health and safety protocols was a challenge, but with careful thought and lots of creativity, staff found innovative ways to conduct a memorable summer camp for all!

To limit contact between campers, the summer camp team created boxes for each camper which included craft materials and activity supplies for an entire week of fun. The camp team also found ways to modify sports and gym games by using different materials and creating new rules and challenges. These changes made it easier for campers to follow social distancing rules while continuing to be able to play some of their favourite games. Waterfront Neighbourhood Centre received books and activities as a donation from Frontier College which were utilized during many activities. Furthermore, campers participated in a gardening session every week in WNC's very own Community Garden, which gave campers the opportunity to learn about plants and urban gardening. One of the most enjoyable moments of the summer was when the camp took a trip to "Pirate Life" where campers got to sail Lake Ontario on a pirate ship, shoot water cannons while dancing and singing with pirates! Overall, it was a successful and safe summer camp experience that was fun for all!



Summer Daze Camp campers like Amelia learned how to create and design their own lava lamps.

Sebastian and the other campers shot water cannons, danced to pirate songs and looked for treasure during their trip to the Pirate Life.



# Youth Program Highlights

## The World's Biggest Strength Lies In The Youth

It has been quite the challenging year for all, however we are quite proud of the resiliency our Waterfront Neighbourhood Centre youth and staff demonstrated throughout! Despite all the closures and changes, programming remained an essential part of the lives of our beloved youth. Towards the end of a successful winter 2020 session, the pandemic struck, and our in-person programming was mandated to close indefinitely. Despite the suddenness of the situation, we were able to quickly pivot and provide fun and educational virtual programming, with a focus on providing consistent social interaction to help youth cope with self-isolation. After hosting a completely virtual spring session, we were able to offer in-person programming with limited capacities during the summer. Our Tween Summer Leadership Program hosted 8 youth every week throughout July and August. This was an amazing experience, as the reduced number of participants enabled our youth staff to develop closer, more personalized relationships with youth participating in the program.

As the fall session approached, in person programs unfortunately had to close once again, however the youth staff were much more prepared this time around. Staff launched new programs such as Girl's Group, Boys Club, Youth Leaders in Training, and Homework Help to assist youth and tweeners deal with the challenges of virtual schooling. Two new staff were hired, Thomas Hsu and Alessia De Luca to operate our Room 13 Multimedia Studio Program. Both Thomas and Alessia are highly trained in sound engineering, music production, graphic design, photography and videography. Virtually, youth were able to hone in on their artistic craft by using a variety of online art, design, and music-based software programs. The year finished off on a great note with a partnership with Common Goods and Chris Boucher of the Toronto Raptors by hosting a Youth curb-side Holiday Gift Drive that provided youth and families with kits including clothing, merchandise, gift cards, and food vouchers! This was the perfect way to end off such a challenging year.

This summer we say a farewell to our long time team member, Mitchell Atkinson. Mitchell has held his position as a youth worker at WNC since 2013. We are grateful for all of Mitchell's contributions to the community throughout the years, and we wish him the best of luck on all of his endeavours!





# 6,000

Participants visits in-person & online



*"Honestly, I appreciate everyone at the centre so much. Sometimes I just need to get away from the distractions in my house. Whether it's hanging out online, helping me with school, or helping me look for jobs, the youth staff continue to be a big help."*

-Youth Participant

Youth participating in an activity during our Tween Summer Leadership Program in our WNC Youth Room.



# Seniors Program Highlights

## Embracing Life, Staying Connected

For those working in community support and development, specifically with seniors, the year 2020 was centred around supporting, engaging, and caring for our program participants, neighbours, friends and the entire Waterfront community.

On Saturday, March 7th, Waterfront Neighbourhood Centre hosted a party, with songs performed by outstanding local community performers and singers Khuli and Mia Sanchez. There were passionate speeches, and our Indigenous cultural educators held an opening ceremony with storytelling and drumming! There were displays and information booths reflecting on the impact of women's leadership in many fields including financial literacy, immigration and settlement, gender and equity awareness, and environmental art featuring WNC's own staff member, Lula. WNC live streamed one of the events which featured community seniors from the Gourmet Grannies program competing against the children from the Little Chefs programs in a Cook Off for prizes and bragging rights!



It is hard to believe, but less than a week after the event, stay-at-home orders were issued, and everything was closed due to the pandemic! In the following few months, the priority was to support seniors who were facing isolation and other related challenges. The seniors in the New Horizons Program Seniors Connect 2.0, led by Dominic Chan, learned new skills such as about internet safety, fraud prevention, shopping online, internet and cellphones plans, Zoom conferencing, GoMeet platforms, and how to keep up to date with COVID-19 information online. Seniors without internet and tech devices, were lent WNC iPads loaded with games, YouTube videos and documentaries.

Our staff team led by Jun, facilitated virtual and when permitted, in-person programming alongside our community leader Jacqueline McLaughlin, staff nutritionist Sarah and Community Kitchen lead Zahide. All programs became one team to create the best support possible for the most vulnerable, and isolated seniors through programming that was delivered 1:1. The team delivered food, distributed PPE supplies, including masks and alcohol gels, and





reviewed Toronto Public Health protocols and other COVID-19 safety measures to ensure seniors were best protected. Staff focused on assuring seniors they were one phone call away.

Toronto Bathurst Lion's Club donated Caribbean food for Seniors Month. Level 5 Strategy Group volunteered to help us put together Holiday Baskets and art kits which were delivered by volunteers and staff. Both of these initiatives helped seniors feel less isolated increasing their health and well-being.

During the summer the staff team re-initiated the senior's walking programs, held dance classes in the community courtyards, Indigenous rock painting session with community artist youth Ayana, all while ensuring social-distancing! In Fall of 2020, the Neighbour to Neighbour 3.0 program re-started their work with reclusive seniors along with three staff; Ambrose, Marion and Janna who have backgrounds in health sciences, gerontology, and social services work.



# Community Development Highlights

## When Action Meets Compassion; Lives Change

The COVID-19 pandemic has impacted every member of our community, yet despite the many challenges faced, Waterfront Neighbourhood Centre had a very intense but rewarding year of supporting our community, especially our most vulnerable members.

As COVID-19 numbers rapidly increased in the city, so did food insecurity, isolation, and anxiety. To combat this, staff, along with community partner organizations, politicians, and community leaders, joined together to support our neighbours. Efforts included cooking, food delivery initiatives as well as monetary and product donations such as food baskets and grocery cards. Meanwhile, the community rallied to help one another with phone calls, socially distanced visits, and check-ins to ensure that their fellow community members felt supported.

WNC, now more than ever, has focused on providing people with nourishment and food security through new grants, creating new partnerships with governments and corporations, alongside accepting individual donations of generous people who approached us this year! Partnerships with Shauna Harris and Karen Langil from Chris Glover - Spadina-Fort York Community Care Access and Food Program, The People's Pantry, ARAMARK, Waterfront Good Food Market and FoodShare (Tara, Helen and Alex), all contributed to bringing some normalcy and security to people through their efforts.

WNC helped start and nurture the Waterfront Mutual Neighbourhood Pod/Aid Group, composed of community leaders, social workers and volunteers. This group mobilized to provide food, PPE supplies and support with medical needs for the elderly. They provided technical support to community members learning to use cell phones and internet services, enabling people to stay connected to friends and family. WNC is part of the Downtown West Cluster Mutual Aid Working Group, supported by the City of Toronto-Community Development, and lead by Parkdale Activity Recreation Centre and other West downtown agencies. Weekly meetings are held to review work and raise awareness of other mutual aid groups and best practices.

WNC worked with encampment neighbours that settled by the Canada Malting Silos. Fred Victor and HomesFirst





*"I have the pleasure of working at WNC, formerly HCC, more than 30 years ago, now at almost of 93 years of age senior, I get visited by these young amazing workers, gerontology passionate individuals, that provide me with joyful, meaningful conversations and nourishment to my soul and my physical body and mind! MPP Chris and his son come to see me every Sunday through the Spadina Forty York Community Care Program with Shauna and Karen! I feel blessed and share my thoughts of wishing you all a healthy, safe journey, continue doing your wonderful job WNC staff, board, Jun and all!"*

-Vera Cudjoe



assisted WNC in several community initiatives. Councillor Joe Cressy, MP Adam Vaughan and MPP Chris Glover also supported our work by delivering food and other donations themselves to our seniors.

WNC continued collaborations with Toronto Community Housing, Second Harvest, BQNA, CLC, CPLC 14th Police Division and Indigenous Organizations. With the help of our gardening expert, Michael, we had a fabulous evening in November at the Indigenous Harvest Event complete with an Indigenous ceremony and food. Many thanks to our Ojibway staff Marion, Daamin and Neegahneese, for their help at this wonderful celebration.

Thank you to all leaders, participants, neighbors, and friends for your support this memorable year.



# Community Connect Garden Highlights

## Plant Kindness & Gather Love

This year the Community Connect Garden played an integral role in WNC's continuing effort in meeting the food security needs for the Waterfront community. The Covid-19 pandemic tested the entire community, particularly our most vulnerable members. This year we were met with some challenges: planting season began later due to some of the imposed restrictions of the pandemic; WNC was not able to welcome volunteers to adhere to Covid-19 protocols/ guidelines and physical distancing requirements.

Despite all of the challenges, the Community Connect Garden became a lifeline to community members in gaining access to healthy, organic, fresh vegetables and herbs.

### In 2020, Community Connect Garden:

- Our gardener extraordinaire returned for another season. **Michael Gebremariam** has continued to make the Community Connect Garden flourish under his green thumb! This year the garden grew 887 lbs of organic vegetables and herbs!
- The weekly harvest was shared with our Community Kitchen program. In response to COVID, the Community Kitchen staff team has been preparing and delivering meals to 30-50 vulnerable community members weekly. Fresh produce harvested are used in the recipes and also given to community members. With high prices of produce in the grocery stores and some of our community members homebound, the delivery of fresh herb and vegetables made a huge impact.
- **Community Connect Food Market** took place every Wednesday beginning in July. Fresh vegetables and herbs were sold each week to community members. Affordable prices were set to ensure member could buy fresh produce. If community member were unable to pay for their items, they were given the produce free of charge. The market also gave an opportunity for members to see the garden (adhering to social distancing and mask requirements) and asked Michael gardening questions. This was also one of the first interactions some of our members had with WNC or any outside interaction since the beginning of the pandemic. Some members included trips to the market in their limited outings during the week.
- **Community gardening education sessions** were further delivered within the limited WNC programs offered during this year. During the summer, Michael, along with our student gardener Leni, offered weekly gardening sessions for our Children's Summer Camp. In the fall, Michael coordinated the Junior Healthy Harvesters. In both programs, children learn about planting, different species of plants and the importance of growing healthy food.
- **Community Connect Garden Feast:** WNC celebrated the last harvest of the year on November 13, 2020. Community members were invited to a socially distanced outdoor event to participate in celebrating the last harvest of the year.

Activities included:

- A smudging and drumming ceremony facilitated by an Indigenous member of our community.
- A presentation from our gardener Michael on "Healing Plants of the Garden".
- Squash soup, bannock bread, and wild rice casserole were given to community members to take home to enjoy. Ingredients used in recipe came straight from the Community Connect Garden.
- Tours of the Community Connect Garden to community members.



# 200

Participants reached

# 85

Vegetable/herb species with 1000+ plants



# 68

Varieties of pollinator-friendly plants

# 25

Courtyard ornamentals



# Facility Operations

## A New Perspective of Care

The year 2020 was an unprecedented year for the entire world, including the Facility Operations Department at Waterfront Neighbourhood Centre. The Covid-19 pandemic, and the accompanying stay at home orders, required everyone to learn and adapt to a new way of living and working. The Facility Operations team kicked into high gear to meet the recommendations and advice set forth by the Ministry of Ontario and Toronto Public Health.

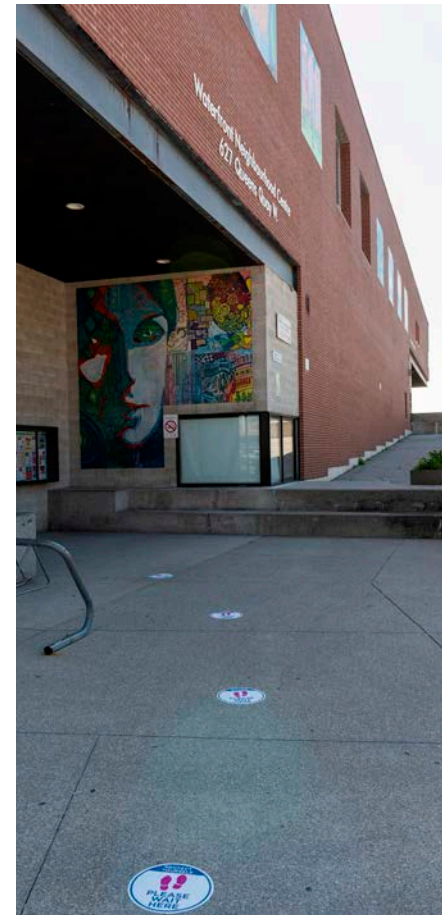
While WNC had to suspend rentals and onsite recreational programming, WNC was able to provide community groups with space for essential services and programs. In partnership with Parkdale Queen West Community Health Centre and University Health Network used our gym for two Pop-Up COVID-19 Testing Clinic.

The Good Food Market used our dance studio weekly to continue to provide the community with fresh food at a low cost.

To ensure the safety of our staff and community members during this time, the department hired 3 new Facility and Rental Attendants as well as Screeners who provided front-line customer service to rental clients and community members. Purchases included 3 new foggers, Personal Protective Equipment (PPE), hand sanitizers, disinfecting wipes and spray, masks, shields, gloves, and coveralls. The team increased the disinfecting of high touch surfaces to hourly and frequently replenished cleaning and sanitizing materials in all the program rooms and offices to keep staff and participants safe. Staff posted public health signage, labelled all spaces with maximum capacities, installed plexiglass barriers, and placed floor signage to direct participant traffic and ensure social distancing.

The Facility Operations Department continues to ensure that masks are worn onsite and remind community members and staff to observe the required 6 ft. physical distance whenever possible. We are committed to ensuring WNC play its part in keeping staff and community members safe.

It is with the commitment of our devoted and faithful staff teams that all this has been possible. Special thanks to Israel, Caretaker Co-ordinator, Lula, Shanice, Jah-Reign, Elijah, Lolade, Julian and Irenney, our Facility/Rental Attendants and Screeners that we can continue to make WNC a welcoming and safe place for all!





8

Community groups that In-kind space was provided to

**\$18,401**

Amount of In-kind space provided to community groups



## Staff Recognition

### 5 Years of Service

Lula Lumaj has been a part of our WNC family for 5 years, in many capacities. We would like to recognize Lula's hard work and commitment.

Lula is the "Jack of all trades"! She is our Room 13 Art Instructor for children's ages 6-12. She has instructed art classes to our senior's and youth programs; worked in the After School Program and instructed Children's Soccer. Lula brings with her many attributes such as her friendly and helpful personality, commitment, reliability, flexibility, creativity and overall awesome attitude! Lula is currently a part of the Facilities team as a Facilities/Rental Attendant.



Congratulations Lula on your 5 years of service with WNC!



# Volunteer & Corporate Support

## A Community is Built Through Giving

With COVID-19 pandemic restrictions, WNC's in-person volunteer programs were suspended to protect the health of those involved. WNC's Board and volunteer monthly meetings were moved virtually, along with most other WNC programs and activities. Our beloved volunteers have stayed committed despite of challenges and setbacks by making substantial donation to our grocery gift card drive, food security programs, purchasing groceries and lending a hand by delivering meals and household supplies. WNC volunteers helped prepare meals for our isolated seniors and families in our neighbourhood to ensure no one went hungry!

Thank you to all WNC volunteers for your continued support during these challenging times. We truly value your partnership! We would like to express our deep gratitude to the members of WNC's Board of Management for their dedication, hard work, leadership, and guidance during these challenging times.

Additionally, a huge thank you to our community and corporate volunteers for their kindness and support in 2020 for helping raise over \$ 24,068.00 in-kind donations; provide over 199 community programs and support 85,468 participants; helping WNC to offer 106 free programs for community residence and much more! On behalf of the waterfront families, our heart-felt thanks goes out to all our community and corporate volunteer partners. We are grateful for your partnership and for your tremendous support! Thank you to the many generous individuals who support our agency!

- Aramark
- Bike Brigade
- Elevation Church
- City of Toronto Downtown West Cluster
- Common Media Group
- Toronto Raptor Player – Chris Boucher
- HWTC – Hospitality Workers Training Centre
- Level 5 Strategy Group
- Porter Airlines Inc
- Porter Employees
- Spadina-Fort York Community Care Access and Food Program
- TELUS
- The Toronto Downtown West Area Food Initiative
- Toronto Bathurst Lion's Club
- Waterfront Good Food Market





# 106

Free programs

# 24,068

Volunteer service hours



# \$649,836

In-kind value of volunteer donated services

# \$25,718

Donation in fee subsidies



# IT Technology Services

## Connecting People & Technology

Waterfront Neighbourhood Centre's IT network is vital infrastructure that supports all aspects of the Centre's daily operations, supporting the demands of our growing community's programs and services. WNC's network is the hub for all communications including but not limited to, electronic files and email communications which function to fulfill the organizations business goals and objectives.

This past year was very busy for WNC's Technology Services team, as the COVID-19 pandemic forced all staff into a sudden, unplanned transition to remote work. In 2020, Waterfront Neighbourhood Centre's servers and desktops were upgraded thanks to financial support from WNC's Board of Management and City of Toronto's Information and Technology Services department.

Technology has played a key role in helping staff to work remotely and stay productive in the wake of unprecedented events. WNC's technology team has provided over 140 hours of support, setting up remote access for 85+ employees and volunteers. WNC implemented online program and membership registration; purchased notebooks, phones, cameras, headphones and other technology equipment for staff to be able to continue remote work to support our beloved community in times of need.

A huge thank you to our WNC IT and website service collaborates BizSyz Inc and D-ONE for helping us meet our mission in providing an exceptional community programming. We also want to give a huge thank you to Suada, Teya, Dominic, Anthony, Keith and George! Job well done!





**3,800+**  
Program Guide downloads

**10,000+**  
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## LEONA'S RETIREMENT

LEONA RODALL  
EXECUTIVE DIRECTOR (1991-2020)

In January 2020, Leona Rodall retired after 29 years of leading the Waterfront Neighbourhood Centre as Executive Director. Her tireless work, dedication and strategic leadership over the past three decades saw WNC through its initial development and continuous growth.

Leona was initially hired as a temporary consultant in April of 1991. In collaboration with members of the Waterfront community, Leona was responsible for the establishment of a community centre which involved securing funding, staffing, equipment, and a temporary building location. At that time, the neighbourhood was starkly different from what we see today. It was sparse, with only a few scattered apartment towers, and lacked any other permanent infrastructure. Leona remarked that community members “desperately needed something to connect the community together, strengthen its growth, as well as provide support to a burgeoning child and youth population who had absolutely nothing to do in the community”. That fall, Leona sold memberships under a banner in Little Norway Park. Soon after, temporary portables arrived, parked in the same location on which Waterfront Neighbourhood Centre now stands.

The following year, Leona was hired by the founding Board of Management as the Waterfront Neighbourhood Centre's first Executive Director. The next few years required consistent dedication and advocacy from the community as well as strategic leadership by Leona and the Board of Management. After the successful “Broken Hearts” campaign, funding for the development of the permanent community centre was finally established! Leona explained, “It was quite the journey for us all. In the end we did not set up just one community centre but three. THREE! ...Despite having to pick up and move twice and set up three new operations, each evolution brought new opportunities, new programs, and new community leaders to the table; hundreds of people were involved during this time and each one deserves credit for their part, no matter how small, they were like a coffee pot over perking!”

Since the permanent building opened in 1997, Leona led the centre through the neighbourhood's incredible growth and development, and with this, led the Waterfront team in supporting the changing needs of community members. Leona remarked, “Never did we imagine the community as we see today ... but the job of watching over the most vulnerable, advocating for their needs has not changed, just how it was delivered did.”

Leona's dedication, advocacy and leadership has been instrumental in Waterfront Neighbourhood Centre's first 30 years, and the community is a better place because of her. In the words of Waterfront Neighborhood Centre's former Assistant Executive Director, Kelly McClure, “Leona is one of the strongest people I have ever known! She was always fearless!”

Although Leona has retired, her legacy has provided WNC the stability, the perseverance and the drive to continue the support the community needed during this unprecedented time.

Thank you Leona for being a great leader!



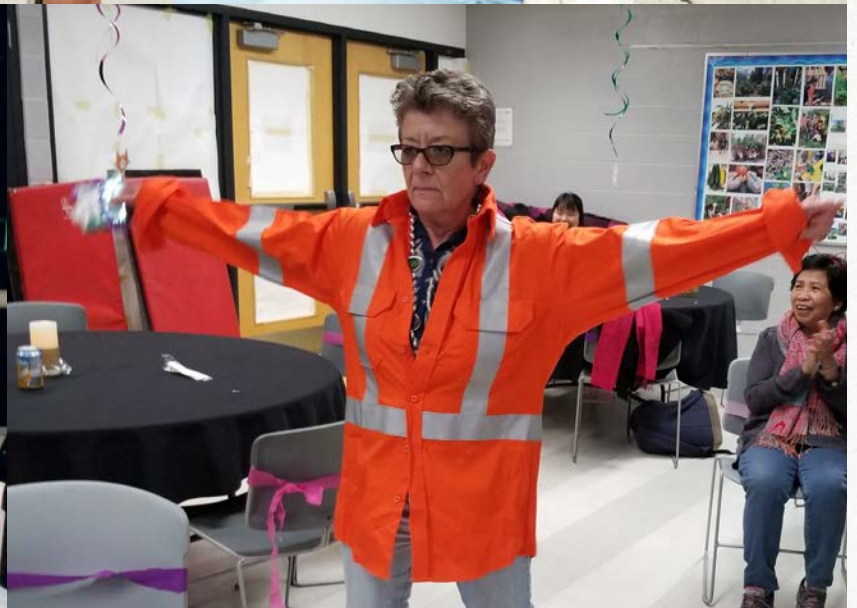








Kelly + Makela at  
Guthrie-fors Aug 4, 94  
visit.







## KELLY'S RETIREMENT

KELLY MCCLURE  
ASSISTANT EXECUTIVE DIRECTOR  
(1991-2019)  
EXECUTIVE DIRECTOR (2020)

In the fall of 2020, Kelly McClure retired as Executive Director of Waterfront Neighbourhood Centre, a role she moved into after 28 dedicated years as Assistant Executive Director. Kelly's leadership, creativity and flexibility were instrumental in the establishment of the community centre and the programs and services it offers.

In the fall of 1991, Kelly was hired as the centre's first Program Coordinator. Kelly remembers the first few years were rewarding but challenging, requiring long hours, flexibility, and a significant learning curve for all. "We were starting an entire agency from scratch" Kelly remembered, while explaining the challenges involved in learning everything from writing grants, to budgeting, while at the same time hiring staff and designing programs to meet the needs of the community.

Initially, Kelly coordinated programs within the centre's temporary portables. She remembers the space was well loved, but required constant shuffling and flexibility, transforming from an exercise room for adults, to a play space for toddlers, to an after-school program for youth- all in one afternoon! The community faced many challenges, and there was a feeling of heavy responsibility in balancing the programs to provide space for all. Over the next six years, Kelly was instrumental in moving the community centre to two more additional spaces, the temporary location at #1 Bathurst Street, and finally the permanent building. Kelly remembers the moves as a unique and exciting time but emphasized that it required constant advocacy and coordination. The permanent building has now been in operation for twenty-four years. The neighbourhood has dramatically grown. Kelly acknowledged this, "We have gone from nothing to hundreds of programs and services for the community."

Kelly has much to be proud of over the past twenty-nine years, but when asked, she quickly responded that forming the community centre itself and the campaigns involved in establishing it brought her a lot of pride. "When I retired it was quite startling to hear how much the community centre means to people. It was both amazing and overwhelming to hear." She also added, "The parties. We threw some pretty awesome parties. It was always amazing seeing the community come together to celebrate so many different accomplishments."

Kelly's perseverance, creativity and humor have been instrumental in Waterfront Neighbourhood Centre's first 30 years, and the community is a better place because of her. In the words of Waterfront Neighborhood Centre's former Executive Director, Leona Rodall "(Kelly has) been there from the beginning, having created every single program at the centre since 1991, in her progressive role from Program Co-ordinator to Program Director to pandemic Executive Director, provided that needed calm and stable force."

Thank you Kelly for 30 wonderful years. We wish you the absolute best during your retirement and will forever be grateful for all of your contributions and love to the waterfront community.

thank you!



*"My favourite memories of Leona and Kelly would have to be the staff pranks. There was never a dull moment at WNC. From fake mice pranks to decorating Leona's office when she would return from vacation, to giving funny old age gifts at birthdays, there was always something to laugh about. There are tons of fun memorable moments with Leona and Kelly, they are truly missed."*

*-Teya Fraser*



# Once upon



*"Good times! Throughout my 29+, years of working side-by-side with Leona and Kelly, they have always have been very kind, authentic, and always offered inspiration wherever they went."*

*I love Kelly and Leona's love of special events and birthday party celebrations! They always remembered to celebrate my birthday, which is September 1st after my summer vacation. Staff milestones anniversaries are big deal at WNC, especially the 10th, 15th and 25th anniversaries. Kelly had a love of picking the perfect cake for every celebration including her favourite one, Halloween! Kelly*

*and Leona would even commemorate all my three kids' birthdays and graduations. We supported each other through the losses of our parents, celebrated weddings, and other memorable occasions. I always admired Kelly and Leona's love for learning and how they would often share ideas, news, books and useful advice. I will miss their great sense of humour, kindness and most of all, their positive energy! I learned so much of the professional trade from Leona and Kelly: to listen, pre-plan and de-stress.*

*We are so proud of your hard work and your vision of building a welcoming place that is now the Waterfront neighbourhood's gathering place where people of all ages can meet, stay active, enrich their bodies and minds and foster feelings of community and civic pride. I will miss you both so much and I hope we remain friends forever. Enjoy your well-deserved retirement!"*

*-Suada Warsame*



*"My favourite memory of Leona is when she made all WNC staff climb into a van that was stuck in the garage because the ceiling was too low. Luckily, there were enough of us to provide enough weight. The van was successfully able to drive out of the garage safely because of her brilliant idea!"*

*-Eneyda Guerra*



*"My memories of both Leona and Kelly are their great efforts to visit community members to advocate for any housing issues they were experiencing and assisting in prevention of eviction."*

-Gaby Motta

*"Leona and Kelly have been great mentors to me and the entire staff team. I have learned so much from them during my time at WNC. They built this Community Centre from the ground up and have left a legacy that we will all carry on. They were always there to provide a supportive hand or a belly-grabbing laugh. I hope to follow in their footsteps by providing great leadership for the waterfront community."*

-Natasha Francis

*"Kelly's love of Halloween! It was a very big deal every year. It was a battle between Kelly's love of Halloween and Leona's love of Christmas. Yearly, those two holidays had the best decorations, and the Centre looks amazing! Kelly loved to make sure that all staff were happy! Constantly surprising us lots of treats and birthday cake! An instant 10 lbs would be gained once you started working at WNC. She made sure that the staff felt appreciated every day. It's those little things may day your much better!"*

*Kelly was thoughtful and caring.*



*Leona was a fearless leader! She took care of the centre and staff like we were her babies! Put her heart and soul into making sure her staff knew their potential and pushed for you to do greater.*

*Her efficiency and organization which is so important when managing a whole organization!*

*Her knowledge about everything and her passion for learning about something that she may not know. There were always lots of articles in our cubby's and when the times changed those articles would be emailed!*

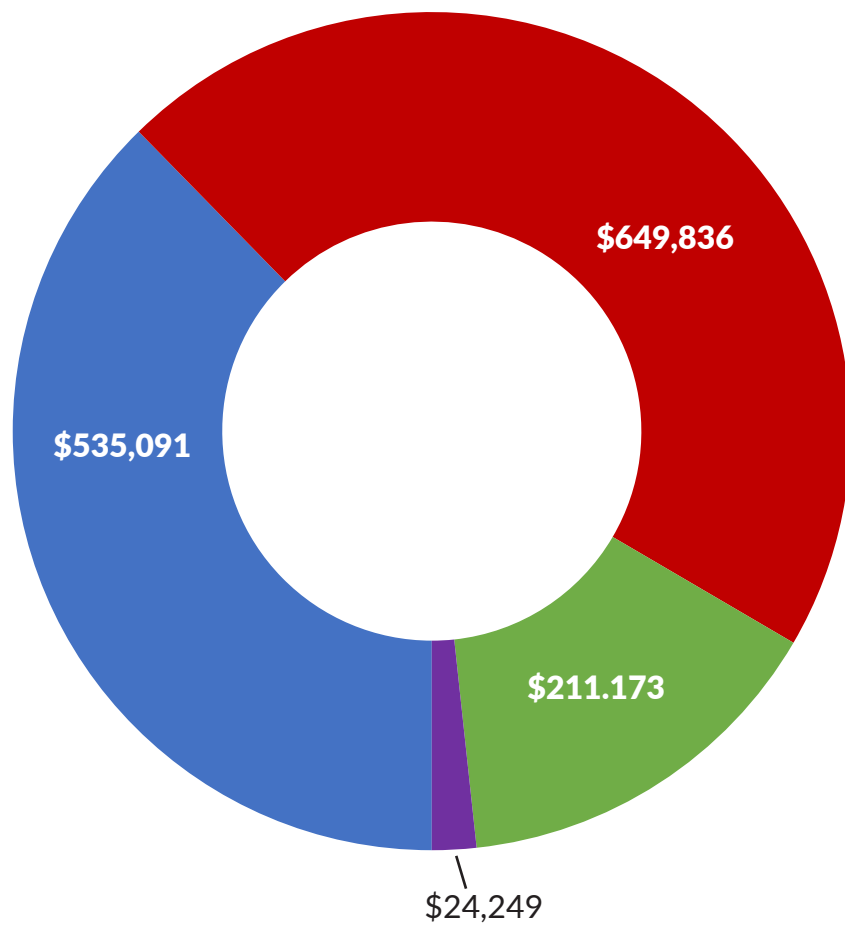


*During my time working with Leona, on a personal level she helped me through some very tough times in my life and without her love and support for my family and I, I don't know how I could have gotten through those times. She took time out of her busy schedule to attend school meetings with me and to advocate for my children and I. She taught my youngest son to read which is no easy feat when he couldn't pay attention for more than 5 minutes at the time. Leona was not just a boss but much more."*

-Liz Oliveria



# Financial Summary

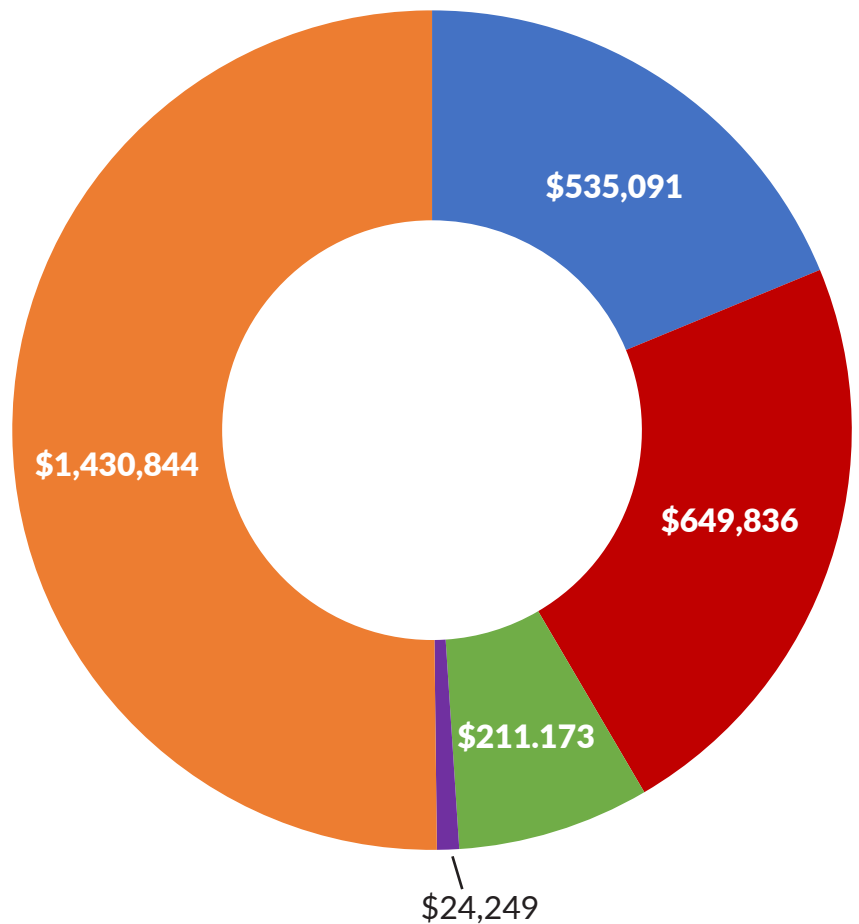


**WNC Program Funds Raised**  
**\$1,420,349**

- Donated Program Services
- Donated Equipment/Program Supplies
- Program Revenue
- Volunteer Donated Services

**Total WNC Funds with City Contributions**  
**\$2,851,193**

- Donated Program Services
- Donated Equipment/Program Supplies
- Program Revenue
- Volunteer Donated Services
- City of Toronto Administration Contributions





	2020 Actual	2019 Actual
<b>Program Revenue</b>		
Grants		
Government of Canada	\$ 117,109	\$ 126,435
Provincial	51,819	52,487
City of Toronto	86,105	80,657
Other Foundations	95,620	107,623
	<u>350,653</u>	<u>367,202</u>
Donations/Fundraising/Other	46,760	74,391
Program and Membership Fees	92,857	286,900
Rental Fees	22,579	112,828
Interest	22,242	22,024
	<u>184,438</u>	<u>496,143</u>
<b>Total Program Revenue</b>	<u>535,091</u>	<u>863,345</u>
<b>Program Operating Expenditure</b>		
Salaries and Wages	446,370	565,211
Employee Benefits	54,607	60,440
Materials and Supplies	70,951	164,418
Purchase of Services	22,916	46,948
Asset Amortization	9,023	6,350
	<u>603,867</u>	<u>843,367</u>
Excess of (expenditures over revenue)		
Revenue over expenditures - Program	<u>-68,776</u>	<u>19,978</u>

	2020 Actual	2019 Actual
<b>Administration Operating Expenditure</b>		
Salaries and Wages	939,740	974,220
Employee Benefits	262,064	264,711
Employee Benefits - post-employment benefits	79,585	75,924
Materials and Supplies	67,154	100,478
Purchase of Services	137,169	107,065
Amortization of Capital Assets	4,082	1,444
Amortization of deferred Capital Cont.	(4,082)	(1,444)
	<u>1,485,712</u>	<u>1,522,398</u>
<b>City of Toronto funds -</b>		
Core Administration	1,430,884	1,430,280
Vacation Payable	\$ (24,757)	\$ 16,194
Post-Employment Benefits	79,585	75,924
<b>Funding payable by City of Toronto</b>	<u>NIL</u>	<u>NIL</u>





### Family Programs

Baby Family Support Program Drop-In  
Ages 0-2 yrs.  
Ballet & Fairy Tales  
Bust A Move - Caregiver & Child  
Children's Soccer Ages 3-4 yrs.  
Family Drop-In Ages 2-6 yrs.  
Family Gym  
Junior Sports & Games  
Little Chefs Cooking in the Kitchen  
Caregiver & Child  
PEEP for Tots  
Ready, Set, Grow 8 mths - 2 yrs.  
Ready, Set, Learn at Home Classes  
Sing with Me Ages 0-2 yrs.  
Tots and Me Creative Movement  
Tumble Tots Gymnastics  
Wednesday Evening Family Support  
Drop-In Ages 2 - 6 yrs.

### Family Program Virtual Services

Drop In - Telephone Service Hours for  
Parent/Caregiver Support  
Facilitated Parent/Caregiver Discussion  
Hands-on Activities & Resources  
Interactive Child Focused Sessions  
Other: Email Services hours for Parent/  
Caregiver Support  
Recorded Child- Focused Sessions

### Children Programs

After School Program  
Children's Badminton  
Children's Ballet  
Children's Basketball Classes  
Children's Floor Hockey  
Children's Hip Hop  
Children's Jazz  
Children's Soccer Program  
Children's Tennis  
Day Camp (Strike) Ages 5-12  
Falloween Extravaganza Week  
Kids Cooking in the Kitchen  
Kids Illustrations 101  
Kids Karate Ages 5-12  
Musical Theatre for Kids Ages 5-8  
PA Day Programs  
Room 13 Art Studio for Children  
Sports for Change  
Summer Day Camp  
Tumble Kidz Gymnastics

### Tween/Youth Programs

Girls Group  
Tween Lounge  
Tween Lunch Time Lounge Waterfront  
PS:  
Tween Music Production Workshop  
Tween PA Day Camps

Tween Room 13 Art Studio  
Tween Sports  
Tween Summer Leadership Program Gr.  
6-9  
Youth Leaders in Training (YLIT)  
**Youth Programs**  
Get Jobs for Youth (GJY)  
Girl's Group  
Lunch Time Lounge - City School  
Room 13 Multimedia Studio  
YES Workshops  
Youth Advisory Committee  
Youth Basketball  
Youth Cooking  
Youth Drop-in Sports  
Youth Info, Support & Referrals  
Youth Leaders in Training (YLIT)  
Youth Lounge

### Senior Programs

Afternoon Tea and Social  
Community Kitchen  
Community Kitchen - Virtual (Youtube)  
Easy PC-Computer Help for Seniors (by  
appointment)  
Elders Advisory Committee/Horizons  
Grant Management Team  
Euchre and Bridge Games  
Funky Fitness - Intermediate  
Gentle Fitness  
Gentle Yoga - Level 1  
Gentle Yoga - Level 2  
Gourmet Grannies  
N2N 3.0  
Older Adults Games  
QiGong 18  
Senior's Community Potluck & Monthly  
Birthday Celebrations  
Seniors Connect 2.0  
Studio 60 Senior Art Program - Friday  
Tai Chi for Seniors  
Zumba Gold

### Community Development/Other Services

Community Check-Ins (Covid-19)  
Community Connect Food Gardening  
Program  
Community Connections/Networks  
Community Knitting & Crochet Group  
Community Outreach  
English As Second Language Program  
(ESL)Classes  
Food Access Program/Food Vouchers  
Good Food Box Program  
Hello Fresh - Food Deliver  
Homeless Support  
Job Search/Resume Assistance  
Men's Circle

New Clothing Program  
School Support  
Senior Delivery Service (Covid-19)  
Seniors Nutrition Program  
Waterfront Good Food Market - 25  
Bishop Tutu  
Translation Services  
Transportation TTC  
WNC Courtyard Garden  
WNC Neighbourhood Support &  
Referral Services  
WNC Subsidy Program  
Women's Circle

### Fitness, Wellness & Dance

6 Month Fitness Class Fanatic Pass -  
Senior  
Adult 10 Visit Fitness Pass  
Body Sculpt and Condition  
Cardio Pump  
Pilates  
Senior 10 Visit Fitness Pass  
Tai Chi: Wednesday  
Yoga  
Zumba

### Specialty Classes

TIME Classes (Together in Movement  
and Exercise)

### Adult Sports & Fitness Passes

Co-ed Adult Badminton  
Co-Ed Adult Basketball  
Co-ed Adult Volleyball  
Co-ed Adult Volleyball  
Co-ed Ping Pong  
Indoor Adult Soccer  
Weight Room  
Women Only Weight Room

### Ball Courts

Indoor & Outdoor Courts

### Social Media

Instagram  
Twitter

### Special Events/Workshops

Annual General Meeting  
(GUHD) Positive Discipline  
2 Spirited People of First Nations  
Workshops  
Back to School - Community Event at  
Bishop Tutu  
Canadian Mental Health Association  
Senior Workshops  
Chris Glover - Fort York Community  
Care Access & Food Program  
Clothing Pickup



Community Development Nutrition Fred Victor  
Community Garden/Indigenous Harvest Feast

Covid-19 Testing Pop Ups  
Elder Abuse Ontario Seniors Workshops  
Family Literacy Day  
Garden Harvest Party  
Heart and Stroke Foundation  
International Women's Day  
Mental Health Workshop  
Midwest Toronto Sub-region advisory  
Mobile Arts Programming - Music Production Workshop  
Seniors Pirate Life Trips  
Tenant Meeting Event  
The Neighbourhood Group - Youth Leadership Workshop  
Toronto Public Health Senior Workshops  
Toronto Public Library -Fort York Workshops  
Youth Holiday Gift Drive

#### **Corporate and Community Volunteer Events**

Common Media Group - volunteer/donation  
Elevation Church - Holiday Donation  
Hello Fresh - Donated 10 Food Boxes  
Level 5 Strategy Group - Community Holiday Baskets Donation  
Lions Club - Family Holiday Donation  
Raptors- Chris Boucher  
RBC -Seniors Computer Support  
RBC Seniors Digital Literacy Program  
The People's Pantry- Holiday Boxes

#### **Supporting Partners**

City of Toronto - Children Services  
City of Toronto (College Montrose) - Safe Restart  
City of Toronto - Housing TO  
Community Police Liaison Committee - 14 Division  
Community Services Partnership Program  
Corporate Real Estate Management - Parks, Forestry & Recreation  
Toronto Police Services (14 & 52 Division)  
Toronto Public Health  
Toronto Public Library - Fort York

#### **Government Partners**

Government of Canada - Canada Summer Jobs  
Government of Canada - New Horizons for Seniors Program  
Government of Ontario - Ministry for Seniors and Accessibility: Seniors Active Living Centre & Special Grant, Seniors Community Grant, Summer Experience Program  
Ontario Ministry of Education - Older Adult Centres' Association of Ontario (OACAO - Senior's Fair)  
Public Health Agency of Canada (PHAC)

- Community Action Program for Children  
Service Canada - Canada Summer Jobs

#### **Agencies & Community Partners**

Art Gallery of Ontario (AGO)  
Bathurst Quay Neighbourhood Association (BQNA)  
Brands for Canada  
Canadian Mental Health Association  
Central Local Health Integration Network (LHIN)  
Central Toronto CHC  
Choose Health Ontario - SRCHC  
CityPlace Residents Association (CPRA)  
Cliff Ojala - Community Music Lessons  
College Montrose Children's Place - EarlyON Child & Family Centre  
Dance Ontario  
Elder Abuse Ontario  
Elevation Church  
Family Service Toronto - Growing Up Healthy Downtown (GUHD)  
Family Service Toronto - Senior & Caregiver 55+  
Good Food Box Program/FoodShare - 150 Dan Leckie Way  
Harbourfront Centre  
Harbourfront Chorus  
Heart and Stoke Foundation  
Kensington-Bellwoods Community Legal Clinic  
Kids Up Front Foundation Toronto  
KJ Mullins - NEWZ4U.NET  
La Leche League Canada  
Liberty Village Toastmasters  
Middle Childhood Matters Coalition Toronto  
Maple Leaf Sports & Entertainment (MLSE)  
Midwest Toronto Sub-Region Advisory Table  
Native Canadian Centre of Toronto  
North York Community Centre  
North York Community House  
OACAO- Ontario Association of Older Adult Centres  
Older Adults Centres' Association of Ontario (OACAO)  
PARC - Parkdale Activity Recreation Centre  
PARC-Parkdale Activity Recreation Centre  
Parkdale Community Health Centre  
Services (TNG) - OTF Grow Grant - N2N 2.0  
Sobeys (Fort York)  
Social Planning Toronto  
Spadina-Fort York Community Care Program  
St. Stephen's Community House Childcare  
TD Park People  
The Bentway Conservancy  
The City School (TDSB)  
The Neighbourhood Group Community  
TNC- Affinity Groups: Community

Development, Truth and Reconciliation and Volunteer Coordinators Staff Teams

Toronto Community Housing Corporation (TCHC)  
Toronto Neighbourhood Centres (TNC)  
Toronto Star Fresh Air Fund  
UHN Toronto Rehabilitation Institute  
United Way Emergency Community Support Fund  
Waterfront BIA  
Waterfront Good Food Market/FoodShare 25 Bishop Tutu  
Waterfront Montessori Children's Centres  
Waterfront Public School (TDSB)  
West Neighbourhood House  
Youth Employment Services (YES)

#### **Corporate Partners**

Aramark  
Bargains Group  
Billy Bishop Toronto City Airport  
BizSys Inc.  
Canadian National Exhibition  
D-ONE  
Harmony Marketing  
Hello Fresh  
LEVEL5 Strategy Group  
Little Kickers  
Porter Airlines  
PortsToronto  
RBC Royal Bank  
SalesForce Canada  
Sony Pictures Canada  
TELUS  
The People's Pantry  
Tim Horton Children's Foundation  
College, Universities and Schools  
Centennial College  
George Brown College  
Humber College  
Ryerson University  
Seneca College  
University of Toronto

*Thank you to the many  
generous individuals who  
support our agency.*



[www.waterfrontnc.ca](http://www.waterfrontnc.ca)





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