

# Annual Report

## April 1, 2014 – March 31, 2015



### Letter from the Chair

Another exciting year has passed, and, in addition to the many stories I have heard of positive change in kids and their families, many of which bring tears to my eyes, two things are noteworthy. One, we have expanded our service delivery capacity through the creation of an Executive Director position, as well as with the addition of a part-time Family Recreation Practitioner. This has allowed us to better utilize knowledge and skill sets. It has also taken some of the workload off of the Board. And two, the “face” of ROC Eastman is, in a general way, becoming more recognized and acknowledged. In June, Community Futures Winnipeg River presented ROC Eastman with the Community Initiative Award “in recognition of outstanding efforts, initiative, and commitment in undertaking a community driven project focused on improving the social and economic well-being of the community”. This award recognizes and validates, in my mind, ROC’s belief that if we invest in children and their families and assist them to undergo positive change through recreation, their communities will also benefit and become stronger and better places to live.

Much of the time and energy of the Board this past year has been spent on building and ensuring organizational long term sustainability. Thanks to the outstanding efforts and commitment of the Publicity, Marketing, and Fundraising Committee, and sparked by the workshop of Norm Velnes in May, and the eight-week “Rapid Growth Fundraising Kickstart webinars of Joe Garecht, we now have a Fund Development Plan to guide us as we move into the future. We have also filled the long-vacant Board Treasurer position, thanks to our first private sector and new Board member, Andrew Penner, and we continue to work on building partnerships and securing additional funding.

We also have our challenges. Enhancing Board membership and planning for Board succession. Solidifying the process for engaging new families. Developing a Volunteer Program. Expanding services in North Eastman. And, of course, funding, funding, and funding...that’s how we are able to reach more kids!

I also want to thank some people. Donna Watts and Jason Peters, Board members who, for personal reasons, found it necessary to resign this past year. Donna and Jason brought a common sense approach and practicality to ROC’s direction. We miss you both...lots! Dr. Jackie Oncescu, from the University of Manitoba, whose expertise in research and the Leisure Education model has guided us, as well as allowed us to deliver life changing services to our children and families. Rhonda Lorch, of Lorch and Associates, for helping us develop the strategic direction of ROC over the next two to three years. And the Department of Children and Youth Opportunities, in general, for its on-going funding and support, and specifically, Jaymi Derrett and Lynne Lemoine for the ex-officio role they play on our Board.

Most importantly, I want to thank Moni Loewen, our Executive Director, and Chelsey Hiebert, our Family Recreation Practitioner. Through their dedication, commitment, and professional expertise I believe we have continued to assist several families to become stronger and more meaningful participants in our many communities, by “connecting (their) kids to (recreation) possibilities”. Thank you, Moni and Chelsey!

I look forward to the next year as Chair, and the challenges I’m sure it will bring, comforted in knowing that I am surrounded by a visionary and committed Board, an innovative staff providing cutting-edge services, and a caring and generous community.

Lorne Hagel



Wayne Ewasko (left) presenting ROC with the Community Futures Winnipeg River 'Community Initiative Award'

### ROC Board

- Chair – Lorne Hagel  
 Vice Chair – Ellen Kelley  
 Secretary – Shauna Doerksen-Kozak  
 Treasurer – Andrew Penner
- |                   |                     |
|-------------------|---------------------|
| Members at Large: | Ex-Officio Members: |
| Jason Peters      | Jaymi Derrett       |
| Donna Watts       | Lynne Lemoine       |

### ROC Staff

- Executive Director - Moni Loewen  
 Family Recreation Practitioner - Chelsey Hiebert

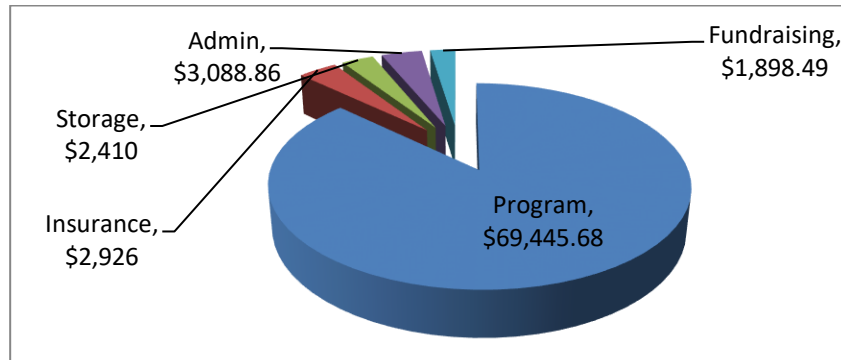
## Treasurer's Report

2014-2015 was a year of pleasant surprises in revenue due to unexpected private and corporate support. Thank you for believing in our cause and ensuring that we may continue to help children.

Our expenses came in slightly under budget due to a slower than anticipated transition time with new families.

A full audit was completed by Ben and Company Accounting Inc. A copy of our audited statement is available by contacting the ROC Eastman Office. Thank you to Ben and Company for your generosity and support of ROC.

Respectfully Submitted by Andrew Penner



## 2014 – 2015 Services

- 27 children began the year with us
- 16 new children joined us
- 10 children exited ROC Eastman this year
- 33 children (13 families) ended the year with us ☺
- \$353 (average) was spent on each child's activities
- \$1247 (average) was spent on each child's in home supports
- 86 children referred to ROC since we began in 2009
- Activities children engaged in: drama, gymnastics, clay making, photography, horseback riding, cooking, clarinet, Scouts, Kung Fu, soccer, biking, singing lessons, Kids of Mud, dance, acro-yoga, gardening, scrapbooking, Brownies, crafts, rec hockey, swimming, basketball, baseball, guitar lessons, piano lessons, summer camps, drum lessons, weight training, violin lessons



Thanks to Canadian Tire Jumpstart, 31 ROC kids received brand new bikes and summer adventure!