



Community and Seniors Centres Annual Report January - December 2014

Centre: Quadra Village Community Centre

Address: 901 Kings Road, Victoria, BC 8T 1W5

Operating Association/Society: Downtown Blanshard Advisory Committee

Society Registration Number: S10895

Registered Charitable Tax Number (if applicable): 101476083 RR0001

Month of Annual General Meeting: May

Days of operation per year: 339

Total number of employees: FT 16 PT 18 Instructors _____

Programs Quantitative Analysis

Recreation Programs	# Programs Offered		# Unique visits
	Registered	Drop-in	(# of programs x # people attending)
Children	306		4282
Youth		172	2331
Adult	12	245	3269
Senior		80	336
Family		207	3841
Other	18		405
			-
Total:	336	704	14 464

	# spaces offered	# spaces filled
Non licensed Childcare	20	20
Licensed Childcare	20	20
Total:	40	40



Services Quantitative Analysis

Services	# Offered	# People Served
Special Events (list) (add more lines as necessary)		
Quadra Village Day	1	4000
Halloween Carnival	1	360
Seasonal Community Dinner	1	267
Rentals (total #)	(36 groups) 1280 (individual group sessions)	8960 (individual participant attendances within each group)
Resource Referrals (total #)	2733	2733
Social Support Services (list):		
<i>Best Babies</i>	50	1107
<i>Step by Step Parenting</i>	14	88
<i>Child, Youth and Family Worker</i>	401	815
<i>The Crew (Youth Group)</i>	60	213
<i>Youth and Family Counsellors</i>	1439	7470
<i>Short-Term Solutions (Community Support Program)</i>	245	1397
<i>Clothing Exchange</i>	245	18340
<i>Food Donation Distribution</i>	147	13120
<i>Seniors Entitlement Service</i>	126	528
Neighbourhood Development (list):		
<i>Hillside-Quadra Neighbourhood Action Group</i>	14	350
<i>955 Hillside Consultation Group</i>	10	None Directly to Date
<i>Hillside-Quadra Community News</i>	4 issues	12000 (4 issue circulation)
Total	6,771	71,748

Leverage Model

A

Direct City of Victoria Investment for 2014	Amount in cash
Operating grant	40,000
Youth grant	8,063
Custodial grant	
Neighbourhood Dev. Base grant	5,434
Neighbourhood Dev. Matching grant	
Shape Your Future grant	
Community Art grant	
Greenways grant	
Special Projects grant	
Other City grants	
Total A	53,497

B

Indirect City of Victoria Investment for 2014 (to be completed by City)	Value
Custodial Service	59000
Utilities	16130
Permissive Tax Exemptions	0
Maintenance & repair costs	15319
Other (Capital Improvements)	45850
Total B	136299

C

Association Annual Operating revenue for 2014 (excluding in kind)	Amount in cash
Total C	924,996.09

D

Volunteer opportunities:	# people	X	# hours	Total Volunteer hours
Programs	59			1,464.25
Services	40			2,998.5
Events	139			750
Other	32			1,405.25
Total	251			6,618

Volunteer Valuation

a)Total volunteer hours (value unskilled labour)	X	80%	X	\$18.73	=	99,164
b)Total volunteer hours (value skilled labour)	X	20%	X	\$40.00	=	52,944
Total Volunteer valuation D (a+b)					=	152,108

Leverage Valuation

C (Association Operating Revenue)	+	D (Volunteer Valuation)	=	Leverage
A (Direct City Investment)	+	B (Indirect City Investment)		
C 924,996.09	+	D 152,108	=	5.68
A 53,497	+	B 136,299		

Per Person Valuation

C (Association Investment)	Divided by	#visits per year	=	\$ value per person served
924,996.09	/	86,212 (Rec and service visits per year)	=	\$10.73
A + B (Total City of Victoria investment)	Divided by	# recreation visits per year	=	\$ invested per person served
189,796	/	86, 212 (Rec and service visits per year)	=	\$2.20

Per Person Valuation

1. Please speak to your centre's day to day vitality as a hub for the neighbourhood.

Every day that the Quadra Village Community Centre is open there is a steady stream of community members entering through our front doors, attending our programs and events and connecting with our outreach and school based workers. Evidence of the organization's relevance is reflected in part by the 86,212 annual combined attendance/outreach to the Community Centre onsite and outreach programs and events in 2014. We help create and share the news of the neighbourhood and wider community through our coordination and publishing of 3000 issues of the 12-16 page Hillside-Quadra Community News four times a year, play a crucial role in the CALUC process through our Neighbourhood Action Group and host and contribute to Quadra Village Day and its organizing committee. Important community issues and solutions are discussed in a regular basis in our Centre, at events and through our committees and Board of Directors. We continue to be an attractive option for volunteers who wish to make a difference in the community and/or reduce isolation as underlined by the 6,618 volunteer hours that are dedicated to our operations, programs and events each year. Accessibility continues to be one of our strengths as all of our programs except 3 are free and these 3 are offered with subsidy available or with a substantial discount provided.

2. Please provide up to 3 impact statements via testimonials, survey results or accomplishments directly related to your centre's programs and services.

- Quadra Village Day was a 100% free event that included food, live entertainment, engaging children's activities and that was accessed by over 4,000 residents. This event cost over \$10,000 in cash and received \$315 in total cash funding from the City of Victoria (and no other government funding). Thanks to the work of the organizing committee, funding and support from some local businesses, support from City of Victoria and Quadra Village Community Centre staff, youth and other volunteers this event was possible.
- We were recognized on two occasions for our collaborative engagement in 2014: Our Agency was an important part of the Core Victoria Share Assessment Committee which was nominated for a Premier's Award. As well, Kelly Greenwell, Executive Director received a Leadership Victoria Award (Collaboration and Partnership).
- Testimonial from participant in Music With Joie (Free parent-child music sing-along group that is extremely popular across cultures): "....there is nothing like this music class that we could find here in Victoria. It is affordable and for us, a new family to Canada, it really matters.....The group is very active and full of positive energy and inspiration. The children are involved all the time singing, dancing, playing, listening, answering questions. Moreover, all the parents are singing too. I enjoy being part of the group together with my daughters 2 and 6 year olds".

Health and Wellness

1. How does your centre promote health and wellness? (Please cite up to 3 examples)

Quadra Village Community Centre facilitates primarily free and always low barrier opportunities to access support, opportunities for self- improvement, community building and simple poverty reduction services. We are effective at addressing social determinants of health such as:

- 1.Income and Social Status
- 2.Social Support Networks
- 3.Education and Literacy
- 5.Social Environments
- 6.Personal Health Practices and Coping Skills
- 7.Healthy Child Development•

Examples of how we promote health and wellness include:

- Quadra Village Community Centre helps prevent parental isolation and encourages healthy early childhood development through three times weekly Parent Tot Drop-in, weekly Music drop-in for families and regular Step by Step Parenting programs (all free).
- QVCC facilitates play, social skills and healthy activities along with free healthy snacks through its Youth, Family, Licensed Care and Camp programs on a daily basis.
- QVCC provides accessible recreation through the Girls group and recreation enhanced youth drop-ins. These programs are specifically designed to reach youth who are not regularly engaged in healthy activities.

2. What new health and wellness initiatives have you implemented, supported and/or maintained this year?

-QVCC has provided leadership and support while actively collaborating in the Pre-Natal to Post-Secondary Collective Impact initiative which recently merged with Healthy Kids Are Us to form the Capital Region Child and Youth Health Network. The goal of this initiative is to help every child thrive in the Capital Region and is a multi-sector initiative featuring involvement from public health, education, mental health, recreation, community centres and neighbourhood houses.

-We introduced Knowhow, an adult lifeskills group that includes child-minding that encourages participants taking the lead and to take turns sharing their knowledge such as cooking from scratch, homemade, natural spa products and environmentally safe, home- made cleaning products

-We introduced a new seniors group called Sensational Seniors which is led by volunteers and focuses on having fun doing things that the group members choose. Examples include sing- a-longs, guest speakers and crafts. It is best characterized by the group's frequent laughter and the prevention of social isolation

3. What are your community's health and wellness concerns and how are you addressing them?

- On a daily basis Quadra Village Community Centre staff field concerns from community members regarding their health and/or the health of loved ones. These concerns include a lack of access to a regular doctor, concerns about nutrition related to poverty, the need for positive activities for youth, the need for positive activities for adults, the need for healthy activities for seniors, addictions concerns and mental health concerns and the accessibility of health services. QVCC delivers direct supports in many of these areas and also makes referrals to help address the aforementioned concerns.
- QVCC offers preventative and responsive programs that promote improved mental health and overall well-being. Ranging from Parent-Tot Drop-in, to Youth and Family Outreach to the adult focused Community Support Program.
- Access to adequate nutrition continues to be a major concern for many community members. We are able to mitigate some of this challenge through providing access to free, healthy snacks in our programs, hosting a free food table and offering below market rent to Living Edge for its two day a week food distribution.

Sustainable Community Development

1. How does City funding allow you to address the sustainability of your organization?

- Core funding for positions to provide a reliable base of staffing that is key to operating a high traffic, multi faceted community centre.
- Reduced baseline operating costs through \$1 per year annual rent, custodial services and building maintenance.
- Ability to transform a base of City funding to an annual cash operating budget that exceeds \$900,000 per year.
- Ability to apply to other funders to complement City funded programs or apply City funding as potential matching funds.
- Rental income and partnership opportunities that derive from the Community Centre space.

2. What are you doing internally to address the sustainability of your organization?
(i.e. - environmental, economic, social etc.)

Environmental Sustainability

- More visible bins and labelling for recycling and composting has reduced the amount of waste going into the landfills
- We requested energy efficient lightbulbs throughout the building and the City kindly implemented that replacement
- Planted 4 fruit trees on site

Economic Sustainability

- We have increased our Centre's rental appeal and maintained our recent growth in rental revenue to help strengthen our organization's capacity
- We have improved our community fundraising outreach and increased donations substantially in each of the last two years
- We are taking advantage of opportunities for partnership with Community Centre Network members, Coalition of Neighbourhood Houses members and other like-minded agencies to share resources and in some cases make joint applications.
- We are evaluating our readiness for developing and taking on a social enterprise
- We are applying for grants on a strategic case by case basis to try to maximize the impact of time spent on
- We are taking advantage of free and subsidized training and organizational enhancement opportunities such as the Youth Program Quality Initiative that we have qualified for..
- We are working with local business to help identify possible local support and partnerships that support positive community initiatives-
- We are maximizing the potential of our staffing model by creating a full time Youth Programs Coordinator position and increasing the amount of in house payroll preparation and book keeping can be completed by existing staff.

Social Sustainability

- We continue facilitate crucial and relevant programs that address social determinants of health while engaging in community building discussions and celebrating with both the wider community and those who are most connected to our day to day community centre life. We are checking in regularly with community members about what is most needed and relevant.

3. How does your centre align with the City of Victoria's Sustainability Action Plan directions?

A) Reduce - reduce waste and emissions & increase efficiency

- More visible bins and labelling for recycling and composting has reduced the amount of waste going into the landfills
- We requested energy efficient lightbulbs throughout the building and the City kindly implemented that replacement
- We divert thousands of pounds of palatable, near expired food each year
- We facilitated the reuse of 7898 pounds of clothing and housewares this year through our clothing exchange program

B) Transform - transformation and leadership

- We have been integral in the development and formation of the Capital Region Child and Youth Health Network and have participated in Collective Impact training
- We were accepted as part of the Youth Program Quality Initiative and have developed practice innovations and grown through the mentoring, learning community and training
- We have been active in several networks, coalitions and collaborative applications and initiatives.
- We have been recognized for collaborative efforts through a Premier's nomination as part of the Core Victoria Shared Assessment Committee and through a Leadership Victoria Award for Collaboration and Partnership (Kelly Greenwell, Executive Director)

C) Thrive - creating a livable city for everyone

We continue to facilitate accessible relevant services and foster community engagement that improves the well-being of our City. We make our mark by hosting a welcoming and vibrant community centre, providing a wide range of services that address key determinants of health, engaging in important dialogues that speak to the well-being of our neighbourhoods and celebrating with fun, accessible events.

Community Responsiveness

1. How does your centre identify community need and respond to community feedback?

- Quadra Village Community Centre responds to community need by regular day to day conversations with community members, program surveys and community surveys that target particular community needs and/or opinions we are seeking
- Our Board of Directors meetings are open, our Neighbourhood Action Group (Land Use, Development and Neighbourhood Planning) Committee meetings are open and our Annual General Meeting are all well publicized opportunities to bring ideas and connect with organizational and neighbourhood leaders about challenges and solutions.
- We provide availability via reception and all our programs throughout every weekday to help match community members with needed resources, referrals, programs and support.
- We work from a community development perspective which seeks to meet people where they are at and values and supports their existing abilities while finding creative ways to enhance individual and collective capacity

2. What modifications or implementations have you made in response to community need in these categories?

i. Programs:

- Developed and facilitated Quadra Village Girls Group Program and applied for additional funding to augment the program in future years
- Developed and facilitated Youth and Social Justice Program at Central Middle School to help facilitate the empowerment of youth from marginalized backgrounds
- Increased recreational opportunities for youth who typically have limited access
- Developed and facilitated Sensational Seniors Program to help reduce isolation and increase healthy activity and enjoyment
- Provided additional weeks of summer camp and camp during the labour dispute based on community need and demand for service

ii. Services:

- Have worked with various community groups to help them access the Community Centre to provide services, supports and gathering that help enhance the overall benefit of the Community Centre to our community.

iii. Infrastructure (facility, neighbourhood):

- Have developed a strategy to transform our Youth Centre in ways to make it more appealing, welcoming and meaningful for local youth
- Have worked on several CALUC processes
- Have helped make graffiti cleanup more accessible within the neighbourhood

iv. Organization:

- Developed and passed several new bylaw resolutions that enhance the functioning of our organization and address requested ways to be able to accountable in a more responsive way to our community.

v. Accessibility:

- Free programming continues to be our preferred priority and the lion's share of what we provide. We were able to double our summer camp subsidies in the last year. We are regularly reminded by community members that they appreciate our programs and that they would not be able to attend if there were fees attached or no subsidies available. Quadra Village Day continues to be maintain where all the food, entertainment and children's activities are 100% free.
- Beyond accessibility we offer services like free fax, copying, telephone, clothing and food that help mitigate the challenges of low income and poverty.

vi. Diversity & inclusion:

- Although it is difficult to be completely representative of a community's diversity, the people who access our programs and services come from a wide variety of cultures, language groups, abilities, backgrounds, circumstances and orientations. Particularly notable are the number of aboriginal youth who access our programs and the number of immigrant families who attend our early childhood programs. We are also a valuable resource to many with mental health challenges.

vii. Demographic Diversity:

- Quadra Village Community Centre is quite simply a multi-generational community centre where we host everything from Best Babies to Sensational Seniors. The majority of our services are focused on families with children and/or youth but our largest demographic of volunteers are seniors.



Volunteerism

1. What types of volunteer opportunities do you have in your centre?

Board or Committee Member, Child-minding, Clothing Room Attendant, Cleaning, Consultant, Cooking, Decorating, Event Planning and Coordination, Event Staff, Food Sorting and Distribution, Gardening, Group Facilitation, Kitchen Lead, Kitchen Assistant and Meal Prep, Land use process work, Mentors, Newsletter Columnist or Distribution, Painting, Program Assistant, Photographer, Reception, Recycling Sorting and Removal, Senior's Advocate, Technical Support, Youth Drop-in Assistant

2. Please provide up to 3 impact statements via testimonials, survey results or accomplishments directly related to your centre's volunteers.

-Our 10 Clothing Exchange volunteers were responsible for the lion's share of work that resulted in the 7898 pounds of donated clothing and small housewares being accessed by the community free of charge. Not only do they keep the room well organized and well stocked so that it is easier for residents to find things but they also maintain a peaceful environment in the clothing room. This at times requires a great deal of that and understanding given the wide range of personalities and levels of well-being that are encountered on a day to day basis.

-One current volunteer has been struggling with homelessness and mental health issues for an extended period of time. We have been working with him over the last two years and we have gradually found him ways to engage more meaningfully in the Centre in hopes that it could be part of his journey towards wellness. He has begun to volunteer with dishes, room setup and take down for several months now. This helps support our Best Babies and Community Lunch programs. More recently he put his artistic skills to work making hundreds of 3 dimensional snowflakes and teaching others to make these wonderful creations. While his mental health issues will always be a significant factor in his life he has gained self-esteem by having a role here and being a part of the community at the Centre. Since he started volunteering he has also made progress in taking the necessary steps to secure housing.

-One of our Youth Centre volunteers weekly with youth programs, assists with coordinating the site at Quadra Village Day. and recently raised \$1300 through his recreational club to support Quadra Village Community Centre Youth programs