Presentation to Executive Policy Committee on Thursday, December 8, 2016
in support of *Take Pride Winnipeg!* 2017 Grant Application for Snow Angels

Background on Snow Angels Program

During the winter of 2015-2016, Councillor Devi Sharma asked *Take Pride Winnipeg!* staff to assist Seven Oaks Senior Links with improving and expanding their existing Snow Angels program. After meeting with Sue Fletcher of Seven Oaks Senior Links a few times, the idea was presented that *Take Pride Winnipeg!* take over administration of the program.

In August 2016, *Take Pride Winnipeg!* received confirmation from Community Services Department that the organization was to receive a maximum of $6,900.00 to start a Snow Angels pilot program for the 2016-2017 winter season, and *Take Pride Winnipeg!* had applied in August to the City of Winnipeg for funding to continue the program into 2017. The draft City of Winnipeg budget for 2017 does not list Snow Angels funding, so the costs for the remainder of this winter for Snow Angels will be entirely on the back of *Take Pride Winnipeg!*, as we cannot simply inform seniors with the program that we are leaving them high and dry after December 2016.

The Pilot Program So Far

The program was advertised on CJOB and CJNU, with a very strong response from seniors in need in the community. A registration deadline was set for October 31; we continued to receive requests after that date that had to be denied.

In the pilot stage of this program, we decided to only request high school students and not conduct criminal record checks to screen potential adult volunteers. Winnipeg high schools were contacted to recruit the volunteers. High school students require volunteer hours and physical education hours towards graduation, so this program offers that opportunity while helping neighbours in need.

To date, we have 150 seniors registered, requesting the Snow Angels service. We currently have 46 volunteers matched to 25 households; at this point, 125 seniors are still waiting for a volunteer match. *Take Pride Winnipeg!* is still working with local high schools and the Boys and Girls Club of Winnipeg to match more seniors to volunteers.

If Snow Angels Continues Past This Season

If *Take Pride Winnipeg!* received sustained funding for the Snow Angels program, with notification well in advance of the funding, planning for the next season would start much earlier. We would have the time to invite potential adult volunteers to apply and obtain criminal record checks before the winter season began, and we would have more time to recruit high school volunteers, based on the area of town the seniors signed up in. We recognize we cannot rely solely on high school volunteers to make this program a success, but that we also will need to vet the adult volunteers to protect our more vulnerable citizens, who are putting their trust in us.

If a second year of the program were to be approved for funding, the organization would set parameters to the seniors applying for the program, and would limit the geographical area of the program. Once we had a solid program established in specific neighbourhoods, then we could expand. The initial pilot for the Snow Angels program, which has invited registrations from any neighbourhood in Winnipeg, may have been too ambitious a goal for starting this program.

The Request from Take Pride Winnipeg! Inc.

Take Pride Winnipeg! is here today to request the City of Winnipeg provide funding to complete the program started this fall. Many of the items included in *Take Pride Winnipeg!*'s original funding application for 2017 presumed the program would continue through to the 2017-2018 winter season, so some of the $20,000 in expenses may not be necessary if the City of Winnipeg chose to only fund the organization to complete the first year of this program, which would be estimated to wrap up in April 2017 (weather-dependent).

The City of Winnipeg, if they chose to fund the Snow Angels program, would have two options.

Option 1—provide funding to run the Snow Angels program to April 2017. Expenses include administration of the program, including a wrap-up lunch and certificates to thank the volunteers at the completion of the program. The budget would be $7,000.00.

Option 2—provide funding to run the Snow Angels program to April 2017 AND for the 2017-2018 winter season. Expenses include administration of the program, advertising the program to seniors and volunteers, criminal record checks for potential adult volunteers, volunteer toques, supplies, wrap-up lunch and certificates for volunteers. The budget would be $20,000.00.

The demand for the Snow Angels program is very strong, but in order to carry through with it, funding is required. We hope that the City of Winnipeg considers our application for funding.

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