TAKE PRIDE WINNIPEG IS A REGISTERED CANADIAN CHARITABLE ORGANIZATION DEDCIATED TO INSPIRING COMMUNITY PRIDE, RAISING PUBLIC AWARENESS AND PROMOTING CITIZEN RESPONSIBILITY IN MAKING THE CITY OF WINNIPEG CLEAN AND BEAUTIFUL.

TAKE PRIDE'S PROGRAMS ARE DIVIDED INTO THREE AREAS: CLEANLINESS, EDUCATION AND BEAUTIFICATION. OUR LARGEST PROGRAM IS TEAM UP TO CLEAN UP, WHERE VOLUNTEERS FROM SCHOOLS, COMMUNITY GROUPS, BUSINESSES, AND INDIVIDUALS WORK TOGETHER TO HELP PICK UP LITTER IN THE SPRING AND FALL EACH YEAR. ANNUALLY, OVER 35,000 PEOPLE VOLUNTEER IN THE SPRING AND ANOTHER 15,000 IN THE FALL. WE PROVIDE GARBAGE BAGS TO ALL GROUPS PARTICIPATING IN CLEANUPS.

THIS SPRING WE WILL BE STARTING A NEW CAMPAIGN – CIGARETTE LITTER PREVENTION PROGRAM. CIGARETTE LITTER ACCOUNTS FOR 28% OF ALL LITTER ON OUR STREETS. CIGARETTE BUTTS DO NOT DECOMPOSE READILY AND ARE OFTEN WASHED DOWN THE SEWERS AND END UP IN OUR RIVERS AND LAKES. IN A PILOT PROGRAM, TAKE PRIDE WILL BE INSTALLING EIGHT ASH RECEPTACLES IN THE OSBORNE VILLAGE THIS SPRING AND WITH SOME EDUCATIONAL AWARENESS WE HOPE TO SEE A DRAMATIC REDUCTION IN THE AMOUNT OF CIGARETTE LITTER IN THE

AREA. IF SUCCESSFUL MORE CONTAINERS WILL BE PURCHASED AND PLACED AROUND THE CITY IN VARIOUS LOCATIONS.

IN TERMS OF EDUCATION , TAKE PRIDE OFFERS FOUR PROGRAMS – THE MENTOR PROGRAM WHERE HIGH SCHOOL STUDENTS TEACH LESSONS ON LITTER, GRAFFITI, ENVIRONMENT AND CIVIC PRIDE TO GRADES FOUR AND FIVE STUDENTS. THE OLDER STUDENTS GET VALUABLE EXPERIENCE IN LEADERSHIP, TIME MANAGEMENT, ORAL PRESENTATIONS AND THE YOUNGER STUDENTS LOOK UP TO THEM AS ROLE MODELS.

PAWS – PRIDE AND ACTION IN WINNIPEG SCHOOLS IS FOR MIDDLE SCHOOL STUDENTS TO FOR A CLUB IN THEIR SCHOOL AND PARTICIPATE IN MONTHLY PROJECTS AIMED AT MAKING A DIFFERENCE IN THEIR SCHOOL AND THEIR COMMUNITY. ECOEL LEILA NORTH RECENTLY WON AN INTERNATIONAL AWARD FROM KEEP AMERICA BEAUTIFUL FOR THEIR EFFORTS.

TAKE PRIDE DELIVERS MANY PRESENTATIONS TO SCHOOLS THROUGHOUT THE YEAR AND WE ARE STARTING A NEW PROGRAM AIMED AT HIGH SCHOOL STUDENTS CALLED TAKE PRIDE, TAKE ACTION - AN INITITATIVE TO ALLOW STUDENTS MORE OPPORTUNITIES TO BECOME INVOLVED CITIZENS.

WE WROTE A BOOK CALLED TIMMY THE TUMBLE BAG ABOUT A PLASTIC BAG THAT ESCAPED FROM THE GARBAGE, GETS REUSED AND THEN RECYCLED AND TURNED INTO A FRISBEE. OUR PLASTIC BAG RECYCLING CHALLENGE, IN 2009, HAD 71 SCHOOLS IN AND AROUND WINNIPEG PARTICPATE BY HAVING STUDENTS BRING PALSTIC BAGS TO THE SCHOOLS. OVER 200,000 BAGS WERE COLLECTED IN JUST OVER TWO WEEKS, AND EACH PARTICIPATING SCHOOL RECEIVED 50 FRISBEES. THE TOP TEN SHCOOLS ALSO WERE AWARDED BENCHES MADE FROM PLASTIC BAGS. THIS IS A GREAT NEW PROGRAM THAT WE WILL EXPAND ACROSS THE PROVINCE IN 2010.

TAKE PRIDE WINNIPEG ALSO WORKS WITH MANY ELEMENTARY SCHOOLS IN FEBRUARY AS PART OF I LOVE TO READ MONTH, WHERE WE READ ENVIRONMENTAL STORIES TO STUDENTS AND DISCUSS ISSUES SUCH AS THE THREE R'S AND LITTER. AND OUR MASCOT LOUIE THE LION COMES TO VISIT AS WELL.

FOR BEAUTIFICATION, WE OFFER FOUR PROGRAMS. WINNIPEG IN BLOOM IS A FRONT YARD GARDEN CONTEST FOR HOME AND BUSINESS OWNERS, APARTMENT AND SCHOOLS TO INCREASE THE CURB APPEAL OF OUR STREETS WITH BEAUTIFUL FLOWERS AND GARDENS. THIS HOME WON FOR THE BEST RESIDENTIAL GARDEN IN CANADA IN 2008.

BRUSH UP WINNIPEG IS A PROGRAM THAT GIVES COMPANIES AN OPPORTUNITY TO HAVE AGRETA TEAM BUILDING EXERCISE FOR THEIR EMPLOYEES, WHERE A TEAM OF EMPLOYEES WILL HELP TO PAINT THE EXTERIOR OF A HOME FOR A HOME OWNER WHO IS UNABLE PHYSICALLY OR FINANCIALLY TO DO THE WORK THEMSELVES. MANITOBA LOTTERIES IS THE TITLE SPONSOR OF THIS PROGRAM, AND WE WILL PAINT TEN HOMES THIS JUNE – ALL IN ONE DAY. THE DIFFERENCE IN THE BEFORE AND AFTER OF THESE HOMES IS TREMENDOUS.

I WILL BRIEFLY TOUCH ON OUR MURAL PROGRAM HERE.. TAKE PRIDE HAS COMMISSIONED OVER 225 MURALS IN WINNIPEG BY LOCAL ARTISTS SINCE 1995. THESE MURALS HAVE HELPED TO BEAUTIFY BUILDINGS AROUND THE CITY.

WE HIRE FOUR URBAN GREEN TEAM STUDENTS EVERY MAY AND THEIR MAIN ROLE IS GRAFFITI ERADICATION AROUND THE CITY. THEY REMOVE UPWARDS OF 5,000 GRAFFITI TAGS EVERY YEAR. FOR JULY AND AUGUST, WE ALSO HIRE SIXTEEN GREEN WAVE STUDENTS, WHO HELP VARIOUS BUSINESS IMPROVEMENT ZONES WITH LITTER CLEANUPS, FLOWER PLANTING, STREET SWEEPING AND GRAFFITI REMOVAL IN JULY AND AUGUST.

Revenue

City of Winnipeg core funding	**$200,000**
City of Winnipeg project funding	**$ 20,000**
BFI Canada	**$ 60,000**
Tim Hortons	**$ 20,000**
Manitoba Lotteries	**$ 20,000**
Urban Green Team	**$ 19,000**
Richardson Foundation	**$ 10,000**
The Home Depot	**$ 5,000**
Western Paint	**$ 5,000**
SDIF	**$ 5,000**
The Home Depot	**$ 5,000**
MTS Centre	**$ 6,776**
Other Revenue	**$ 49,000**
In-kind	**$ 35,000**
Total	**$454,776**

Expenses

Team Up To Clean Up	**$ 51,000**
Urban Green Team	**$ 30,945**
Green Wave	**$ 54,000**
Winnipeg in Bloom	**$ 18,490**
Mural Program	**$ 25,000**
Brush Up Winnipeg	**$ 27,240**
Education Programs	**$ 34,575**
Personnel	**$113,000**
Administration	**$ 97,350**
Total	**$454,600**

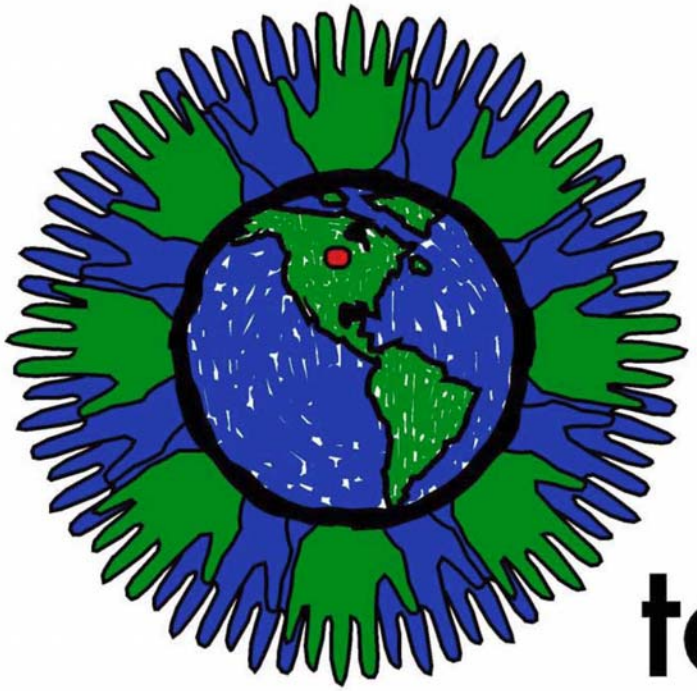
Additional Expenses for 2010

Team Up To Clean Up	**$ 20,000**
Murals	**$ 10,000**
Education Programs	**$ 8,000**
Reserve Fund	**$ 25,000**
Total	**$ 63,000**


Take Pride Winnipeg!
Clean up, green up.

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.





Take Pride Winnipeg!

Tim Hortons

PRESENTS

Team Up to Clean Up

Spring Team Up To Clean Up - 35,000 volunteers

Fall Team Up To Clean Up - 15,000 volunteers



Cigarette Litter Prevention Program

Cigarette butts account for 28% of all litter on Winnipeg streets.



Education

Programs



Mentor Program





P.A.W.S.
Pride and Action In Winnipeg Schools

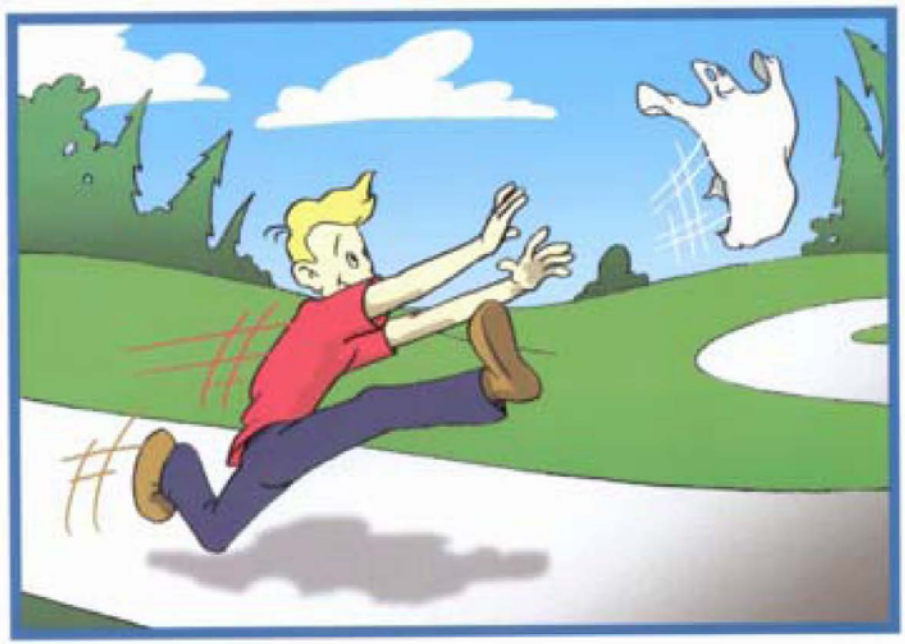
Leila North
94 students
Won an international award from Keep America Beautiful



Take Pride – Take Action



Timmy the Tumble Bag



Written by Tom Ethans
Illustrated by Mark Halsall




École Robert Browning




Take Pride
Winnipeg!



Winnipeg in Bloom


865


THE
PURPLE HOUSE

MANITOBA LOTTERIES

Brush-up Winnipeg



Brush up Winnipeg









Murals



Luxton School



Urban Green Team

Funded by
Province of Manitoba

4 employees

Employed from
May to end of
August



Over 5,000 tags removed

Green Wave

Funded by
The City of Winnipeg
BFI Canada

16 employees
July and August





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