

2018-2019 ANNUAL REPORT



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Message from Our Chair

I opened my annual chair letter last year with the following paragraph. It bears repeating and sharing with people about the underlying value of quality recreation experiences for children.

“Play is more than children filling up their time while growing up. Recreation Opportunities for Children (ROC) Eastman believes that participation in a variety of activities is ESSENTIAL for the physical, mental and emotional development of children. It helps children discover themselves and become skilled, fulfilled, confident adults.”

Accomplishing this involves caring staff, family engagement and support, accessible programs in the community for children to attend, volunteers and donors supporting us financially, and a hard working board. Feedback from our ROC families, referral agencies, donors, volunteers and community residents is very positive as we aim for continuous improvement.

A need so passionately expressed by staff is the need to keep up support for local recreation opportunities in all our Eastman communities. This speaks to the unique challenges of matching the specific interests of each individual child through a variety of quality experiences in rural settings. There is also a gap in support for creative activities in comparison to sport activities. It is our hope that we can facilitate the development of a program to meet that need.

Our 2016-2019 three year Strategic Plan goals were accomplished with stronger referral services; increases in families served, donors, volunteers, publicity and supporters. A National Award of Merit was presented to us in February by the Canadian Parks and Recreation Association and a subsequent local nomination was announced, adding to the presentation of a provincial award last year and another local nomination. This encourages us to keep up the good work as we get recognition for our contribution to healthy families.

... continued

Message from Our Chair

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This past year ROC took over the management of a book fair. The transition was successful because of the dedication of the book fair volunteers' commitment to this community service who also knew the proceeds continue to "do good". A community presentation on parental feedback was well attended as was our volunteer appreciation event that highlighted the progress and successes of our families. Our mentorship program was launched with an orientation and a special board session on barriers kept us in touch with our families' realities. ROC's new Customer Management software is keeping us organized, efficient and current.

ROC Eastman continues to be a very fiscally responsible organization with contingency plans and dollars in place to accommodate smooth transitions as they are needed. That attention to the future keeps us actively looking for more long term funding and recurring funding sources. A great big thanks to the organizations, businesses and individuals who have always helped us with funding our bottom line each year. ROC appreciates the consistent support in the form of a grant and expertise from staff of the Province of Manitoba.

Thank you to a committed board whose efforts are appreciated immensely. Excellent staff, who go above and beyond are the backbone of our service to families. We are privileged to have Moni Loewen as Executive Director, Chelsey Neufeld, Angeline Martin, Donna Watts, Courtney Bangert, and Bev Friesen working with us this past year.

Looking forward to working towards and reaching our next set of goals.

Ellen Kelley
Board Chair



About Us

Mission

ROC Eastman provides services that reduce barriers to recreation opportunities for children in the Eastman area.

What We Do



Full Family Recreation Support

ROC's core program offers families layers of support to help kids participate in meaningful activities - in-home games help families understand personal values and goals, financial & transportation options, activity options, parent supports, and building community connections.



Brainstorming & Resource Support

Some families have great clarity around the recreation activities their kids dream of but need resources to help make it happen. ROC is happy to spend a little time brainstorming options and assisting with grant applications for Jumpstart, KidSport & Sunshine Fund.



ROC Family Events

Throughout the year, ROC partners with local Eastman businesses to offer our families fun outings. We have tried river tubing, horseback riding, curling, making garden pots, Christmas wreaths, golfing, baking and skating. Great community building!



Donated Equipment & Supplies

ROC gratefully accepts donated equipment and supplies year round. Our families make great use of the skates, craft supplies, guitars, keyboards, basketballs, frisbees, in-line skates, toboggans, backyard badminton sets, soccer gear and more.

Story of Impact

A heartwarming story from one of our staff...

I always look forward to visiting this home. The family is seriously as generous as they come. Becky* gets so excited for the visits and has so much to tell me. She usually has at least one or two stories about how she struggles in school and with her peers (she has autism), but her stories are never to gain pity. Rather she ends them with explaining how she overcomes her situations. She will tell me how she handled each one and it is always with such grace extended to the other person.



Today she was very excited to introduce her baby brother to me. I heard so many stories about what the baby does and how he loves to be held. How Becky will sit and hold him and give him the attention he needs so their mom can get a break. I brought a small gift for Becky (canvas and brushes) since I was bringing a gift for the baby. Becky was so excited that I thought of her that she decided to use the canvas to paint a picture for me. That is an example of how generous this girl is!! She wanted to take her time painting it so that I can go back in a couple of weeks for another visit, though next time I am supposed to bring a game along. She loves the ROC games.

Mom and dad mentioned again how very thankful they are for ROC. Mom was holding the baby and gazing at him while she shared that because of ROC they were now aware of so many more opportunities for the baby and they felt they could get him involved in activities sooner than they could Becky. They felt that this was so beneficial for the kids and them as a family. They appreciated that they could ask us for ideas and options and we had them available, but also that there was financial help, so they could give their kids a chance to do fun activities and didn't have to say no.

They asked about the ROC family wreath making event, sharing that last year it happened just after a family tragedy but making the wreath was really good for them as a family. They reflected on how much had changed since then and were hoping to be a part of making the wreaths again, this time bringing 2 kids. They shared the picture of themselves with their wreath last year and want to make sure we take a picture of them with their wreath this year again.

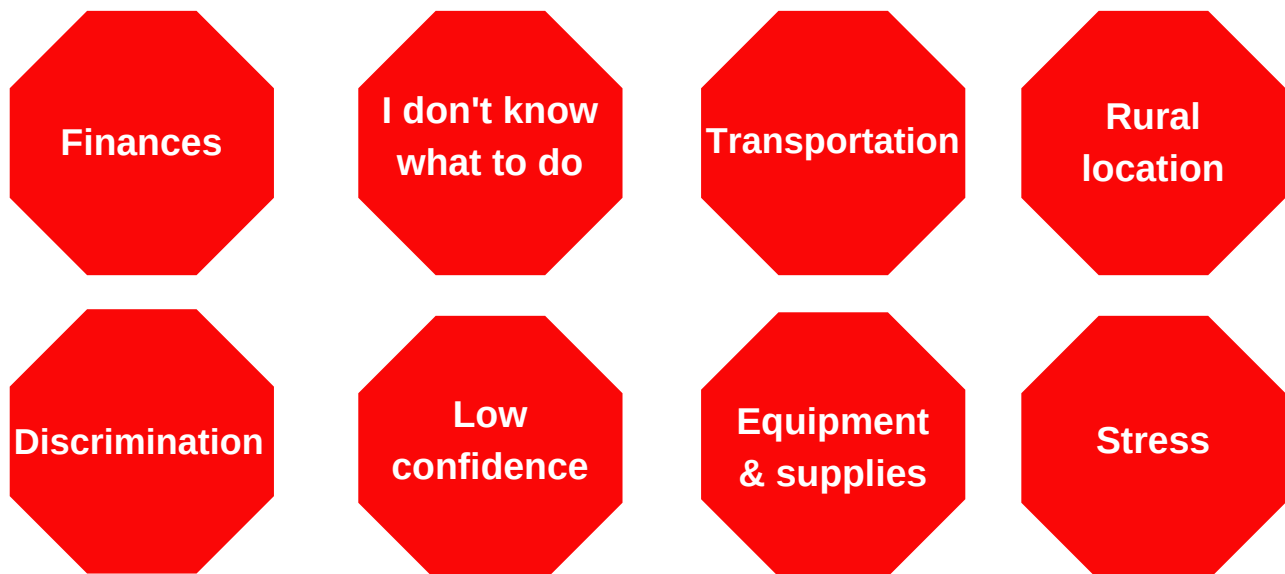
**name changed*

Reducing Barriers to Participation

**With your help and the commitment of ROC families,
we have helped reduce barriers for 245 kids.**

ROC families live in Beausejour, Steinbach, Powerview-Pine Falls, La Broquerie, Lac du Bonnet, Mitchell, Cooks Creek, Woodridge, Dufrost, and Ste. Anne, to name a few.

Top 8 Barriers to Recreation Identified by ROC Families



Other Barriers ROC Families Face:

- Lack of available childcare
- Language or cultural barriers
- Children have no one to do activities with
- Child's behavior is disruptive
- Parent needs more social support
- The registration process is challenging
- Family stability
- Parent reluctance
- Parent health challenges
- Children don't have any hobbies/interests
- Activities are not challenging enough
- Work/chores/homework take up too much time
- Child is lacking motivation
- Family pride

Read the full report on our website at:

<https://roceastman.ca/2019/04/19/breaking-down-barriers-understanding-the-barriers-low-income-families-face/>

Recreation Activities

ROC kids find meaning in a huge variety of recreation activities.

Here are a few examples...



baking



swimming



photography



gymnastics



soccer



guitar



piano



hockey

Financials

As of March 31, 2019

Treasurer's Report

2018-2019 can be described as a year of growth, building on our existing relationships with current stakeholders. Without the help of a host of dedicated volunteers and partners, who provide the support and assistance we need to keep us moving forward, this would not have been possible.

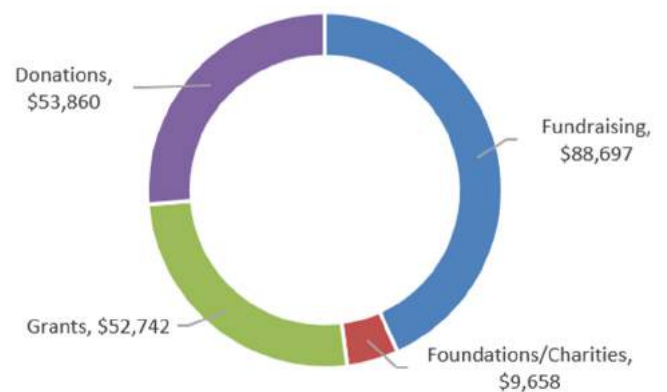
Thank you to our donors, grantors and fundraising team this year, as we surpassed our revenue goal by 5% and our expenses were 10% less than projected. This will allow ROC to move into the next fiscal year with a strong balance sheet.

Our annual full audit has been completed by Mr. Tony Zhang, CPA, CA. Thank you to Tony and also to Ben & Co. Accounting for helping us coordinate the audit and for the preparation of all tax related documents. Your team effort, generosity and support of ROC Eastman is greatly appreciated.

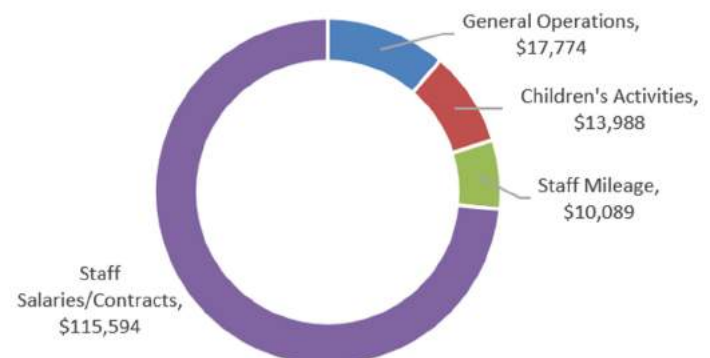
A copy of our audited statement is available by contacting the ROC Eastman office.

Respectfully submitted by Devyn Bartel

Sources of Support



Expenses



We are grateful for the generous support from **SCU, and the Loewen Foundation;** and for the availability of the following grants for individual children:

Canadian Tire Jumpstart (physical activities)
KidSport (Sport MB programs)

Sunshine Fund (MB summer camps)
Steinbach Arts Council Bursary Fund (SAC programs)

Our Team

Staff



Moni Loewen
Executive Director



Bev Friesen
Family Recreation Practitioner



Donna Watts
Family Recreation Practitioner



Angeline Martin
Family Recreation Practitioner



Courtney Bangert
Family Recreation Practitioner



Chelsey Neufeld
Development Coordinator

Board of Directors



Ellen Kelley
Chair



Shauna Doerksen
Vice Chair &
Administration, Research and
Operations Committee Chair



Devyn Bartel
Treasurer &
Finance, Nominating and
Governance Committee
Co-Chair



Rachel Siemens
Secretary &
Publicity, Marketing and
Fundraising Committee Chair



Lorne Hagel
Immediate Past Chair &
Finance, Nominating and
Governance Co-Chair



Barb Isaak
Board Member &
Research Liaison

Your Help Makes This Possible

"At ROC, we do our best to help families overcome barriers. Some barriers are more challenging than others and all are closely intertwined with each other. We are honored to have close, trusting relationships with the parents and children we work with as they let us into the details of their lives. Although we may never be able to completely reduce all the barriers our families regularly face, we believe positive and meaningful recreation can help families cope and remain close when they experience bad days."

- Chelsey Neufeld (staff)



Thank you



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