Case Statement

This document will provide you with valuable information about *Take Pride Winnipeg!*, our vision and how you can become involved. *Take Pride Winnipeg!* is in the process of securing funding for the 2006 fiscal year. We ask for your consideration and support of this organization.

Who Are We? *Take Pride Winnipeg!* is a non-profit registered charity whose focus is programs that use advocacy and leadership to educate and beautify the city.

Our Vision: Winnipeg – Proud, clean and beautiful

Our Mission: To inspire community pride, raise public awareness and promote citizen responsibility in making the city of Winnipeg clean and beautiful.

History of *Take Pride Winnipeg!*

"Winnipeg—A Clean City" was adopted by Winnipeg City Council on May 10, 1989 as a program to enhance the overall beauty of the city. The main driving force behind this initiative was a partnership between the City and BFI Waste Systems (now BFI Canada). The program was funded by a $2.00 per tonne surcharge on commercial refuse tipping fees. This surcharge was increased to $4.00 per tonne in April 1990. On May 15, 1991, *Take Pride Winnipeg!* Inc. was founded to oversee the program. The purpose of the organization was to "establish a permanent body with civic, business and public representation to maintain an ongoing program that will keep the city of Winnipeg clean and beautiful."

Established as a non-share capital corporation, *Take Pride Winnipeg!* Inc.'s operational programs were mainly carried out by City departments such as Streets and Transportation Department and Parks and Recreation Department. The programs included augmented

street sweeping, distribution and maintenance of attractive litter containers, paper pick-up, an annual spring cleanup campaign, image route enhancement, tree planting, graffiti removal and control, and an annual photometric index and survey of litter and solid waste. There were also partnering programs with various community groups such as the Mural Program, Residential Landscaping Awards and Business Property Awards. In addition, *Take Pride Winnipeg!* Inc. maintained an affiliation with Keep America Beautiful.

Changes to the surcharges for the tipping fees altered the funding arrangements for *Take Pride Winnipeg!* in 1997. A new executive director and executive assistant were hired to revamp the organization and set it on a new course. *Take Pride Winnipeg!* became arms length from the City and was prepared to oversee all of its existing and new programs. The new vision for the organization was "Winnipeg…proud, clean and beautiful." A new education program was developed, as well as a new mascot and club for young people, and an education assistant was hired to direct this programming. *Take Pride Winnipeg!* became a founding member of the T.A.G. Team (Together Against Graffiti) in the fall of 1997. The mural program grew dramatically with 75 new murals being painted from 1998 to the fall of 2000. The litter cleanup campaign was improved, plus *Take Pride Winnipeg*! took over the leadership role of the Winnipeg in Bloom contest and developed the Winnipeg in Lights contest in 1999.

With a further change in tipping fees in March 2000, BFI determined that they could no longer afford to fund *Take Pride Winnipeg!* at the same level they had in the past. *Take Pride Winnipeg!* has continued to grow, looking to new corporate support to ensure its financial stability, as well as adding programming and another staff member (volunteer coordinator in 2003). With strong leadership, community relations, effective programs and a clear purpose, *Take Pride Winnipeg!* should continue to grow for many years to come.

Organization Overview

Take Pride Winnipeg! Inc. is led by a volunteer board of directors. As of February 2006, the board has the following members:

George Sigurdson, President *(Sigurdson Financial)*
Rob Coghlan, Vice President *(Coghlan's Ltd.)*
Bob Antenbring, Treasurer *(Sunwest Screen Graphics)*
Don Budinsky, Director *(City of Winnipeg Parks & Open Space Division)*
Sheilagh Dohie, Director (*Starbucks Coffee*)
Jennifer Douglas, Director *(BFI Canada)*
Brian Drummond, Director *(CIBC)*
Tom Ethans, Director *(Take Pride Winnipeg! Inc.)*
Jim Ingebrigtsen, Director *(Manitoba Lotteries Corporation)*
Manfred Jager, Director
Harvey Smith, Director *(City Councillor)*
Karen Tereck, Director *(Century 21 Bachman & Associates)*

Take Pride Winnipeg! is headed by an Executive Director, who has been with the organization in that role since 1997. The office staff includes: a Manager of Programs & Operations, who covers special events planning, as well as summer staff supervision, office management and financial management; an Education Coordinator, who covers education programming and writes a newsletter for elementary school students; and a Volunteer Coordinator, who maintains databases of volunteers and contest entrants, and coordinates volunteers for programs and mascot appearances, including the Take Pride in Reading program.

Take Pride Winnipeg! Inc.'s programs include:

Education Programs

Education is an important key in getting our message across. *Take Pride Winnipeg!* has developed an education program called the **Pride Club Mentor Program**. Through this program, high-school students go into elementary schools to teach grade 4 and 5 students about litter control, graffiti control, the environment and civic pride. The program is

tremendously successful, with approximately 200 high school mentors and over 100 elementary classrooms participating each year. This program is offered to every school in the city and takes place in April and May.

During the Spring of 2002, a new program, **Teens Pro Winnipeg**, was introduced to middle schools in the city of Winnipeg. The idea is to encourage teenagers to volunteer in their community. Some ideas Teens Pro Winnipeg clubs have come up with include collecting food for Winnipeg Harvest, volunteering for Christmas Cheer Board and making ribbons for the Canadian Breast Cancer Foundation. There are 3 groups involved in the 2005-2006 school year, with interest being shown by other schools as well.

In February 2003, another program was added to the education programming. **Take Pride in Reading** focuses on encouraging literacy and civic pride, as well as environmental awareness. Take Pride staff and volunteers read environmental stories to Kindergarten to Grade 3 students, and they help to generate ideas on how each person can contribute to a clean and beautiful city. Approximately 11,000 students are participating in 2006, involving close to 100 volunteer readers and Louie volunteers.

In 2005, a book, ***Louie Takes Pride***, was created by the staff of *Take Pride Winnipeg!*. This book was published in 2006 and will be offered as a potential fundraiser for schools, as well as a fundraiser for the Education Programs.

Pride Club

Take Pride Winnipeg! has a popular mascot, Louie the Lion, who visits schools and attends dozens of special events every year. All students in Winnipeg, East St. Paul and Headingley are included in his club. A newsletter goes out to all elementary schools three times per year, which includes information on Take Pride events, contests and environmental information. The Pride Club budget also covers promotional items, which are distributed to schools as part of contests, and are also donated to various community groups for their fundraising events. In 2006, a Dreamscape Lottery is being planned, which is projected to

cover the majority of costs in this program.

May I Help™

The annual spring cleanup campaign, called **May I Help**, involves thousands of school children, community groups, businesses, and volunteers. Participants pick up litter using litter bags supplied by *Take Pride Winnipeg!*, paint over graffiti, learn more about recycling re-using and reducing their waste. This month-long campaign's focus is to involve Winnipeggers in various activities to keep Winnipeg clean and beautiful. In 2005, over 38,700 volunteers participated. The campaign holds a kick-off, which celebrates the efforts of school children across the city who participate in litter cleanups. The 2005 kick-off served over 3,000 people and was sponsored by McDonald's Restaurants, who have provided the breakfast at no charge. McDonald's is again involved for the 2006 kick-off, along with the MTS Centre and the Shrine Circus. All attendees to the kick-off receive a free May I Help™ t-shirt as well. A recycled art contest is also held every year for school-aged students, to encourage the flow of creative juices and educate about recycling at the same time. The awards ceremony in 2006 will again be hosted by IMAX Theatre Portage Place. In 2006, a special contest for those involved in Business Challenge Week will be announced to encourage businesses to clean up their neighbourhoods. All those who participate in cleanups may also enter a contest in the Winnipeg Free Press, to be eligible to win prizes. Additionally, as a result of feedback from the public, t-shirts will be available for sale throughout the month, for community groups and other interested parties.

Mural Program

Since 1994, the Mural Program has been an integral part in keeping graffiti and grime off of the walls of city buildings. There have been over 200 award-winning murals commissioned by *Take Pride Winnipeg!* throughout the city of Winnipeg. We bring local artists, students, community groups, government agencies and local businesses together to bring art to the

streets.

Winnipeg in Bloom

In terms of beautification, *Take Pride Winnipeg!* is a key organizer of Winnipeg in Bloom. The contest allows home and business owners, community groups, schools, parks, and B.I.Z. zones to showcase their front yard gardens and properties. Approximately 500 participants enter the contest each year, which helps Winnipeg to participate in the national Communities in Bloom Contest. Winnipeg won this contest in 1995 and 2001 and was asked to be a model for other cities in future years. In 2005, Winnipeg entered the competition again, and was once again presented with the top honour. In 2006, the contest for schools is being revamped, to examine the environmental initiatives of each school, in addition to the beauty of their gardens.

Winnipeg in Lights

Winnipeg in Lights is another contest designed and organized by *Take Pride Winnipeg!* Inc. Home and business owners, community groups and B.I.Z. zones are encouraged to show their pride in Winnipeg by decorating their front yard properties with holiday lights. The contest has grown to over 400 entries. In 2001, Winnipeg competed in the inaugural national Winter Lights Celebrations Contest that was created by Communities in Bloom. Winnipeg also won this contest for 2001 and 2003.

Fall Pick-Me-Up

Each autumn, *Take Pride Winnipeg!* prepares Winnipeg streets and schoolyards for winter by hosting and organizing a citywide cleanup, called the **Fall Pick-Me-Up Event**. *Take Pride Winnipeg!* supplies trash bags to each participating school, and Louie the Lion, *Take Pride Winnipeg!'*s mascot, visits schools that are keeping their neighbourhoods clean. Over 100 schools and community groups participated in this program in 2005, which resulted in

over 18,500 proud citizens cleaning up their neighbourhoods.

Urban Green Team

Take Pride Winnipeg! is also a founding member of the T.A.G. (Together Against Graffiti) Team, hiring youth during the summer months to quickly remove graffiti. Each summer, *Take Pride Winnipeg!* hires between four and eight students through the Urban Green Team program, aged 16 to 24 years old, to clean up litter or remove graffiti in the city. These students make a noticeable difference on Winnipeg streets.

Keep America Beautiful Affiliation

Take Pride Winnipeg! is affiliated with Keep America Beautiful. Winnipeg is one of only two Canadian cities that have partnered with this worthwhile organization (St. John's Nfld. being the other). Networking with other affiliates helps *Take Pride Winnipeg!* to implement new programs. Keep America Beautiful donates thousands of litterbags to *Take Pride Winnipeg!* for the spring cleanup campaign. Other Keep America Beautiful Affiliates have used our Mentor Program in their schools. In 2003, *Take Pride Winnipeg!* received an innovation award from KAB for the mural program. In 2004, executive director Tom Ethans received a Professional Leadership Award from Keep America Beautiful.

Current Situation

Currently, the *Take Pride Winnipeg!* office consists of four dedicated staff. They include an Executive Director, a Manager of Programs & Operations, an Education Coordinator and a Volunteer Coordinator.

Funding is provided by the City of Winnipeg and BFI Canada, as well as other corporate and foundation sponsors specific to certain programs, such as the Winnipeg Foundation, Thomas Sill Foundation, Canadian Imperial Bank of Commerce and some Winnipeg

business improvement zones.

The Vision

Some goals for 2006 are:

I. Education Programs $72,000

The Education Programs are aimed specifically towards school-aged students. The costs associated with this program include printing costs for programs, video copying costs, library building and courier and postage costs. The budget also includes the printing of *Louie Takes Pride*, which is projected to have a gross income of $44,000.

II. May I Help/Fall Pick-Me-Up $79,500

The two cleanup campaigns have costs such as distribution of garbage bags to support cleanups across the city, as well as expenses for the kick-off, recycled art contest, design, print and advertising, courier and postage. Approximately one-half of the total costs become covered through in-kind sponsorship. The gross income from t-shirt sales is projected to be approximately $6,000.

III. Winnipeg in Bloom $39,000

This summer beautification campaign includes costs such as lawn signs for entrants, reception costs, design, print and promotion costs, as well as photography and awards. The judges are often local experts who volunteer their time for the contest. It is expected that two-thirds of the costs may be covered through in-kind sponsorship.

IV. Winnipeg in Lights $31,000

This winter complement of Winnipeg in Bloom includes reception costs, design, print and promotion costs, as well as photography and awards. The judges are interested individuals who volunteer their time for the contest. It is expected that two-thirds of the costs may be covered through in-kind sponsorship.

V. Mural Program $65,000

The Mural Program is a highly visible way for Take Pride to promote civic pride. The costs associated with this program include the cost of honorariums for artists and mural repairs. With the increasing number of calls regarding old murals deteriorating, as well as new requests for murals, we expect costs in this program to rise in the next two to three years. The murals are created on a cost-sharing basis, with the business owner typically covering 60% of the mural cost.

The Challenge

Take Pride Winnipeg! faces a number of funding challenges. A perception exists that the organization is a City of Winnipeg department, and this leads to a number of individuals and businesses wondering why *Take Pride Winnipeg!* needs any additional funding, if funding is already provided by the City. In fact, even though *Take Pride Winnipeg!* receives just under half of its budget from the City at the present time, the organization has to apply for funding every year, and with cutbacks to City budgets always a possibility, this organization needs to diversify its funding sources, in order to continue at its current level.

As the profile of the organization increases in the community, so does the demand for the services *Take Pride Winnipeg!* provides. Based on the growth this organization has experienced in the past three years, it is projected that there will be a need for additional programming within the next two years, with additional staff to run those programs, to meet the demands of the citizenship of Winnipeg. The idea has even been put out to create a Take Pride Manitoba organization, to reach out to all citizens of this province.

The Benefits

Although there are many citizens of Winnipeg who know about *Take Pride Winnipeg!* and the work the organization does, there are still many who do not. There are also those who associate *Take Pride Winnipeg!* with only one program, and do not realize the broad scope of this organization. Whether or not they realize it, all citizens of Winnipeg have been affected by *Take Pride Winnipeg!* in some way.

One highly recognizable aspect of *Take Pride Winnipeg!* are the **murals** across the city of Winnipeg. The murals add a burst of colour to walls, illustrate Manitoba history and landscapes, plus they reduce graffiti. The mural program uses the talents of local artists, and will sometimes include local school students as well. The cooperation of artists, students and the business community creates a sense of community pride for all citizens of Winnipeg. Some prominent murals created in recent years include the "Welcome to Downtown" mural at Main & Higgins and the "Tapestry of Words" at the Millennium Library. At the 2003 national Keep America Beautiful conference in Washington, DC, *Take Pride Winnipeg!* received an Innovations Award for its mural program. It is extremely encouraging that visitors from across North America contact *Take Pride Winnipeg!* for its mural list when they are visiting the city.

The effects of the litter cleanup campaigns are far-reaching. Schools, community organizations, individuals, business improvement zones, local businesses and City departments all participate to keep the city clean. In addition to the **May I Help** spring cleanup campaign and the **Fall Pick-Me-Up Event**, there are some groups who request litter bags on a year-round basis and local special events such as the Winnipeg Folk Festival and the Winnipeg International Children's Festival also request bags from *Take Pride Winnipeg!*. A litter index is completed prior to and following the May I Help campaign, to gauge the success of the event. Some common problem areas for litter include main corridors, such as Confusion Corner, and this is where the most dramatic results are seen.

In 2005, between the two major campaigns, a total of 40,000 bags of litter were distributed, which is the equivalent of at least 800,000 pounds (approximately 363,640 kg) of litter collected, with many groups also providing their own litter bags and collecting truckloads of litter. *Take Pride Winnipeg!* has also attracted the attention of other municipalities interested in starting their own litter cleanup campaigns, including towns in Manitoba, as well as other Canadian municipalities.

The education programs also have a big impact on Winnipeg, particularly its younger citizens. One of the original goals of starting an education program was to instil a sense of civic pride in the youth of Winnipeg, and encourage them to stay here as they became adults. In 2005, there were approximately 15,000 students participating in education programs. The education programs aim to reduce litter and graffiti, raise environmental awareness, encourage literacy and promote volunteerism. *Take Pride Winnipeg!* was asked to present both the **Mentor Program** and **Take Pride in Reading** at Keep America Beautiful conferences, and both received very positive responses.

Winnipeg in Bloom and **Winnipeg in Lights** are programs that encourage residents of Winnipeg to beautify their city. Tour company operators, media outlets, City councillors and provincial MLAs, as well as members of the general public all contact *Take Pride Winnipeg!* about the contest entrants and winners, in order to include in newsletters, add to their tours, feature in articles or take family visitors to Winnipeg on a tour of gardens or lights. *Take Pride Winnipeg!* has received numerous compliments on this contest from national judges (for Communities in Bloom and Winter Lights Celebrations) as well. Other Manitoba municipalities and cities across Canada, interested in setting up their own contests, have contacted *Take Pride Winnipeg!* for ideas and guidance.

Financial Summary

Items			**Approximate Costs**
I. **Education Programs**			$72,000
Louie Takes Pride costs	Library Building	Postage	
Promotional items	Mileage	Printing costs	
Year-end appreciation			
II. **May I Help/Fall Pick-Me-Up**			$79,500
T-shirt costs	Kick-off costs	Garbage bags	
Advertising	Gloves	Printing costs	
Courier and postage			
III. **Winnipeg in Bloom**			$39,000
Lawn Signs	Courier and postage	Design	
Awards	Printing	Photography	
Promotion	Reception costs		
IV. **Winnipeg in Lights**			$31,000
Design	Awards	Printing	
Photography	Promotion	Reception costs	
Courier and postage			
V. **Mural Program**			$65,000
Honorariums	Mural repairs		
	Total		**$286,500**

Financial Goal

A long-term goal for *Take Pride Winnipeg!* is to create more long-term funding

partnerships, in order to continue to build the organization based our current strong foundation. The organization has experienced increased recognition in the community, and with the increased recognition comes increased demand for services.

Take Pride Winnipeg! Inc. is confident in continuing funding partnerships with the City of Winnipeg, BFI Canada and Keep America Beautiful, as well as Winnipeg Free Press, McDonald's Restaurants of Canada, MTS Centre, The Home Depot, Starbucks Coffee, City Press Ltd., Minuteman Press and Osprey Vitesse Courier Services. The organization would like to build on these partnerships, as well as forge new partnerships with other organizations that share the vision of the future of Winnipeg and are willing to invest in it.

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Take Pride Winnipeg! Inc. is a registered charity, and will issue tax receipts for donations.