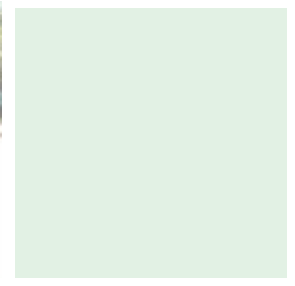


# Creating Change



**seed** Supporting  
WINNIPEG INC. Employment &  
Development



SEED Winnipeg Inc.  
80 Salter Street  
Winnipeg, MB Canada  
[www.seedwinnipeg.ca](http://www.seedwinnipeg.ca)

  
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Development

## ANNUAL REPORT

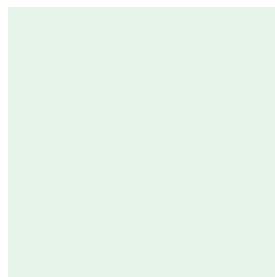
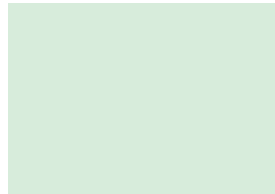


## 2010 - 2011



## Supporting Employment and Economic Development Winnipeg Inc.

is a non-profit agency that works to reduce poverty and assist in the renewal of Winnipeg's inner city. We do this by helping individuals and groups start small businesses and save money for future goals. We offer business management training and individual consulting, access to micro-enterprise loans, asset building programs, and more



*To make a difference is not a matter of accident, a matter of casual occurrence of the tides.  
People choose to make a difference.*

~ Maya Angelou ~

## Message from the Chairperson

As Chairperson of SEED Winnipeg, I would like to reflect on what has been another very busy year as SEED continues to mature and change to meet the needs of our community.

**Business Development Services** continues to fill an important role in providing support to low-income individuals who wish to start a small business. SEED recognizes that in order for individuals to be financially secure, they need assets that can be leveraged to increase their incomes. For this reason, SEED, with the support of our funders and staff, has expanded our **Asset Building Programs** beyond Winnipeg's perimeter and into rural and northern Manitoba. These programs give individuals the knowledge needed to improve their ability to manage their financial affairs, to access needed funds to achieve a goal, and to better plan for their future and the future of their children.

I have been involved with SEED Winnipeg for over sixteen years, first as a client and then as a Board member. This is my last year as the Chairperson of SEED Winnipeg and I have seen tremendous change in the organization and in the Board during this period. Initially, SEED's board was primarily composed of very committed individuals who had participated in the establishment of the organization and who frequently took on roles now filled by staff. SEED's staff was much smaller, and with only a few programs, everyone knew each other and their respective responsibilities. During these earlier years the Board was, in a very real sense, the heart of the organization. SEED has grown tremendously since that time, and now, in 2011, the Board has transitioned to a role primarily responsible for setting policy. In the future, it will be important to continue to recruit well-qualified individuals who can connect with the community and its needs, as well as bring needed skills to the Board.

It has been a pleasure and an honour to serve as Chairperson for an organization with committed staff, Board members and funders who do tremendous work in improving the well-being of low-income individuals and families in our communities.

## Board of Directors

Shirley Forsyth, *Chairperson*  
 Steven Beal, *Vice-President*  
 Gilbert Dion, *Treasurer*  
 Melanie McKague, *Secretary*  
 Norma Spence, *Director*  
 Monika Feist, *Director*

Vera Goussaert, *Director*  
 Jerry Buckland, *Director*  
 Kemlin Nembhard, *Director*  
 Roberta Stout, *Director*  
 Duane Nicol, *Director*  
 Sandra Leone, *Director*



**Front Row (L-R):**  
 Shirley Forsyth  
 Norma Spence  
 Roberta Stout  
 Sandra Leone  
 Vera Goussaert  
 Melanie McKague

**Back Row (L-R):**  
 Monika Feist  
 Steven Beal  
 Jerry Buckland  
 Gilbert Dion  
 Kemlin Nembhard  
 Duane Nicol

# Message from the Executive Director

*Creating Change* has been an important topic for SEED staff and Board this year. We collect all kinds of data, hold focus groups, and review evaluations to assess if we are meeting the goals and objectives we have set for ourselves. One of the hardest goals to assess is if the changes we see are sustainable and can have a systemic impact such that some of our services may soon not be needed, and others may become part of the regular fabric of services and supports that anyone accesses, regardless of income.

For our retreat this year, all SEED staff wrote about a time they had experienced or observed positive change as part of their work. We used these stories at our retreat as one way to reflect on our work, plan for the future, and try to get at the sometimes more subtle, but lasting changes which we strive for, and which shape how we do our work.

SEED staff stories included not only the positive changes for participants, but often ended or started with the positive change that staff experienced through working with and getting to know clients. Sometimes the stories were about unplanned positive outcomes for an individual, far beyond the original goals. Others were about a participant's impact on their family and community in years to come. Some of our staff told stories of SEED's impact at a more systemic level, including the passing of the Co-op Tax Credit, government policy changes that recognized the role of assets to sustain a move out of poverty, and developing the *AssetBuilders* Partnership.

Many stories ended with the desire to have more systemic impact on issues resulting from injustices that create much of the need for our services. Though much more work needs to be done, I am grateful both for our many partners who support working for change at the systemic level, and for many of our participants who are creating pressure for systemic change by the paths they follow in their lives.

I encourage you to read, in the pages that follow, the inspiring stories of growth, accomplishment and change from the perspective of people with whom SEED has had the opportunity to work over the past year.

**"I am grateful both for our many partners who support working for change at the systemic level, and for many of our participants who are creating pressure for systemic change by the paths they follow in their lives."**

Thank you to the incredible people I get to work with at SEED, both staff and Board members, and to the many community partners, volunteers and funders who support the work of creating change at so many different levels. I would also like to particularly thank Carinna Rosales and Susan Belmonte who have now been a part of SEED's community for ten years, using their gifts to build our programs and services and positively impact co-workers and participants. And finally, I want to recognize the support and guidance that Shirley Forsyth has provided to SEED. She has been a part of SEED's community almost from the beginning, first as a client and then a Board member, and most recently as Board Chair. She has given many hours of service and continues to be an important voice dedicated to SEED's mission.

*Cindy Coker*  
Executive Director



## Operations Team

**Front Row (L-R):** Daisydee Bautista, Cindy Coker, Susan Belmonte, Liz Esquega

**Back Row (L-R):** Jackie Hope, Sharon Jonatanson, Kim Cormier, Laura Gordon, Laurel Daman

OPERATIONS

# MONEY MANAGEMENT THROUGH THE EYES OF ELDERS

In 2009, an exciting partnership with the **Aboriginal Seniors Resource Centre** was born to present **Money Management Training (MMT)** classes to a group of Aboriginal seniors taking part in programs at the centre.

This program, adapted from SEED's MMT to include the Seven Sacred Laws that honour the Spirit and Mother Earth, was a testimony to the many gifts of SEED's **Cross Programs Team**, a group of multi-disciplinary staff who provide additional supports to program participants. Each member of this team made important contributions to the work with the seniors, including coordinating the project, leading asset mapping sessions and linking to resources, facilitating sessions, and providing plain language and intercultural input.

Participants shared their life stories and oral traditions emerged. Laurel Daman, EAL Specialist, shares her experience. "What stood out for me was the stories we heard. They brought home that money management training is a life skill and about handling resources, whether those resources are cash or food harvested and stored for future use."

For Liz Esquega, ACC Coordinator, the elders provide guidance to the important work of ACC. "I have had many consultations with elders about various teachings, both professionally and personally. I listen to their counsel with an open mind as I envision ways that I can capture their teachings into my work here at SEED."



Money Management Training graduates from the Aboriginal Seniors Resource Centre receive their certificates.

As staff facilitated the training sessions, it became clear that the elders not only could and wanted to help youth, but that they considered it their responsibility to pass their knowledge along. SEED saw the value of connecting seniors with youth and has joined with Children of the Earth High School and the Aboriginal Senior Resource Centre to collaboratively develop and deliver SEED's MMT program, incorporating Elders' teachings through stories.

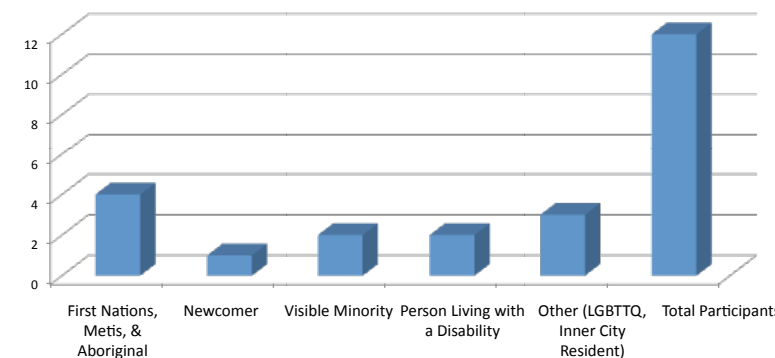
The resulting initiative, **Money Stories: Grounding Aboriginal Youth in Lessons of their Elders** was funded by Neighbourhoods Alive! and will be launched in Fall 2011.

**SEED's partnership with the Aboriginal Seniors Resource Centre was a testimony to the many gifts of our Cross Programs team, a group of multi-disciplinary staff who provide additional supports to participants.**



**Cross-Programs Team:** Liz Esquega, Coordinator, Aboriginal Community Collaborations; Laura Gordon, Social Worker; Laurel Daman, EAL Specialist.

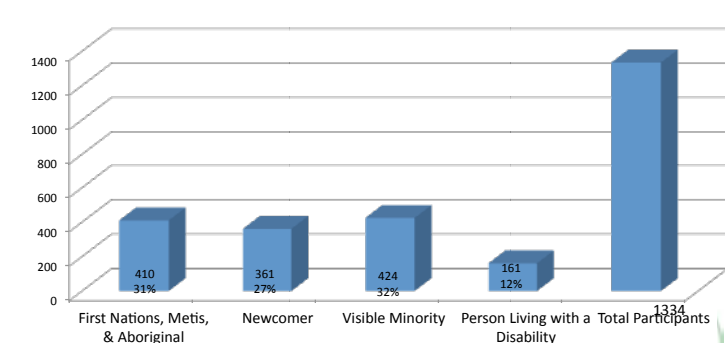
## Participant Diversity\* - Business Launches



\*Some participants identify in more than one category

OPERATIONS

## Participant Diversity - Matched Savings Programs



# START *a* BUSINESS

## Build a Business Program

Be sure to read the stories of *Amanda Grant* (pg 5) and *Susan Gibson* (Pg 6), who launched businesses through SEED's *Build a Business Program (BAB)*. BAB helps low-income people create employment by starting a sole proprietorship, partnership or incorporated business.

BAB Services include:

- Business management training
- Business planning
- Individual consulting
- Access to financing
- After launch support and referrals to other services

## Community & Worker Ownership Program

With a goal of creating quality jobs for low-income people, SEED's *Community & Worker Ownership Program (CWOP)* helps groups who are interested in starting or expanding a cooperative, community-owned business, or social enterprise. Don't miss the stories of *Diversity Food Services* (pg 7) and *L'Arche Café* (pg 8).

CWOP client services include:

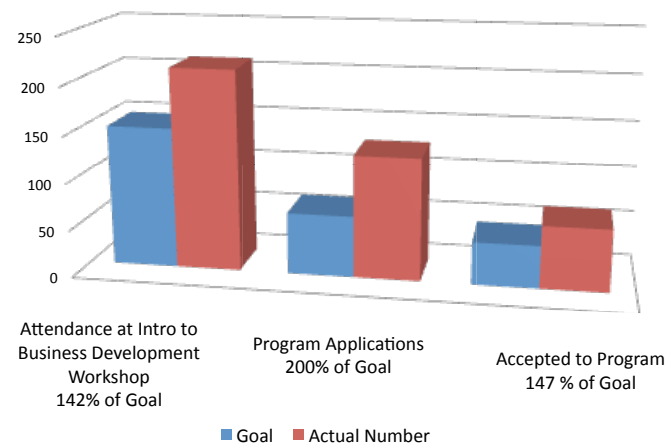
- Assessing group or organizational skills and resources
- Determining governance structures
- Developing business plans and assessing viability
- Accessing loan and equity financing
- Business management training
- Professional development workshops
- Ongoing financial review and strategic planning



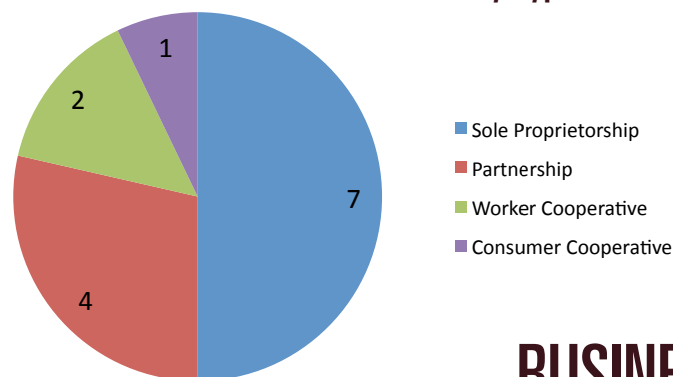
Business Development Services Team

Left to Right: Sarah Fox, Karen Mallett, Billy Granger, Frank Atnikov & Carinna Rosaes

## Business Development Services - Year-End Program Goals



## 2010/2011 Business Launches by Type



## BUSINESS DEVELOPMENT SERVICES

# A PASSION FOR PLANT-BASED FOOD

SEED's *Build a Business Program* helps launch a variety of new businesses every year and *Orange Lily Raw Foods and Catering* became one of those in January 2011. "The staff at SEED are all so wonderful and supportive, which made starting my business less intimidating and provided me with the resources I needed to get started," says Amanda Grant.

*Orange Lily Raw Foods and Catering* is her Winnipeg-based company offering catering, classes, and food products to promote healthy eating through the incorporation of raw plant-based foods into one's everyday lifestyle while being environmentally, socially, and economically sustainable.

Business Counsellor, Billy Granger, co-facilitates the eight-week Business Management Training program and works with clients on a one-to-one basis.

"We provide training, information and support, but the key ingredient for success is for participants to come to SEED with the same vision, drive, and work ethic that Amanda has consistently demonstrated from the beginning. Our community gets a little stronger every time a class completes the program. I always learn something new from the life experiences and perspectives our participants generously share with us, and feel a great sense of hope and renewal after a participant launches a new business," says Granger.

"The staff at SEED are all so wonderful and supportive, which made starting my business less intimidating and provided me with the resources I needed to get started."

Grant is grateful for the opportunity to access resources and speak with supportive people, which she says was invaluable. "If it were not for the SEED *Build a Business Program* I would have never known where to start to get my dream business going or even how to make a business of my passion, for that matter!" says Grant.



Amanda Grant, Orange Lily Raw Foods, promotes healthy eating and environmental, social and economic sustainability

For more information

CALL: (204) 479-9818

EMAIL: [ORANGELILYFOOD@GMAIL.COM](mailto:ORANGELILYFOOD@GMAIL.COM)

VISIT: [WWW.ORANGELILYFOODS.BLOGSPOT.COM](http://WWW.ORANGELILYFOODS.BLOGSPOT.COM)

## 2010/11 BUSINESS LAUNCHES & EXPANSIONS

- Tourism/Cottage Rentals • Craft Sales and Education • Groundskeeping • Landscaping • Painting and Carpentry • Food Service - Mobile Food Cart • Courier • Art/Murals • Clothing (retail and wholesale) • Healthcare/Homecare • Services Cooperative • Raw Food Catering • Graphic Design Services • Car Share Cooperative • Consulting • Retail Thai Store

## BUSINESS DEVELOPMENT SERVICES

# BUILDING INCLUSION

Visual artist Susan Gibson, proprietor of **Multiple Things Training and Art Connections Inc.**, and participant in SEED's Business Management Training program, recently suffered a huge loss when her beloved husband Randy passed away.

"Having to assume the many skills and qualities he contributed as Office Manager to the business and business plan developed with SEED has been a real challenge. Amid the chaos of my new reality as a widow and the toe-curling fear of running this enterprise alone, the kind faces and voices of SEED have helped assure me that I can indeed succeed, and that I am not alone," explains Gibson.

**"Multiple Things intends to change Canadian culture by ensuring inclusion of artists and audience with disabilities."**

"Multiple Things intends to change Canadian Culture by ensuring inclusion of artists and audience with disabilities," says Gibson, who creates inspirational pieces around the theme of disabilities. But Gibson's theme for her Art and Text Inspirational Products line also includes visual representations and text of the values and concepts

explored in her Respectful Workplace and Valuing Diversity consulting and training.

"Having a business plan provided me a roadmap to refocus with every new development. Being able to transfer the financial management skills to my personal life has been invaluable," says Gibson.

Frank Atnikov is a Business Counsellor with the program and works closely with Susan, providing business support.

"I think that the in-class student interaction, the process of writing a business plan to determine the viability of the business idea, and the soft outcomes around improved skill development, self esteem, communication and other interpersonal skills are some of the important points," says Atnikov.

Gibson plans to enlarge her visual arts practice by expanding exhibition, sales, art publication and teaching opportunities.

As for her connection to SEED and its staff, she is grateful. "They continue to support in every way possible, reinforcing my confidence and decisions."

*For more information*

CALL: (204) 897-8423  
EMAIL: MULTIPLE@MTS.NET



Susan Gibson delivers sessions on valuing diversity and promoting a respectful workplace.



## BUSINESS DEVELOPMENT SERVICES

# DIVERSITY FOODS - A MODEL OF SUSTAINABILITY

Created to provide local, organic, and healthy food options, **Diversity Food Services** celebrates its two-year anniversary this year. This joint venture between SEED Winnipeg and the University of Winnipeg Community Renewal Corporation is a social enterprise providing quality jobs for immigrants, newcomers and aboriginal people. Diversity Food Services assisted in the creation of 22 new jobs this year, (46 total jobs as of March 31st, 2011- excluding 5 management positions). Of these, 57% are immigrants/newcomers/visible minorities.

"Diversity Food Services is a unique food service operation designed around the four pillars of sustainability: cultural vitality, economic health, environmental responsibility and social equity," explains Kirsten Godbout, Manager of Operations & Catering at Diversity Food Services.

**"Diversity Food Services is a unique food service operation designed around the four pillars of sustainability: culture vitality, economic health, environmental responsibility and social equity."**

The award-winning, media-generating **Diversity Foods** has already seen substantial growth and is looking forward to even more with the anticipated opening of **Elements: the Restaurant** in September 2011. The fourth site of **Diversity Food Services, Elements: the Restaurant** will boast a licensed dining area devoted to nutritious foods prepared from scratch inside the new Richardson College for the Environment and Science Complex, located on Portage Avenue at Langside Street.

"The success of the enterprise has been exciting, challenging and rewarding all at the same time!" says Carinna Rosales, Director of SEED's Business Development Services. "I am proud to be part of something that is facilitating positive change."

Godbout is grateful for SEED's support in the ongoing and expanding venture.

"We are in the process of educating the staff on the benefits and responsibilities of employee ownership and plan to offer employees an opportunity to create a co-op."

The proposed cooperative will become a third owner of **Diversity Food Services**. Member/owners of the cooperative would receive additional opportunities for learning about the food industry, business ownership and cooperatives, provide a voice in policy/decision-making, and receive a portion of any profits.

Says Godbout: "Having the support of SEED means: less sleepless nights, a bottomless well of support and resources to tackle any issue or dream, a great sounding board to fine-tune plans and a professional community to allow for personal and professional growth."



*For more information*

CALL: (204) 786-9079 or 229-5235  
EMAIL: DIVERSITY@UWINNIPEG.CA  
VISIT: WWW.DIVERSITYCATERING.CA or UWINNIPEG.CA/INDEX/FOOD-SERVICES-OVERVIEW



Diversity Foods prepares for a catering event



Lydia Warkentin, Manager of Campus Life (Food Services); Kirsten Godbout, Manager of Food Operations; Ben Kramer, Executive Chef

## BUSINESS DEVELOPMENT SERVICES

# A DEEPER SENSE OF COMMUNITY

Operating in 40 countries worldwide, **L'Arche** works with the developmentally disabled in the interest of each person playing his or her full role in society.

Gerry Wolfram is Outreach and Accompaniment Coordinator for **L'Arche Winnipeg**, which began in 1973.

“The notion of a **L'Arche** café or bistro has been developing in this community for many years. If you were to visit any of our six group homes in Winnipeg, you would be greeted, warmly welcomed by the members, and probably asked to stay for a meal. And around the table, you would find life shared in all its fullness. The **L'Arche Café** is conceived as a way to help manifest the gifts of persons with a developmental disability within the larger community,” explains Wolfram.

SEED was contracted by **L'Arche Winnipeg** to develop their café project into a social enterprise. Carinna Rosales is Director of SEED's Business Development Services, which works with individuals, partnerships, cooperatives, social enterprises and community-owned businesses.

“For **L'Arche Winnipeg**, the outcome has been a completed feasibility study and business plan that has provided more concrete business information and a roadmap that will assist them to further pursue the opening of **L'Arche Café** and move the dream closer to reality. It's great that **L'Arche** is excited about social entrepreneurship and is making connections in this field,” says Rosales.



L'Arche Café will offer fair trade tea and coffee and internationally inspired meals, providing meaningful employment for people with developmental disabilities.



“By becoming part of the life and work of **L'Arche Winnipeg**, I have gained a deeper sense of community from the people around me.”

**L'Arche Café** will offer fair trade tea and coffee, and internationally inspired meals. The café will provide meaningful employment for people with developmental disabilities, and enable the public to interact with and get to know them.

“By becoming part of the life and work of **L'Arche Winnipeg**, I have gained a deeper sense of community from the people around me,” says Wolfram. “We have much to celebrate and much to learn from each other.”

*For more information*

VISIT: [WWW.LARCHEWINNIPEG.ORG](http://WWW.LARCHEWINNIPEG.ORG)

# MANITOBA CO-OP NEWS

Cooperatives are collective enterprises that respect strong principles. These values are very much aligned with the mission of SEED Winnipeg. Development or support of cooperatives to meet the needs of community members is an important tool for the community economic development sector.

In 2008, SEED's Executive Director was part of a visioning team led by the Manitoba Cooperative Association (MCA), Conseil de Développement Économique des Municipalités Bilingües du Manitoba (CDEM) and the Province of Manitoba, which developed a provincial cooperative strategy. SEED has continued to be involved in the implementation of the strategy, with staff participating in working groups to identify needs, and develop plans to create a successful cooperative landscape.

SEED was also active in the creation of the one-of-a-kind co-op development tax credit which provides tax credits to cooperatives which donate to the MCA to support development, technical assistance and grants for

new cooperatives. SEED Winnipeg also worked with MCA to establish a course on the Management of Cooperatives in the Economics and Business Administration Department at the University of Winnipeg. SEED, MCA and the University of Winnipeg continued to collaborate to establish a full-time teaching position this year at the university which will expand the co-operative curriculum and include the co-operative business model in other courses.

During the past three years, SEED has strengthened its network in the circle of co-op developers and found valuable partners. Vera Goussaert, Executive Director of MCA, shares her experience working with SEED. “SEED has been a wonderful partner for the cooperative community. We look forward to continuing working together implementing the strategy and joining together to celebrate the UN declared International Year of Cooperatives in 2012.”



**DID YOU KNOW?**  
The United Nations has declared 2012 as the INTERNATIONAL YEAR OF COOPERATIVES.

## IN THE COMMUNITY...

As members of the **North End Community Helper Network**, SEED Winnipeg staff were part of the **National Aboriginal Day** events celebrated on Powers Street at Selkirk Avenue. The community organizations that make up the network got together to create a celebration that over 700 people enjoyed. The day included:

- A Traditional Aboriginal feast
- Music and dance from Métis, Inuit and First Nations people
- Aboriginal artisans
- Cultural storytellers
- Traditional Aboriginal children's games

We had a great time with our neighbors! Here's what they said:

“It's really good to see our people together as one”

“Makes me feel proud to be Aboriginal”

“What a beautiful get-together for all”



National Aboriginal Day featured a variety of talented cultural performers.

# SAVE & MANAGE YOUR MONEY

## General Individual Development Account (IDA) Program

Savings Goals	Business start or expansion, education, children's education, home renovations, and disability supports
Program Length	1-2 years
Maximum Participants Savings that will be Matched	\$1,000
Maximum Match Available	\$3,000
Total Savings and Match for Investment in Asset	\$4,000

## Enhanced Home Ownership IDA

Savings Goals	Down-payment for a home, closing costs and home renovations
Program Length	1-3 years
Maximum Participants Savings that will be Matched	\$2,000
Maximum Match Available	\$6,000
Total Savings and Match for Investment in Asset	\$8,000

## Saving Circle Program

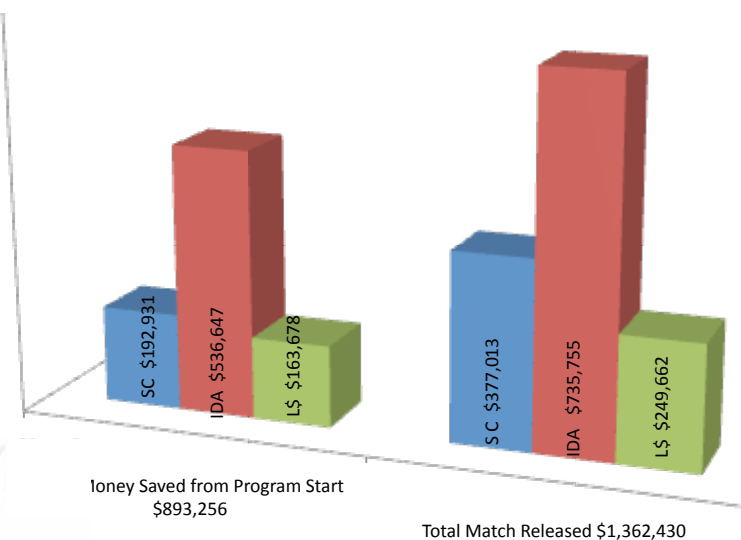
Savings Goals	Flexible savings goals, assets that address more immediate needs. Examples: furniture, education, computers, and disability supports
Program Length	4-6 months
Maximum Participants Savings that will be Matched	\$250
Maximum Match Available	\$750
Total Savings and Match for Investment in Asset	\$1,000



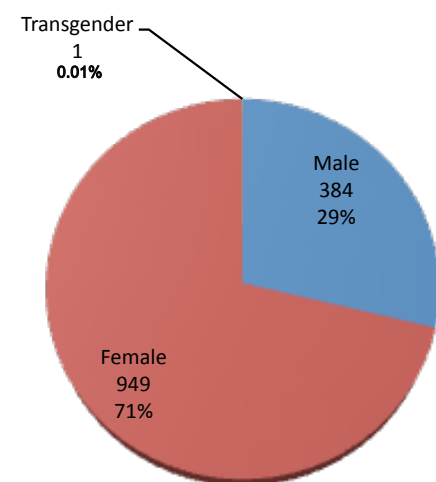
### Asset Building Programs Team

**Front Row (L-R):** Kevin Schachter, Jacob Carson, Michelle McPherson, Tiffany Barbosa,  
**Back Row (L-R):** Harnet Weldihiwet, Lisa Forbes, Louise Simbandumwe, Cecilia Weldon, Aileen Krush & Jennifer Bogoch

### Total Savings & Matching Funds from Program Start



### Program Participants



## ASSET BUILDING PROGRAMS

# SHARING MONEY EXPERIENCES

SEED's **Saving Circle Program** provides an opportunity for low-income Winnipeggers to save for an asset they need. Their savings are matched at a rate of 3 to 1 towards its purchase. Participants attending the 10-week program learn budgeting skills and other money-related topics, such as credit, through **Money Management Training**.

Completion of the **Saving Circle Program** enabled Kenneth Savage to purchase a new bed, a new computer and an apartment-size freezer. "It feels good," says Savage. "I always knew how to budget but with this program I learned how to cut on expenses. It was an eye-opener. I never missed any classes; I was there for all ten of them," adds Savage, who appreciated the group interaction and the instructor's clear and straightforward teaching style.

*"It feels good. I always knew how to budget but with this program I learned how to cut on expenses."*

"This program is obviously a huge benefit to people," says Jacob Carson, Coordinator with the Asset Building Program. A new bed, which Savage would otherwise have had difficulty purchasing, helped him with his chronic back pain. "Our participants get a lot out of being able to share their experiences around money. This sharing of knowledge and tips is beneficial by giving them valuable information, but also by valuing the information and experience they bring to the class."

"Since many of our participants have lived on a fixed income for a long time, they come up with unique and clever ways to cope with living in poverty. The sharing of these stories is of as much benefit to our participants as what the facilitators have to teach," adds Carson, emphasizing participants' vast knowledge and experience.

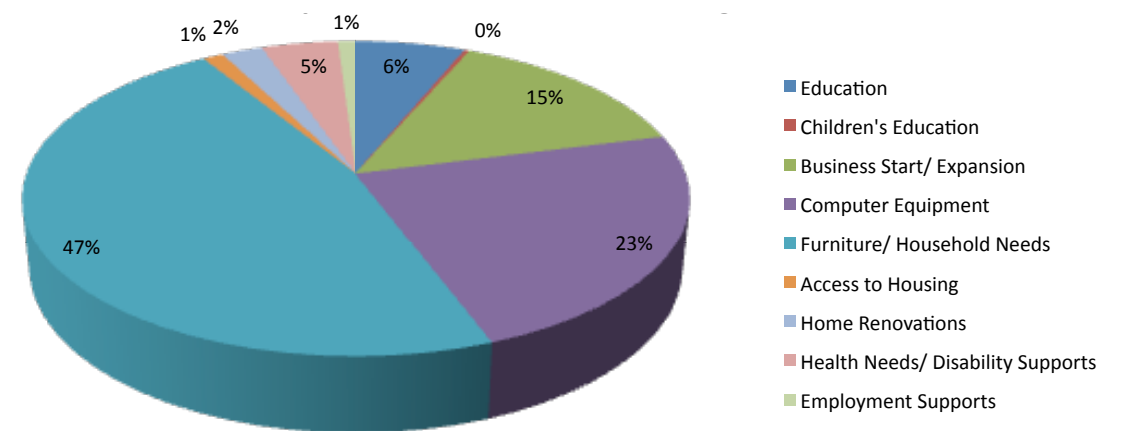
Savage is thankful for the program. "SEED had everything there. Childcare, free coffee and tea, biscuits, fruit; there was always something on the table. The experience was positive and very rewarding. I'd recommend this program to anybody."



Kenneth Savage purchased a new bed, computer and an apartment size freezer with matched savings from SEED's Saving Circle Program



### Completed Asset Goals - Saving Circle



## ASSET BUILDING PROGRAMS

# EXTENDING A HAND UP

Empowering people to make their dreams come true, SEED's **Individual Development Account Program (IDA)** allows individuals and families who are living on low incomes to invest in assets that will provide long-term benefits. Assets include: post-secondary education, buying or renovating a home, starting or expanding a small business, and disability supports.

Participants attend **Money Management Training**, save for one to two years, and then purchase their asset. "I am very grateful that I was chosen to benefit from such a great program," says Jose Navida. "The staff was a great help, they were accommodating and considerate. They taught my wife and me how to manage our finances and save towards my education."

Navida participated in the program so he could pursue his education in Canada, a way to land a better job because professional and academic credentials of immigrants are not always recognized. "With the financial help that the **IDA Program** extended, it gave my family financial relief," Navida says. "It covered a great part of the tuition fees and books. I am now in the process of finishing my studies to become a Registered Nurse."

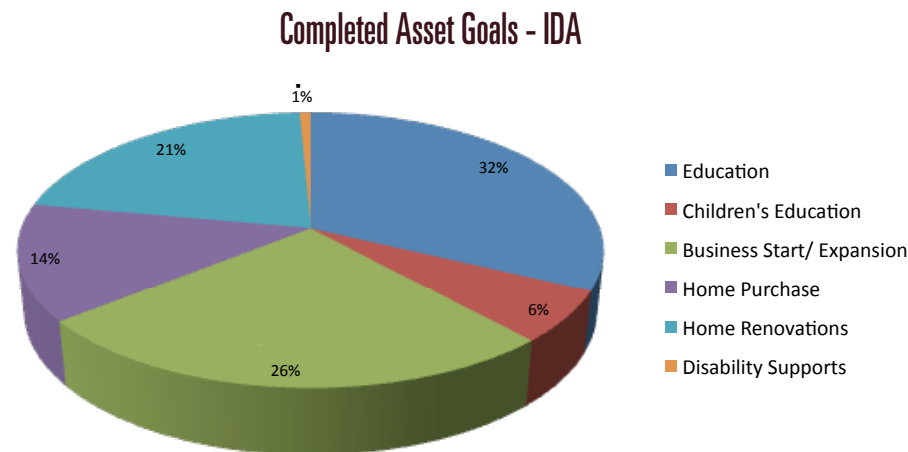


Jose Navida took part in SEED's IDA Program to pursue nursing studies at Red River College

"With the financial help that the IDA program extended, it gave my family financial relief."

Asset Building Program Coordinator Aileen Krush supported Navida in the program. "For Jose, I think the biggest benefit is the help to pay for his nursing education and the chance to make a better life for himself and his family. The **IDA Program** is not a handout – participants work hard to acquire these assets, and the assets often make a huge difference in the quality of their lives."

Navida appreciated the opportunity for personal and professional development. "After finishing my studies it will give me an opportunity to better our lives and to give back to the community," he says.



## ASSET BUILDING PROGRAMS

# HELPING PARENTS PLAN FOR CHILDREN'S EDUCATION

Among SEED's many partnerships is a partnership with the Boys and Girls Club of Winnipeg which runs the **Community School Investigators (CSI)** program. This five-week summer learning enrichment program is offered at an increasing number of inner-city elementary schools.

"**CSI** aims to tackle summer learning loss in a fun environment, while providing children from lower socio-economic backgrounds a chance to participate in extracurricular enrichment activities," says Jenn Bogoch, Asset Building Program Manager at SEED.

Over the course of the **CSI** program, SEED offers workshops and support to parents of children at **CSI**. SEED works with parents to apply for and receive ID, to open RESPs, and access incentives such as the Canada Learning Bond and the Canada Education Savings Grant.

Bonnie Predenchuk first learned about SEED through her children's **CSI** participation at William Whyte School. "She worked with SEED to get birth certificates and Social Insurance Numbers and then to open RESPs. Her older children have earned bursary funds from **CSI** and her youngest was eligible for the Canada Learning Bond," explains Bogoch.

For Predenchuk, that investment in her children's futures is invaluable in more ways than one.

"My 13-year-old is now an A+ student," says Predenchuk of her daughter, now an active community volunteer. "She's come a long way and is so outgoing. It opened up a lot of opportunities for her. My 10-year-old son was part of the program, now my 7-year-old son is loving it. SEED helped me to help my children; now there's money in their accounts for education."

"SEED helped me to help my children; now there's money in their accounts for education."

Getting birth certificates for her children from the ID fund has also meant that her kids were able to meet the application requirements to have their First Nations rights recognized under the Indian Act. Bonnie also heard about SEED's Saving Circle program which allowed her to purchase furniture for her home.

"When SEED says they're going to help, they help. SEED is my resource for all parents in the community. It's been life-changing for my kids," says Predenchuk.



SEED helps parents like Bonnie apply for identification and access "free money" offered by Canadian government programs for children's education.

## ASSET BUILDING PROGRAMS



The Society for Manitobans with Disabilities Self-Help Clearinghouse (CH), joined the **AssetBuilders Partnership** after learning about SEED's **Asset Building Programs**. The **AssetBuilders Partnership**, founded by SEED Winnipeg, Assiniboine Credit Union and United Way of Winnipeg, includes 14 community-based organizations who deliver Saving Circle and IDA programs.

"CH provides organizational services to 12 community-based mutual aid organizations, which in turn provides services collectively to 2,500 Manitobans who live with disabilities," says Chief Operating Officer Natalie Mulaire. Many are unemployed because of personal and systemic barriers resulting in dependence on income assistance, meaning a life below the poverty line.

Zanna Joyce is the Facilitator of the **Asset Building Program** for CH. "While people with disabilities are like everyone in society, full of all sorts of aspirations and interests, program modifications which accommodate health issues that may arise, or communication challenges, have made it possible for people taking the program to bring their full personhood to the experience. Equally, our knowledge of alternative resources, technical equipment needs, varying comprehension levels, and other factors, means that participants don't have to 'explain' themselves – they can just be."

"We have seen that, with a person-centred focus, the approach used by SEED underscores the independent living philosophy of individual rights and responsibilities, and the value of contributions by all people. People have expanded their networks of information, support and even friendship as a result of the linkages they have made," says Joyce about this rewarding community program.

Mulaire agrees. "CH and SEED have been able to share in each other's expertise around making programs accessible, RESPs, Learning Bonds and RDSPs (Registered Disability Savings Plans). CH is a network of organizations and so is the **AssetBuilders Partnership**, so it's been two networks linking up to expand the reach. It has been a very effective partnership and we expect it to continue well into the future."

*For more information*

CALL: (204) 975-3010  
VISIT: WWW.SMD.MB.CA

## AssetBuilders Partnership

Founded by:



- 2000 SEED Winnipeg
- 2006 Fort Garry Women's Resource Centre
- 2006 Ma Mawi Wi Chi Itata Centre
- 2006 Rossbrook House
- 2006 Urban Circle
- 2007 Nor'West Co-op Community Health Centre
- 2007 Villa Rosa
- 2008 MacDonald Youth Services
- 2008 Pluri-Elles
- 2008 Society for Manitobans with Disabilities
- 2009 Immigrant and Refugee Community Organization of Manitoba
- 2009 Roblin-Cartwright Community Development Corporation
- 2009 Samaritan House
- 2009 Thompson Neighbourhood Renewal Corp.

Note: The year indicates the date that the organization started delivering Asset Building Programs



AssetBuilders Partnership members meet quarterly to collaborate on program design and development



ABLE 2011 participants discuss a Canadian Asset Building Community of Practice, which will be designed to support the development and expansion of asset building programs as a strategy to reduce poverty in Canada.



Barabra Gosse, Social & Enterprise Development Initiatives, Toronto; Louise Simbandumwe, SEED Winnipeg; Heather Morrison, City of Edmonton.

COORDINATED BY: Supporting Employment & Economic Development

HOSTED BY:

On June 6th and 7th, at the **Asset Building Learning Exchange**, SEED Winnipeg, United Way of Winnipeg, and Assiniboine Credit Union hosted over 80 asset building practitioners, policy makers and funders who are involved in supporting the delivery of innovative asset building programs to people living on a low income,

Against the historical backdrop of the University of Winnipeg's Convocation Hall, attendees at this invitation-only learning exchange chose from three workshop tracks focused on fostering strategic partnerships, exploring current research, addressing policy issues, creating innovations to scale, and sharing asset building tools & techniques. Presentations featured community-based organizations, funders, financial institutions, and other stakeholders who have developed promising programs and practices, and who are actively promoting and delivering them in communities across Canada.

Louise Simbandumwe, Director of SEED's Asset Building Programs, was thrilled at the response from the national community. "Asset building is an emerging field so we were not sure what to expect when we proposed the idea of a national learning event. We were pleased that the event was embraced with such enthusiasm by practitioners, policy makers and funders from across Canada."

Unique to this event was two learning community workshops that built on significant steps that have already been taken to establish a **Canadian Asset Building Community of Practice** to help promote a culture of open exchange of ideas, tools and resources, and support the development and expansion of asset building programs as a strategy to reduce poverty in Canada. Attendees enjoyed delicious meals prepared by Diversity Foods (see p. 7) as they networked and swapped ideas with colleagues from across Canada.

### FROM ABLE 2011 PARTICIPANTS....

"Excellent deep discussion and time for dialogue on common issues."

"Thank you for bringing together the best of the best."

"Learning about all the practices across Canada helps me to get more knowledge in the asset building program field. Very insightful, interactive conference. For sure I will be using some program delivery strategies I learned from the workshop."

SUPPORTED BY:

# Celebrating 10 Years

At SEED's retreat day this year, we asked staff to share a story of a time they had experienced or observed positive change as a result of their work. In this year's annual report, we celebrate the contributions of two long-term staff, Carinna Rosales and Susan Belmonte. We asked them to share their stories with you...

## Arnold - My First Success Story

Arnold was one of my first Build a Business clients. He came to us wanting to start a small home-based yard care business. A single dad collecting Employment & Income Assistance, he was 'tough around the edges', had a keen business sense and came to meetings faithfully.

Arnold accessed a SEED program that would allow him to collect his EIA benefits while getting his business up and running. He had a predominately cash business and kept all his money and related documents in a cookie jar. Over the first few months, we learned together how to complete his monthly books and create financial statements. I remember days of trying to balance his books because the balance sheet was out by mere cents.

**“One of my first clients, Arnold, beat the small business longevity statistics, and is still in business after 10 years.”**

Arnold learned quickly along with me, successfully completing the program and building his business during that time. He even acquired equipment and clients to the point that he transitioned off of EIA and no longer required SEED services.

Fast forward to Spring 2011...

Arnold called me again. We chatted, (both surprised that each of us was still around after such a long time), and he told me that he now needs some help in hiring an employee. Arnold came in, got the direction and help he needed, and was off and running again! Arnold's story means so much to me in many ways. With him, I learned so much about being a business counsellor. One of my first clients, Arnold beat the small business longevity statistics, and is still in business after 10 years. Arnold is a success story. I didn't fully grasp the impact of this until his call this spring, when I realized how deeply his and his family's lives had been changed by accessing this SEED program.

*Carinna Rosales*

## Building Information Networks

When I landed at SEED Winnipeg back in June 2001, it was just me and six other staff. Each SEEDling had a computer workstation with his/her own stash of files, and any sharing was done by email. The rudimentary access database was located only on my computer, and there was no real backup system in place. Somehow we shared two or three printers...I recall a number of very long printer cables extending up into the ceiling. Our large photocopier was limited to photocopying and faxing...you could not print to it. There was paper everywhere!

I was hired as the Administrative Assistant, but I had just finished a year-long course in Computer Networking, so I was naturally interested in seeing our systems progress into a network. I was given the task of setting up our first true network. Since that time, we have evolved into 35+ desktops and laptops, four servers, two multi-function networked printers, and multiple back-up systems. These improvements have drastically impacted and positively increased the efficiency of our office systems, which translates into increased capacity of staff to meet the needs of their clients and participants. I feel lucky and honoured to work at SEED, and am proud of the ten years I have been a part of this organization. SEED has maintained its focus and goals throughout, and this strengthens my loyalty to its mission and its staff. Working at SEED means a safe, supportive and encouraging environment, trust in each other and care for all occasions!

*Susan Belmonte*



**Susan Belmonte, Network Administrator/Administrative Coordinator and Carinna Rosales, Director of Business Development Services** celebrate 10 years at SEED.

# SEED Winnipeg Staff - 2010/2011



## SEEDlings

**Seated from left:** Susan Belmonte, Lisa Forbes, Frank Atnikov, Cecilia Weldon, Cindy Coker, Aileen Krush, Sarah Fox **1st row standing from left:** Carinna Rosales, Tiffany Barbosa, Michelle McPherson, Liz Esquega, Jacob Carson, Laura Gordon **2nd row standing from left:** Kim Cormier, Sharon Jonatanson, Daisydee Bautista, Jenn Bogoch, Jackie Hope, Louise Simbandumwe, Harnet Weldihiwet **Backrow standing from left:** Billy Granger, Andrey Erenkov, Karen Mallett, Kevin Schachter, Alex Wright, Laurel Daman

## 2010/2011 SEED Staff

Frank Atnikov, *BDS Business Counsellor*

Sheri Bailey, *ABP Program Coordinator*

Tiffany Barbosa, *ABP Program Coordinator*

Daisydee Bautista, *Administrative Coordinator*

Susan Belmonte, *Network Administrator*

Jennifer Bogoch, *ABP Program Coordinator*

Jacob Carson, *ABP Program Coordinator*

Cindy Coker, *Executive Director*

Kim Cormier, *Bookkeeper*

Laurel Daman, *EAL Specialist*

Andrey Erenkov, *Administrative Assistant*

Liz Esquega, *ACC Coordinator*

Tolu Fisher, *Administrative Assistant*

Lisa Forbes, *ABP Program Coordinator*

Sarah Fox, *BDS Administrative Coordinator*

Brad Franck, *BDS Business Counsellor*

Roberto Garcia, *BDS Business Counsellor*

Laura Gordon, *Social Worker*

Billy Granger, *BDS Business Counsellor*

Jackie Hope, *Operations Director*

Sharon Jonatanson, *Finance Officer*

Aileen Krush, *ABP Program Coordinator*

Michelle McPherson, *ABP Administrative Coordinator*

Terri-Lynn Proulx, *BDS Business Counsellor*

Carinna Rosales, *BDS Director*

Kevin Schachter, *ABP Program Coordinator*

Louise Simbandumwe, *ABP Director*

Harnet Weldihiwet, *ABP Program Coordinator*

Cecilia Weldon, *ABP Administrative Coordinator*

Alex Wright, *ABP Administrative Coordinator*

## Honorary SEEDling Intern...

Bing Wu

# BUSINESS DEVELOPMENT SERVICES & ASSET BUILDING PROGRAMS

would like to extend their appreciation to these individuals, agencies and businesses that volunteered their time and expertise to provide support to programs, clients and participants this fiscal year.

- Ken Aird – Ranger Insurance
- Naomi Audia - Urban Eatin' Gardeners Worker Co-op
- Annie Bergen – Art By Annie
- Colin DesRochers- Above All Window Washing
- Bill Dinsdale- Assiniboine Credit Union
- Lindsey Duncan - Manitoba Hydro
- Tolu Fisher
- David Golub
- Blair Hamilton- Dungannon Consulting
- Ray Hope- Quantus Software
- Elissa Kixen
- Mark Klassen - Urban Eatin' Gardeners Worker Co-op
- Tamika Krush
- Kendra Lariviere – Louis Riel Capital Corporation
- Chantal Markus – Ranger Insurance
- Thelma Meade
- Chantelle Meneses
- Nigel Mohammed - Assiniboine Credit Union
- Ken Murdoch
- Jeffrey Patteson – Assiniboine Credit Union
- Margaret Rempel – The Co-operators
- Paolo Riva - Urban Eatin' Gardeners Worker Co-op
- Julio Rivas - Spark
- Angeline Simbandumwe
- Clancy Solomon – Re/Max
- Joan Temple – The Co-operators
- Mike Thomas – Tribal Wi Chi Way Win Capital Corporation
- Marc Turenne
- Bing Wu
- Tim Yuen – The UPS Store

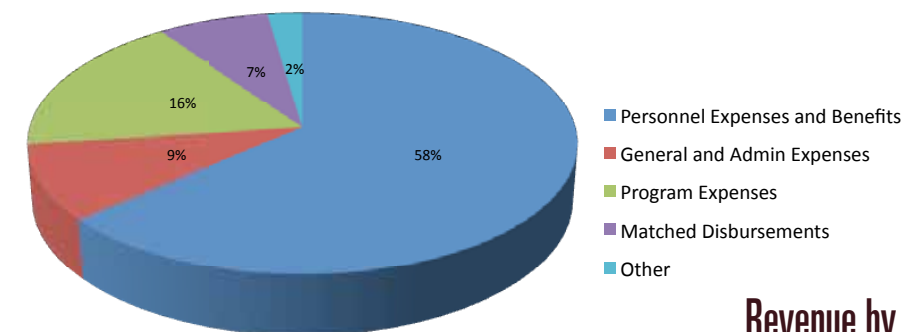
# Thank You for Your Generous Support...



Tachane Foundation

Anonymous Donor

Organizational Expenses by Category



Revenue by Funder Type

