Budget Increase Proposal for *Take Pride Winnipeg!* Inc.

Introduction

Take Pride Winnipeg! is approaching the Executive Policy Committee Monday, March 13, 2006 for an increase in the annual funding that we currently receive. In 2005, the organization received $219,000 through tipping fees, and an additional $20,000 from the CAO Secretariat for our spring cleanup campaign, May I Help™. While this funding helped us greatly, and we were able to finish 2005 slightly in the black, we had to so by modifying budgets for some programs significantly.

Take Pride Winnipeg! has been able to secure new corporate sponsors in 2005, most notably The Home Depot, CIBC and Starbucks Coffee. We hope to have all of these sponsors back again in 2006.

Unfortunately, we will be losing funding from Manitoba Product Stewardship Corporation, which is being dissolved April 1, 2006. As well, at the time of writing this proposal, we have not received confirmation from CAO Secretariat if they will be able to provide funding this year for May I Help™. While we are constantly looking for new funding partners, we are approaching the City of Winnipeg to increase our funding for the next three years to $275,000 per year.

This increase in funding will enable *Take Pride Winnipeg!* to strengthen its programs and services. Please see the attached documents for our 2006 Budget and our Case Statement, which provide a synopsis of our programming. The document you hold here will provide you with some additional information on our programs, which we feel will be of interest to you as you consider this proposal.

May I Help/Fall Pick-Me-Up

May I Help™ and the Fall Pick-Me-Up Event (page 6 of the budget) are the two litter cleanup campaigns organized by *Take Pride Winnipeg!* each year. For 2006, we are expecting 3,500 students to attend the kick-off on May 5, with food provided by McDonald's Restaurants and entertainment from members of the Shrine Circus. McDonald's has told us that this is the largest event that they do in Western Canada. In addition to assistance from these sponsors, we expect to have over 100 volunteers to help the event run smoothly.

Over 38,700 volunteers participated in May I Help™ during May 2005, and over 18,500 volunteers participated in the Fall Pick-Me-Up in October. For 2006, we have set a goal of 60,000 volunteers for the two campaigns combined. We are affiliated with Keep America Beautiful (KAB), and they have provided us with 121,000 garbage bags to be used during our spring and fall litter cleanups. As well, Wrigley's Canada (Wrigley's is a sponsor of KAB's Great American Cleanup) will be providing *Take Pride Winnipeg!* with over 4,000 packs of gum for the students at our kick-off event. Other in-kind sponsorships may be possible with the Canadian counterparts of Great American Cleanup sponsors. We are also receiving support from IMAX Theatre Portage Place for our

Recycled Art Contest (part of May I Help™) and the winning classes of this contest will be invited to watch the new IMAX film, *Deep Sea 3D*.

With the loss of $5,000 from Manitoba Product Stewardship Corporation and perhaps $20,000 from the CAO Secretariat, we may need to contract back the scope of this program, such as not being able to purchase the t-shirts given away at the kick-off event. The committee's plan for 2006 included the purchase of additional t-shirts for sale, as we had a number of community groups wanting to purchase t-shirts for their cleanup volunteers last year. The projected sales of t-shirts would recover approximately half of the costs of producing them; even with giving the majority of the t-shirts away at our kick-off, the gross sales of the remaining shirts is projected to be $6,000.

With these two programs contributing significantly to the cleanliness of Winnipeg, and with the numbers of volunteers continuing to grow, we feel it would be against the City's best interests to allow these programs to fade. Continued, and increased funding, will be required for these programs as more people get involved and to increase the exposure of these programs to the public.

Mural Program

Murals have been quite beneficial to Winnipeg over the past ten years (the first Take Pride murals were commissioned in 1995). There are now over 400 murals in the city, with over half of them commissioned by *Take Pride Winnipeg!* Inc.

The murals have brought colour and vibrancy to the neighbourhoods, helped to highlight our past, present and future, the people and multiculturalism of our city and province, our flora and fauna, and famous Winnipeggers. They have helped to employ local artists, and have increased art awareness among students. They have helped to reduce graffiti, as in most cases, graffiti vandals tend to respect the work of the artist.

Take Pride Winnipeg! continues to attempt to engage new partners for its mural program (page 7 of the budget), as it is a very costly program. In 2005, the budget was reduced significantly to $40,000, and the result was that there was fewer murals painted than in any year since 1996. In addition, several murals around the city are old and need to replaced; otherwise, they run the risk of becoming eyesores.

For 2006, *Take Pride Winnipeg!* has already received requests for over twenty murals, with six requests from schools around the city; students from the schools want to participate in painting the murals. There have also been requests to repaint the Polo Park underpass with a new Welcome to the West End mural, to fix up the Zoo mural on Wellington Crescent, to repair the murals on the Osborne Street underpass that were damaged by snow plows, as well as to fix murals at Canwest Global Park, Ecole Marie-Anne Gaboury and the Sargent Tommy Prince mural.

As well, we would like to commission two important murals along the airport route, one about the accomplishments of our Manitoba athletes at the Olympics, another about volunteerism in Manitoba (partnering on this mural with Volunteer Manitoba and the

Manitoba Association of Volunteer Administrators), a mural on the Winnipeg Winter Club welcoming people to downtown (partnering with Downtown Winnipeg BIZ) and a mural on the Gas Station Theatre (partnering with Osborne Village BIZ).

Our 2006 budget for murals was set at $65,000, but to accomplish all of this work, it would cost closer to $90,000.

Winnipeg in Bloom/Winnipeg in Lights
Both of these contests (pages 4 and 5 of the budget) have grown steadily since inception, and The Home Depot signed on as a Title Sponsor in 2005. The Home Depot is hoping to get involved in a more substantial way in 2006, and is aiming at trying to increase entries by 25% by doing more in-store advertising, putting entry forms in their flyers and having signage in their garden centres in their five Winnipeg stores.

With great sponsorships from the Winnipeg Real Estate Board, Starbucks Coffee, Winnipeg Free Press, City Press Ltd and more, including tremendous in-kind donations (over $47,000 in 2005 for both contests), these contests will continue to grow. As they grow, the costs associated with both programs will be expected to increase.

Education Programs/Pride Club
Take Pride Winnipeg! is currently offering three education programs (page 8 of the budget), and the Pride Club (page 9 of the budget) sends 50,000 newsletters to every elementary school in the city three times a year. Our mascot Louie the Lion represents Take Pride at schools and events throughout the year.

The 2006 **Mentor Program**, where high school students teach four classes on litter, graffiti, pride and the environment to grades four and five students, is just getting underway. Over 225 high school students from 20 high schools have joined the program. They will be teaching over 3,500 students from mid-April to late May. **Teens Pro Winnipeg** is a program for middle school students to get involved on a monthly basis with doing positive things in the community. In the **Take Pride in Reading Program,** we read stories about the environment to Kindergarten to Grade 3 students. In 2006, we will finish the program at the end of March, reading in 85 schools to over 11,000 students. We have recruited over fifty students and adult volunteers to help read the stories.
A recent comment from a high school teacher:
"my students are really jazzed about the reading sessions and my Mentors are looking forward to getting underway after the break. Thanks so much to you and your organization for offering them these kinds of opportunities." Darcia Jones, teacher, Shaftesbury High School
A recent comment from an elementary school teacher:
"I liked the book about Winnipeg, this helped the students related to their community, perhaps even more to do with Winnipeg." G. Fligg, teacher, Springs Christian School

We have published 5,000 copies of *Louie Takes Pride* and will be selling them as a fundraiser in partnership with schools. If sales are successful, we will write a new book about Winnipeg in coming years. *Take Pride Winnipeg!* share of the proceeds from the book sales will benefit education programming.

We hope to also raise funds to cover the costs of our Pride Club with a Dreamscape Lottery, where the winner will receive $5,000 worth of lawn products and other items. Another lottery we would like to conduct in 2006 or 2007 is one whereby people have the chance to have a street named after themselves in the new Waverley West community.

Graffiti

Graffiti is a serious issue in every area of the city of Winnipeg, and there are not enough resources being used to combat this problem. As we are educating our students about graffiti hurts our neighbourhoods, we need to spend more money removing the graffiti that is on buildings around the city. *Take Pride Winnipeg!* employs four to six students through the Urban Green Team program to combat graffiti in the spring and summer. Although this program is partially funded via the Urban Green Team program, a portion of our costs each year must be covered by general revenues.

We work closely with Bob Okabe from the City's Anti-Graffiti Department, but more needs to be done in this area.

Conclusion

Take Pride Winnipeg! has grown considerably since 1997, when three programs were being offered. There are now ten programs in place. In 2006, we are expecting to have over 70,000 volunteers pick up litter, paint over graffiti and help educate younger students about being proud of Winnipeg and caring for our environment.

Take Pride Winnipeg! is involved in significant leveraging of volunteers each year, and runs all programs with only four employees. What we are able to accomplish each year is treated with awe and great respect from other non-profit groups we speak with.

We also continue to look to forge partnerships with various local sponsors, community groups and other non-profit organizations in an effort to join resources for maximum impact in the community. As an example, in 2006, discussions are being planned with Coalition to Save the Elms and Winnipeg in Motion for involvement in May I Help.

We cover programming across the entire city of Winnipeg, and we also offer our support and guidance to community groups in Manitoba and across the country. There are towns wishing to start their own lighting or bloom contest, or cities interested in starting their own spring litter cleanup; they all feel our impact, and want to take it back to their communities.

Take Pride Winnipeg! is dedicated to inspiring community pride, raising public awareness and promoting citizen responsibility in making the city of Winnipeg clean and beautiful – and we have been doing a very good job so far, but there is still a lot of work to be done. We can accomplish this with your continued support. We appreciate your time and consideration in this matter, and we look forward to speaking with you further on Monday, March 13, 2006.