



2021-2022 Impact Report

Wow report, more like. Thanks to your generosity, your kindness, and a network of partner organizations who, like us, were intent on serving our communities even when we felt knocked down and burned out, we are pleased to report that LITE has contributed \$329,960 to Winnipeg's most poverty-challenged neighbourhoods this past year.

This support includes 405 job experiences, \$72K in job grants, almost \$70K of charitable and social purchasing, and economic development projects that will have an ongoing impact.

Frankly, we've never done so much. As a donor, your support funds our core activity—creating meaningful job experiences for people wherever they are at right now. Your support creates compassion. Thank you.

With a deep appreciation,

Tyler Pearce, PhD
Executive Director



“[O]ur participants are young people, who are little-to-no work experience, who are searching for a chance to gain work experience, to earn money, and to be

—SNA
LITE F

The social innoc

At LITE, social innovation is all about offering customized job and training opportunities to participants working within our partner network—harnessing your charitable gifts to produce multifaceted outcomes.

Job grants provide wages to participants who, in turn, provide services in community spaces. Purchases support job experiences, with the majority of goods bought being later

\$72K
Job grants

\$49K
community-made goods given to families in poverty

\$86K
Economic Development

Charitable Distributions, 2022-22	
Job grants	\$71,545
Charitable and social purchasing	\$69,980
Value of distributed goods	\$49,000
Value of service activities	\$53,435
Economic development	\$50,000
Long-term value of economic development*	\$36,000
Total impact	\$329,960

Sources: LITE financials (pre-audit), organizational reports.
*5-year return on product-based development only.

Job experiences	2020-21	2021-22
Jobs via grants	103	296
Jobs via social purchasing	113	97
Job skills volunteers	0	9
Youth employment / internships	6	3
Total	222	405

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*Youth Crew,
 Partner Organization*



novation equation

given to people living in poverty in hampers.

Together, our efforts support individuals and communities. Last year, of the 296 participants engaged via job grants, 82% of services performed supported civic participation and increased access to social capital for their neighbors. Likewise, LITE’s social purchasing created economic development and job experiences. During the 2021-22 year, our hamper program took

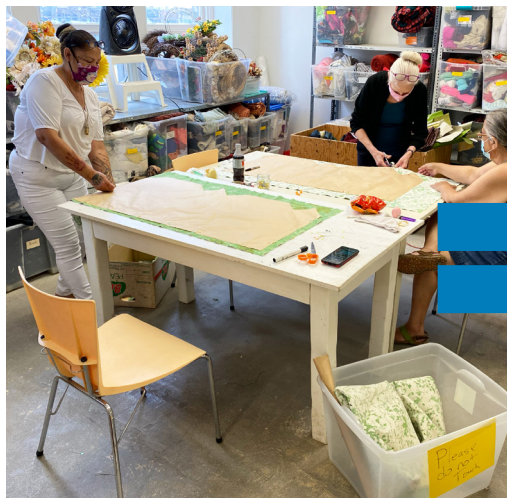
goods made by community members and distributed them to 490 families (960 people) living below the poverty line.

All of these impacts are the result of collaboration, the desire of people experiencing poverty to be engaged, the hard work of community-based groups to facilitate these efforts—and, importantly, your gift in support of these activities.

Thank you!

Did you know? LITE supported the making of 12 new product offerings with 10 partner organizations in 2021-22. Orders ranged from 25 units—like the up-cycled big tote by our friends at Arts Junktion—to 1,000 units of individual soup packages.

We work alongside partner organizations to support bringing unique products to market—products that create employment, training or business acumen. Products that are LITE-branded have been designed to easily be adapted for multiple partner organizations. In that way, their development is a community asset.





\$53K
Service to
community

“These jobs provide a sense of purpose, help to grow and maintain confidence, and give people a real opportunity to shine.”

–Good Food Club,
LITE Partner Organization

Thanks to accessing Covid-related grants, LITE was able to massively increase our reach during 2021-22. But the core of LITE’s funding is generously provided by people like you: individual donors, small and large businesses and organizations. To all of our supporters, we say, “Thank you!”

The Cultural and Social Value of Job Grants		
Impact of Service-based Activities	# of Participants	% of Participants
Supporting civic participation and social capital	174	82%
Catalyzing economic development	136	64%
Improving the built environment	17	8%
Promoting stewardship of place	17	8%
Augmenting public safety	56	26%
Preserving cultural heritage	0	0%
Bridging cultural / ethnic/racial boundaries	63	30%
Transmitting cultural values and history	11	5%
Creating group memory and group identity	59	28%

Participants, N=212. Includes job experiences with grant partners only. Developed from Maria-Rosario Jackson and Joaquin Herranz Jr. *Culture counts in communities: A framework for measurement.* (2002) The Urban Institute.

576
donors

\$149K
raised

64
volunteers

1,340
lives
touched

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 Consider a gift to LITE’s endowment fund held at The Winnipeg Foundation

Operational and project funding also provided by:

