

# LITE Annual Report 2011



INVESTING IN  
WORKABLE  
SOLUTIONS



### Message from the ED

On behalf of LITE, I would like to extend my gratitude for the support we have received over the past year from all of our members! It has been an action-packed year which has included our move to Winnipeg's Social Enterprise Centre, the official launch of our Social Purchasing Portal, and work towards a rebranding of LITE, including a fresh new look. These have all been major steps to increase our visibility in Winnipeg and encourage more individuals to get involved in long term solutions to poverty alleviation in Winnipeg. Our fundraising events were incredibly successful this year and allowed us to support numerous important initiatives in the inner city. We thank you for your continued support and hope to see you at various events throughout the year!



Tana Hendren, Executive Director



### Message from the Co-Chairs

This past year has been a busy and exciting one for your LITE board! Our agenda has included some extensive work on governance, structure, sustainability, and strategic direction for LITE's future. We worked with external resources to assist us in further developing our business plan, facilitating the identification and expression of LITE's vision, improving our board governance skills, and exploring how to more effectively market LITE to new donors. Most importantly, this year, LITE received more applications than ever from the inner city community for purchases and grants and we want to effectively meet the growing need head on. We are committed to increasing our capacity to support long term solutions to poverty, and much of what we did in the past year has contributed to building a sound foundation to better meet the needs of the community. On behalf of the board and volunteers of LITE, we want to extend our sincere appreciation to you for your commitment and action - LITE would not be able to make the difference it does without you!



Brent Vandurme & Allan Beach, LITE Co-Chairs

## CEd Awareness

This year, LITE continued to educate the public about Community Economic Development (CED) by presenting to audiences throughout Winnipeg. From churches to social service providers, education institutions to corporations, LITE spread information about CED and showed Winnipeg's public how they can get involved. Some of the activities delivered to meet the goal of CED Education included the following:

**CEd Presentations** - This year, LITE conducted 25 CED Education presentations to more than 2,675 individuals from churches, schools, service agencies and businesses. We were able to educate the public about CED, promote the incredible work that our Community Grant and Purchase Partners are doing in their communities, LITE's role in this work, and how Winnipeggers can get involved.

**LITE in the Media** - This year, LITE was highly successful in gaining media attention, and was featured in 14 media opportunities including full morning coverage by CTV's morning show at the annual Wild Blueberry Pancake Breakfast, as well as 2 CBC Radio One interviews, one of which featured our partner, Wolseley Family Place's Food Connections program. We were also featured in Philanthropy Briefs in the Winnipeg Free Press and were featured on the Super Board at Portage and Main for 2 weeks prior to our Breakfast. We also received full media Breakfast sponsorships from Hot 103 (a new sponsor), CKUW and CBC Radio One. As well, we were successful in recruiting Bubba Bee the Emcee from Hot 103 to guest emcee at the breakfast. Altogether, our free media coverage for the breakfast was valued at \$9,607 and reached an audience of 357,757 individuals.

**Social Media** - Over the summer of 2011, we created a Facebook profile page for the organization that is now approaching 900 friends! We also created a LITE Twitter account and are tweeting and posting updates on Facebook, enhancing the amount of individuals we reach throughout the year. Over the Christmas holidays, LITE created a 12 Days of Giving holiday campaign, which was featured on Facebook and Twitter and engaged an audience of over 700 individuals with the work we are doing in the inner city.

**Volunteers** - We had an incredible 188 volunteers involved in actively supporting Community Economic Development this year. Some of these contributions included volunteering at our 2011 Run for Rights, helping out at this year's breakfast, being active on our several Committees, and assisting with mail outs.





# TRANSFORMING OUR CITY

By: Erika Frey

The SPP is growing and continues to strengthen its presence in Winnipeg by promoting Community Economic Development (CED), creating awareness of socially responsible businesses, and increasing employment opportunities for people in the inner city who face multiple barriers to accessing employment.

In order to implement our goals we have carried out specific activities such as: a project re-launch event; several promotional opportunities at community events; strategic meetings with potential corporate partners; meetings to strengthen partnerships with current and past suppliers and purchasers; and developing a closer relationship with the Employment Exchange Committee (EEC), in an effort to create employment opportunities for inner city residents. In addition, the project has generated employment activity by motivating current partners to post jobs through the SPP. Because of the support of SPP suppliers and EEC members, job opportunities have increased for people who face multiple barriers to employment.

The renewed SPP website tool is in full operation and has become a vehicle for SPP partners to increase their public visibility and submit employment opportunities. The new SPP website also works as an online directory the general public can access to search from a wide variety of products and services offered by SPP suppliers, making it easier for them to shift their day to day purchasing towards a socially responsible buying practice.

The project has continued to gain momentum through the development of new activities and relationships. There has been renewed commitment of the SPP Steering Committee and new partners who are willing to be more actively involved in the project. Currently the project has 33 purchasing partners, 37 supplier partners and experienced more than \$400,000 worth of sales for SPP supplier businesses/social enterprises. In addition, 43 employment opportunities have been posted as part of the employment component of the SPP.

As a result of all of the momentum being built, we have been contacted by other organizations outside of Manitoba who have started looking at Winnipeg's Social Purchasing Portal as a model to mobilize social purchasing with different stakeholders in their own cities.

The future of the SPP is promising, as we continue to reach out to new suppliers and encourage important potential purchasers, as well as the general public, to join the SPP and to support ethical and social purchasing through the SPP.



**SPP**  
SOCIAL  
PURCHASING  
PORTAL



## INVESTING IN WORKABLE SOLUTIONS

This year, LITE distributed **\$34,000** in community grants to **8 organizations** running innovative employment projects. These community grants helped to support the creation of **177 jobs** in Winnipeg's inner city! These 8 community projects work with individuals facing various barriers to employment in Winnipeg's inner city and provide specific skill building opportunities in a number of industries where there are currently employment opportunities including construction, catering, retail, childcare and culinary arts.

This year's **Community Grant Partners** include:

- Line Cook Training Program, Siloam Mission
- Multi-Cultural Renovation Project, Immigrant & Refugee Community Organization of MB (IRCOM)
- Childminding Program, West Central Women's Resource Centre
- Youth Crew, Spence Neighbourhood Association, Inc.
- Youth Employment Project, North Point Douglas Women's Centre
- Food Connections Project, Wolseley Family Place
- SSCOPE North End Ambassadors & StreetSSCOPE, SSCOPE Inc.
- The Soup Bee, West Broadway Development Corporation

### Alternative Christmas Hamper Program

In December, LITE purchased **\$34,900** worth of Christmas Hamper products which were distributed to families in need, and also supported **26 long term job opportunities** within Winnipeg's inner city. LITE's Alternative Hamper Partners provide supportive and meaningful employment opportunities to inner city residents. This year's purchase partners included:

- Neechi Foods
- Native Women's Transition Centre
- Wolseley Family Place

### Star Blanket Project

In the fall of 2011, LITE purchased **9 Star Blankets** in the amount of **\$4,038** from Northern Star Workers Cooperative. These blankets were disbursed to **9 charitable organizations** who are working to support poverty alleviation in our city.

The blankets were used by each of the organizations for fundraising drives, allowing them to build capacity in their own organization and generate earnings for their use. We consider this project incredibly unique in Winnipeg, as it supports an Aboriginal Workers Cooperative directly through the purchase, while assisting organizations in their efforts to become more sustainable, by helping them generate their own revenue through fundraising.



## Fundraising Campaigns

This year, LITE raised a total of \$123,927 in donations which were collected from individuals, businesses, churches, foundations and other charities, as well as from group collections and campaigns. These donations have supported long term solutions towards poverty alleviation in Winnipeg's inner city.

**Alternative Christmas Hamper Donations** - LITE raised \$18,535 specifically for the Alternative Christmas Hamper campaign. These donations were received through workplace campaigns, campaigns done by churches, schools and clubs as well as individuals that specified their donation for this purpose. This year, we added a new tribute giving component to our campaign and donors wishing to give the Gift of LITE to a loved one received a tribute card to give as a gift.

**Workplace/Group Campaigns** - This year, we had 29 workplaces and groups that hosted LITE campaigns, a 7% increase from last year's raising \$25,000. Our largest Workplace/Group campaigns were conducted by Great West Life Assurance Company, Women's Health Clinic and St. Ignatius Parish who altogether raised \$11,411 for LITE's Alternative Christmas Hampers! *Thank you to all of the workplaces and groups who made LITE a special part of their holiday season this past year!*

**Run for Rights** - On June 4, 42 runners participated in the Run for Rights on behalf of LITE and raised \$1,665 in donations. While an extremely valuable contribution from runners and donors, this was a decrease from the previous year where we raised \$3,910 and over the past 6 years received average revenue of approximately \$3,287 from the pledges collected from our runners.

**LITE's 15th Annual Wild Blueberry Pancake Breakfast** - On November 4<sup>th</sup>, 2011, LITE held its 15<sup>th</sup> Annual Wild Blueberry Pancake Breakfast which created employment for 32 inner city community caterers from Neechi Foods, the Native Women's Transition Centre, Wolesey Family Place, Andrews Street Family Centre and Youth Crew from Spence Neighbourhood Association. The breakfast also had a local crafters market where 19 inner city artisans attended and sold their art, Aboriginal crafts, preserves and other products. With the assistance of 85 volunteers and 625 people in attendance, the Breakfast raised over \$16,000 in support of LITE!

Below: LITE's 2011 Annual Wild Blueberry Pancake Breakfast



## What's New, What's Next

LITE has moved to Winnipeg's Social Enterprise Centre! This has been a great opportunity to share space in a historic industrial building in the North Point Douglas neighbourhood with 10 other non-profits and social enterprises including CCEDNet, BUILD, Pollock's Hardware, North Point Douglas Residents Committee, Mount Carmel Clinic, Manitoba Green Retrofit, and many others. Collectively, we held a Grand Opening event on May 24<sup>th</sup>, inviting the media, funders, participants, supporters and community members to visit the building and be part of the celebration. LITE has also worked hard this year to rebrand our organization's look, which has meant the introduction of a new logo, tagline and a complete new look to all of our materials. We have also been working on a new website, which was launched in May.

# INVEST IN WORKABLE SOLUTIONS



### *Our Fundraising Target for 2012-2013*

We have received support to undergo a major growth strategy for the next 2 years which aims to ensure LITE remains a strong and reliable source of support for our inner city far into the future! We have increased our fundraising targets by 15%, which allows us to distribute more funds than ever in support of poverty alleviation in our inner city. To help us meet this ambitious goal, we will be hiring a Development Coordinator as well as striking up 3 new outreach committees, including a Labour Committee, Business Committee, and Faith-Based Committee in order to reach new audiences with the message of CED in Winnipeg!



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### Special Acknowledgments

LITE's work has been made possible through the contributions of many generous individual Winnipeggers, businesses, unions, community groups, non-profit organizations, charitable foundations, faith-based institutions as well as school groups, all of whom are listed in our Annual Spring newsletter which is available in hard copy at our office as well as on our website at [lite.mb.ca](http://lite.mb.ca). Thank you to our funders for supporting our work to alleviate poverty in Winnipeg's inner city!

A very special thank you to our 188 volunteers who dedicated their time and skills this past year to turning all of LITE's activities into amazing successes! We could not have done it without you!

Lastly, thank you to Spark, a project of the Canadian CED Network and to Susan Barkman, a dedicated volunteer whose support this past year helped us create a long term growth strategy and whose encouragement helped us take a major step towards long term sustainability.

*And a huge thank you to all of LITE's supporters!*



lite  
LOCAL INVESTMENT TOWARD EMPLOYMENT