





# WE ACKNOWLEDGE

we are on Indigenous land, land inhabited by Indigenous peoples since time immemorial.

We acknowledge this is the homeland of the Red River Métis people and that many of us are guests on this land we call home.



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# MISSION:

To provide responsive and individualized services that foster the hopes and dreams of people and their communities.

# **VISION:**

A community where all people have well-being, are honoured, and can dream.

# **VALUES:**

Integrity – in all that we do.

Honour – the strengths of people and community.

**Holism** – emotional, spiritual, physical and intellectual, environmental and cultural.

**Respect** – for all people.

Artwork submitted by an individual in our Adult Day Services program.

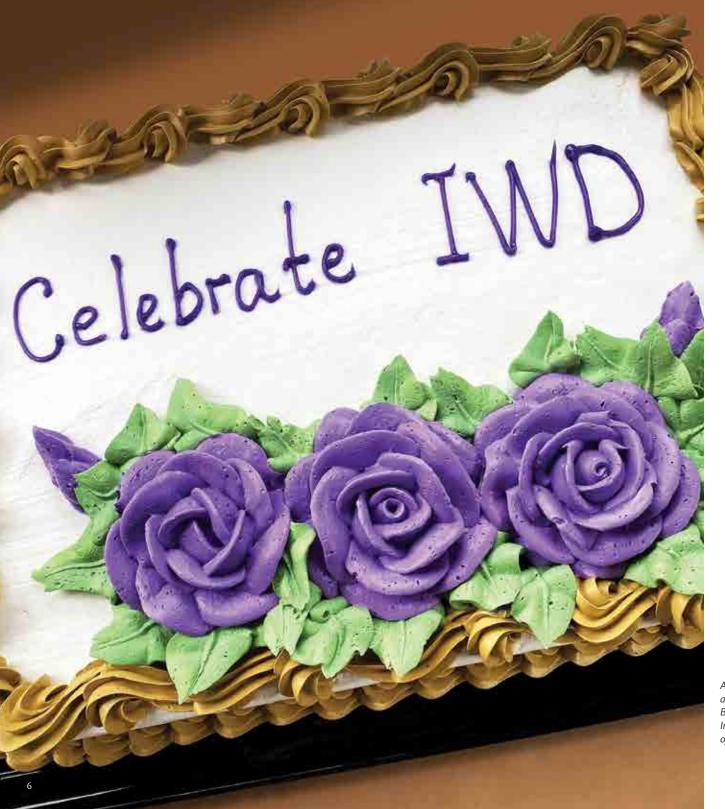
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ND staff members host a potluck in celebration of Black History Month.





A cake served at a New Directions BBQ in honour of International Week of the Deaf.

# OFFICERS & COMMITTEES

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### **EXECUTIVE COMMITTEE**

President

David Brand, CPA, CMA, CIA, CISA (Retired)

**Vice President** 

Art Ladd

**Past President** 

Carolyn Strutt

Treasurer &

**Executive Secretary** 

Jim Court, FCPA, FCMA, TEP

**Board Secretary** 

Thiago deBarros

#### FINANCE COMMITTEE

Jim Court Jorge Molina

#### **GOVERNANCE COMMITTEE**

Carolyn Strutt Wendy Bloomfield Jennifer Sokal

# RESPECTFUL WORKPLACE COMMITTEE

Averill Stephenson Rick Ratte

#### PLANNING COMMITTEE

Rhonda Taylor Art Ladd

#### **FINANCIAL AUDITORS**

PricewaterhouseCoopers LLP

#### **BOARD OF DIRECTORS**

David Brand

James Court

Lorraine Desmarais

Rick Ratte

Carolyn Strutt

Rhonda Taylor

Art Ladd

Jorge Molina

Aveeve McLaughlin

**Iennifer Sokal** 

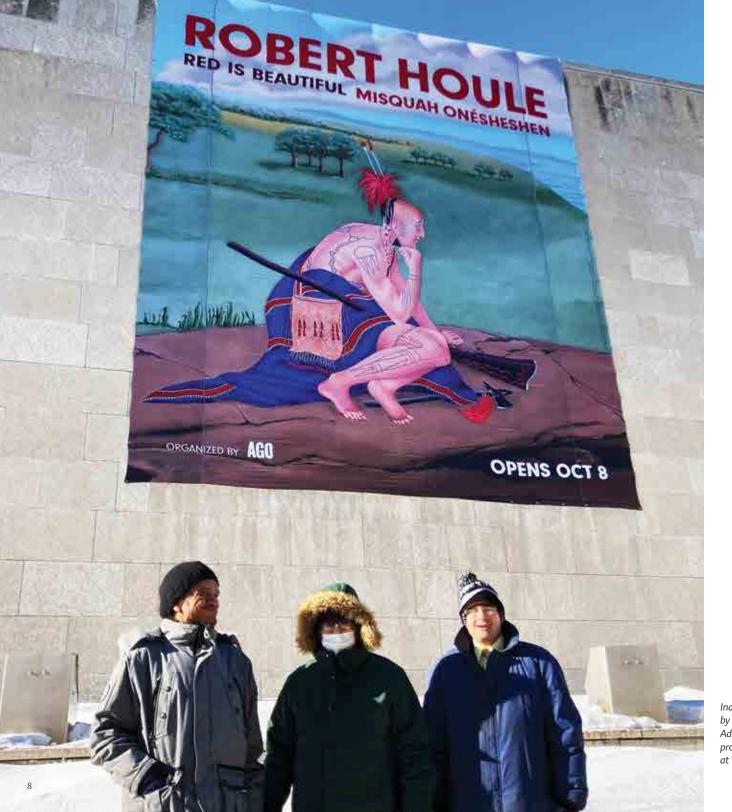
Wendy Bloomfield

Averill Stephenson

# **Staff Representatives:**

Brittany Finlayson

Shana Guenther



Individuals supported by New Directions' Adult Day Services program enjoy a day at WAG-Qaumajuq.

# CEO'S MESSAGE

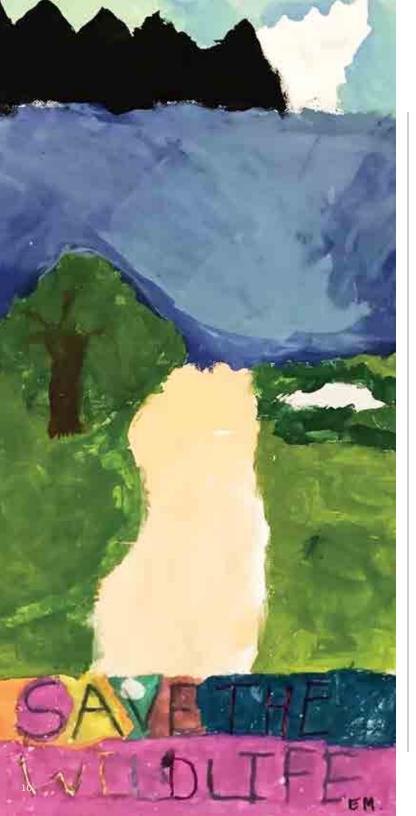
# THE LAST YEAR CAN MOST CERTAINLY BE SUMMED UP BY OUR ANNUAL THEME: RISING TO THE CHALLENGE... MORE CORRECTLY, CHALLENGES!

ne of the biggest challenges was the long process of recovering from the major fire in our main building on January 3rd, 2022. The fire that started in a kitchen on the main floor and burned for roughly 30 minutes, caused damage throughout the five floors and dislocated staff and programming from our 5-story main office site on Portage Ave. This event significantly extended our time away from operating out of the head office as it immediately followed the pandemic closure in March 2020. As a result, we remained working out of alternative spaces throughout most of 2022 and were only able to start returning in the late summer. The initial experience back in the main office was a chaotic jigsaw puzzle that involved a long period

of time to find and put everything back in place as program areas on specific floors moved in one at a time. Happily, staff from every floor have been able to fully return as of February of this year.

Another challenge was the continuing pandemic, and, like all other workplaces, we struggled to balance cautious re-opening with the need to provide in-person supports to the individuals that rely on us. As well, staff had adjusted to doing remote work and many no longer want to come into the office every day. This challenge of having teams dispersed and not frequently together is continuing to be worked on through hybrid work plans on a case-by-case basis while managers have also instituted in-person team gatherings and other events to help teams maintain or re-build cohesiveness.





Funding issues have been and remain another challenge, with insufficient pay for our front-line workers making it harder for us to compete with employment in other sectors. The social services field has always been challenged to compete with Education, Health or Justice but now we are competing with industries such as retail and food services. To address this challenge we were, and remain, heavily involved in advocacy work to convince the provincial government, our major funder, of the need to address these funding shortages. Our budgeting process this year was very stressful as we tried to balance all the needs with the funding we receive. Thankfully the last provincial budget offered some relief with funding increases. While we are grateful for this influx of financial support, our sector remains a poorly compensated sector overall so our advocacy will continue.

Meanwhile, throughout all of this- the pandemic, the fire and its long-term effects, our financial constraints – we continue to grow with significant expansion into western Manitoba, and increased work within government divisions supporting children and youth. We are pleased to continue to experience growth in our work with the

A painting made by an individual in our Child Home Services program.

# RISING

# "Funding issues have been and remain another challenge, with insufficient pay for our front-line workers making it harder for us to compete with employment in other sectors."

Indigenous funder Jordan's Principle, our developing funding relationships with Peguis First Nation and with Children's disABILITY Services on a pilot project to keep children with disabilities out of care. With all this growth, our need for increased infrastructure supports is clear but challenged due to the ongoing funding constraints. Nonetheless, New Directions continues to be a strong and vibrant organization successfully meeting all the challenges thrown at us lately!

Our strength and resiliency come from an amazing staff team, across all levels of employment. Our management team is strong, full of competent and dedicated professionals. Our Senior Directors team is rock solid and passionate about meeting all the challenges that arrive. We are also gifted with a supportive and skilled

Board who consistently volunteer their time to provide the guidance and oversight necessary for New Directions. I wish to thank Rick Ratte, Jorge Molina, and Art Ladd for their commitment to the Board and wish them well as they make their departures. Each of these men provided wonderful support over the last number of years. And to David Brand, thank you for your solid work as President and Carolyn Strutt for your Past Presidency. You both have gone above and beyond, and I thank you from the bottom of my heart.

**DR. JENNIFER FRAIN,** C.PSYCH. CHIEF EXECUTIVE OFFICER

# PRESIDENT'S MESSAGE

THIS YEAR'S THEME FOR THE ANNUAL REPORT, RISING TO THE CHALLENGE, IS AN EXCELLENT SEGUE FROM LAST YEAR'S THEME OF GRATITUDE.

s I mentioned in last year's message, New Directions is well prepared for the challenges it faces, and this is an excellent opportunity to express my gratitude to the funders, staff, volunteers, and Board for ensuring that New Directions continues being prepared to meet its challenges.

I take this opportunity to discuss a few of the challenges that New Directions faces.

Primarily, the biggest challenge New Directions faces is finding adequate funding to support all its operations and programs. With the current economic climate, it has become challenging to secure the necessary funding to sustain additional services that are not directly supported through our government service agreements. To meet this challenge, New Directions has explored some

new strategies to ensure its financial stability. One of the ways it has risen to that challenge is to have engaged professional staff this past year to kick off a fundraising campaign and create a Fundraising Committee. The Board is involved, in an advisory role, in the organization's Fundraising Committee with one of its members, Aveeve McLaughlin, as well as a past president, Hogan Mullally, helping out. Thank you to the staff and volunteers for their fundraising efforts. A special Thank You! to all that have donated this year.

At this point, I thank our funders for all the sustaining support that they have been able to provide over the past two decades that I have been involved with the Board.

A second challenge is finding and, more importantly, retaining qualified staff to fill key positions within the organization. As New Directions continues to grow (Portage la Prairie and Brandon expansions) and work to enhance its programs and services, it is crucial that we have experienced and knowledgeable professionals who can guide the efforts to help New Directions achieve its mission. Recruiting and retaining qualified staff has become increasingly difficult in recent years, particularly for organizations with limited resources. Our CEO, Dr. Jennifer Frain, has been an active advocate for the community in which New Directions serves to increase funding to adequately compensate the hardworking staff. She and others in the community have certainly risen to that challenge over the past year; well done!

The third challenge that many (if not most) staff had to face was the fire at 717 Portage Avenue. To continue to provide excellent services while being ousted from your place of business, having to set up somewhere else temporarily, and then move back to the restored home office is quite the challenge for all. That all amid and

now tail end of the pandemic! Thank you to all

Adult Day Services' participant Margaret Donahue knits a blanket for the Salvation Army to donate for those in need.





# RISING

# "My gratitude to the funders, staff, volunteers, ALLENGE and Board for ensuring that New Directions continues being prepared to meet its challenges."

staff that stepped up to the challenge that the fire brought. So grateful that no lives were lost and no injuries sustained. We Board members are looking forward to getting back to face-to-face meetings finally in the fall.

Finally, I must also address the challenge of finding experienced volunteer Board members, particularly those with social services and/or Indigenous background. As an organization that works closely with marginalized communities, having a diverse and knowledgeable Board is essential to create a more inclusive and welcoming Board culture. Happily, our newly formed Board Governance Committee (formerly the By-Laws and Nominating Committees) has been successful in recruiting potentially four new candidates this year. Thank you to all Board members, staff, and acquaintances who have put name forward and thank you to the existing Board for your continued support and dedication to this organization.

This year we say farewell to our departing board members, Jorge Molina (Finance), Art Ladd (Planning and Executive), and Rick Ratte (Respectful Workplace) who have all actively contributed to the Board's oversight responsibilities in addition to participating in various Board standing committees.

In conclusion, while these challenges may seem daunting, I am confident that New Directions can overcome them and continue to provide valuable services to the communities it serves. Please enjoy the stories and artwork in this year's Annual Report.

#### **DAVID BRAND**

**BOARD PRESIDENT** 

Staff and individuals supported by New Directions enjoy a party at the Assiniboine Park.

# AREAS OF SERVICE

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# **ADULT SERVICES**

#### **ADULT DAY SERVICES**

Offers education, recreation, and work experience to people with intellectual disabilities and/or mental health concerns.

#### **ADULT FAMILY SUPPORTS**

Provides community and home-based supports to adults living with intellectual/physical/mental health challenges who reside in their family home.

#### **ADULT HOME SHARE**

Connects a person needing support with a Home Share Provider and they live together in the provider's home.

### **REGIONAL SERVICES**

Provides a range of resources offered by New Directions in areas outside of the city of Winnipeg.

#### SHIFT STAFFED HOMES

Provides safe and secure, 24-hour shift staffed residential care for adults with disabilities.

#### SUPPORTED CLUSTER HOUSING

An intensive housing model that provides a transitional setting for individuals grappling with multiple barriers to independent living.

#### SUPPORTED INDEPENDENT LIVING

Supports people who have intellectual disabilities and/or mental health concerns who are choosing to live independently in the community.

# CHILD HOME SERVICES

#### **BRIDGE**

Provides a therapeutic short stay for children and youth with complex needs, giving their families a break to rest, recharge and take care of themselves. The program offers 24/7 care for multiple families, as well as clinical services such as Occupational Therapy, Psychology, and Family Therapy.

#### **COMMUNITY HOMES FOR CHILDREN**

Offers a shared home environment, staffed 24/7, for children ages 8-12 or youth ages 13-18 where they can develop a sense of belonging and have opportunities to engage in a meaningful life, experience healing from past hardships and healthy development, and pursue their goals and dreams.

Participants from our Adult Day Services program attend the Festival du Voyageur.



#### **FAMILY CONNECTIONS**

Offers supports for children and youth to have successful opportunities to fulfil their dreams of reunifying with their loved ones, or to move into an alternative home (foster home) where they are loved, supported, can belong and contribute, and can keep meaningful connections with their culture, family and community.

#### FAMILY STEPPING STONES/ROOTS

Offers supports for families who struggle with parenting due to various factors (e.g., substance use, mental health, lack of resources, trauma, lack of supports, etc.) and whose children are in the care of Child Family Services (CFS) or at risk of coming into care.

# INDEPENDENT LIVING & MENTOR LANDLORD

Youth get the opportunity to experience living in the community and develop independent living skills with individualized supports in place. The landlord has a dual role: regular landlord and mentor.

# CLINICAL SERVICES

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#### **FAMILY THERAPY SERVICES**

Provides support to families with children under the age of 18 through therapy, drop-in phone counselling, groups, and training.

# FAMILIES AFFECTED BY SEXUAL ASSAULT

Provides therapy to families with children who have been sexually assaulted by someone that is not a parent or sibling.

# FASD FAMILY SUPPORT, EDUCATION, & COUNSELLING

Works with families raising children with FASD or confirmed prenatal exposure to alcohol and identified challenges related to development, behaviour, learning, or sensory-based needs.

# MULTI-DISCIPLINARY ASSESSMENT & CONSULTATION CENTRE

Offers diverse multidisciplinary clinical services to individuals who are unable to access community services due to systemic barriers. The program includes specialists in Psychology, Occupational Therapy, Trauma, Culture, Deaf Resources (Interpretation, Training, Translation) and Clinical Training.

# CULTURE, EDUCATION & TRAINING SERVICES

HONOURING OUR JOURNEY

Is a transition, healing and education program for females and transgender individuals of all ages who have been exploited/ trafficked through the sex trade.

#### **OPIKIHIWAWIN**

Responds to the needs of Indigenous foster and adopted children and youth and their families by providing cultural education, support, and advocacy.

# RESOURCES FOR ADOLESCENT PARENTS

Offers a full-time high-school curriculum to pregnant and parenting young women in an on-campus Gordon Bell High School classroom.

# TRAINING OPPORTUNITIES FOR YOUTH

Consists of four unique, pre-employment and employment services aimed at providing youth with skills to join the labour market.

Staff members take part in a New Directions COVID Booster Clinic, in partnership with Leila Pharmacy.

# SOCIAL ENTERPRISE

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Two training opportunities that provide supervised, hands-on, training and employment for youth and adults who benefit from the increased support provided. Individuals gain skills that can help them transition to continued meaningful employment in the community. ND Property Services provides training in lawn care and property maintenance. Café 6 provides training in the food preparation industry.





# FAST FACTS

**NEW HIRES** 

433

new staff onboarded throughout the organization in a variety of programs, locations and services

BIG FEELINGS COME AND GO BOOK

1,400+

Books purchased over the last year. Over 26,000 books distributed since 2018 in Canada and internationally

MULTIDISCIPLINARY
ASSESSMENT AND
CONSULTATION CENTRE
(M.A.C.C.)

367

Individuals supported with psychology, psychiatry, occupational therapy and other health-related services

MAKING SENSE OF TRAUMA

10,000+
Webinar registrants

INDIVIDUALS SUPPORTED

2700+

Across our many programs

NUMBER OF ND FRONT LINE WORKERS

986

Helping foster hopes and dreams of people in our community

**WEBSITE SESSIONS** 

79,442

visits to our website for information about programs.

Artist Jane Fuentez performs at our National Day for Truth and Reconciliation event.



# NEW DIRECTIONS POINTS WEST

ver the past year, New Directions has continued our nearly 140-year tradition of developing needed resources within communities.

A few years ago, New Directions was asked to consider expanding our services within the Central Region and Westman area. It was a time of many changes in our sector, as the Province announced that it would finally be closing the Manitoba Developmental Centre (MDC) and needed community agencies to develop supports for people leaving the institution. Along with six other Manitoba-based agencies, New Directions was chosen to assist with supporting individuals to move to the community where they want to live. While New Directions has been part of the Portage la Prairie community for over 10 years, this anticipated mass expansion has become the foundation of the Regional Services program.

"Rural areas tend to have very few resources compared to larger urban centres", says Jason

Dyck, Director of Regional Services.

In addition to responding to the needs of individuals leaving MDC, New Directions was also tasked with helping build service capacity in these rural areas.

"The approach of our program in the rural areas is to work with existing non-profit agencies and individual communities to better assess what service needs are required or requested", said lason.

Together with the agencies, New Directions assesses the specific service needs expressed by these communities, looking for ways to address them that fortify the community and enhance their existing programs, rather than overshadowing them and taking up additional space and resources.

"This approach has resonated with the communities in which we now find ourselves becoming a part of, and we continue to seek ways to collaborate with other service organizations to

Staff from New Directions Regional Services celebrate the service area's 10-year anniversary.



Staff and individuals supported by New Directions at Regional Services 10-year anniversary BBQ.



# "Due to our long history, range of established supports and wealth of experience, we are able to answer this call when and where our services are needed."

find mutually beneficial approaches in bringing more resources to the rural communities", Jason says.

Currently, Regional Services is engaged in discussions with various community groups and programs to explore the diverse range of services that New Directions offers in Winnipeg. There is great collaboration between service areas within the organization, as Regional Services works to implement many programs that remain true and tested over decades in Winnipeg.

"Due to our long history, range of established supports and wealth of experience, we are able to answer this call when and where our services are needed", said Dr. Charmayne Dubé, Senior Director of Adult Services.

The team at Regional Services is working diligently to strengthen our capacity to support individuals with disabilities in rural areas. By this time next year, we expect our services to encompass Shift Staffed homes in High Bluff, Portage la Prairie, Brandon, Virden, and

potentially other communities as well. Included in this expansion is the establishment of nine new Shift Staffed Homes to accommodate individuals with complex medical considerations; these will add to our existing six homes. We are also expanding programs like Adult Family Support and Outreach, Supported Independent Living, and Adult Home Share in the Western and Central regions. Moreover, we remain open to addressing emerging needs in these communities. As we continue to hire necessary staff members in these areas, we anticipate that our staffing numbers will double to around 200 by next year. This expansion not only

**Dr. Charmayne Dubé** Senior Director of Adult Services

meets the needs of the community

but also creates meaningful

these regions.

employment opportunities in

# ENDOWMENT FUND

#### TOGETHER WE GO FURTHER

Since 1885 New Directions has evolved and grown into a multifaceted organization, running programs that help support Manitobans in every stage of their lives. Although we offer a variety of services, there's always opportunity to help out our community members that falls outside the scope of what we are funded for.

Therefore, in 2001 New Directions created two endowment funds. The purpose of the endowment funds is to provide funding for activities and supports that are most often out of reach for the people we serve.

# THANK YOU!

Managed by The Winnipeg Foundation, the New Directions Endowment Fund began in 2002. The Foundation provides an annual distribution of income to New Directions. The principal remains invested with The Winnipeg Foundation.

We would also like to thank The Winnipeg Foundation for providing matching grants to the fund.

#### WHAT'S AN ENDOWMENT FUND?

An endowment fund is like an investment portfolio of stocks and mutual funds. However, the difference is that the money, in our case donations, are never spent. The funds are held in perpetuity and are invested. We receive interest income annually which is distributed as needs arise.

Our endowment funds were created in 2001: the New Directions General Fund and the Opikihiwawin Fund, both held at The Winnipeg Foundation. It's through the generosity of our endowment fund donors we're able to offer financial assistance to the people we support when they need it most.

#### ABOUT THE CLIVE BATE AWARD

The Clive Bate Award has been established through a generous contribution from the Estate of Mr. Clive Bate, a distinguished former Executive Director of New Directions during the 1960s and 70s, when the organization operated under the name of The Children's Home of Winnipeg. This prestigious award is made possible through the dedicated support of the Bate Family Fund for Youth, in loving memory of Clive C. Bate. Its primary objective is to provide financial assistance to young individuals who face unique challenges or have special needs, for which alternative funding sources are unavailable.

# **CLIVE BATE AWARD RECIPIENT**

One of the three recipients of the Clive Bate
Award this year is "Eric". Eric, an individual in our
Child Home Services program, is graduating from
Technical-Vocational High School in 2023. He
has worked dilligently on his academics all while
mastering skills in independent living as a Deaf youth.
With the assistance of this award, Eric will be working
on obtaining his driver's license, which will hopefully
assist him in finding a job as he starts his career over
the next few years.

# YOUR GENEROSITY REUNITES A TEENAGER WITH HER LOVED ONES

One example of the endowment fund in action is the story of "Janet." She's a high school student in our Resources for Adolescent Parents (RAP) program. RAP offers a full-time high-school curriculum to pregnant and parenting young women, 14-17 (18+ if in extended care of Child and Family Services) in an on-campus Gordon Bell High School classroom.

Janet moved to Winnipeg from Norway House almost three years ago, leaving most of her family behind. She had recently lost her mother. Last November, she spoke to RAP staff about feeling homesick, longing to see her family and the place where she grew up. She wished she could go home for the December holidays but had no way of getting funds to buy bus tickets. This was the incentive for applying to the New Directions Endowment Fund for financial assistance.

Janet's application was approved, and she was able to purchase a return bus ticket and food for the 10-hour journey. The smile on Janet's face when she found out she was going home "was the first we'd seen in many weeks," said the program coordinator.

"Seeing my family and friends was so nice, spending time with my best friend, and my best friend's mom who I call mom too, was great.

My friends and I were outside a lot, made snow angels, watched the Northern lights and enjoyed home.

I find the outside is quieter there and I can think and get stuff off my mind," said Janet.

Thanks to our endowment fund donors, Janet was able to experience the joy of being reunited with her loved ones during a rare and precious trip home. Janet extends her heartfelt thanks!

If you would like to support our endowment fund, please visit the Donate page on our website: newdirections.mb.ca/donate

# THANK YOU TO OUR GENEROUS DONORS

## \$20,000+

Canadian Women's Foundation Women and Gender Equality, Government of Canada Anonymous Donors-2

## \$10,000-\$19,999

The Johnston Family Foundation

# \$5000-\$9,999

Frank Wade

**Priority Restoration** 

The Winnipeg Foundation

United Way Winnipeg

Aveeve and Sam McLaughlin

Digital Manitoba Initiative-TechUP

United Way Winnipeg and Manitoba Marathon Fund

# \$2500-\$4999

Katie and Dan Hursh Marsh/McLennan Clear Concepts Inc. Anonymous-2

## \$1000-\$2,499

Capital Property Management Inc.

Alex Chen

FGC Health LP

Drs. Jennifer Frain and Matthew Decter

Susan Glass and Arni Thorsteinson

Logan Family Fund

Mid-West Packaging Limited

Joseph and Patricia Mullally

Dr. Alicia Ordóñez

Dr. Laura Sokal

Spruce Developments Ltd.

SRG Security Resource Group Inc.

Taylor Family Fund

Doug and Izabella Warkentin

Wellington-Altus Private Wealth Inc.

Bate Family Fund for Youth, In Memory of Clive C. Bate – The Winnipeg Foundation

Ross and Bette Jayne Taylor— The Winnipeg Foundation — General Fund

Mrs. Jane Edwards Fund– The Winnipeg Foundation

Anonymous-2

## \$500-\$999

Marina Albo

Allure Home Improvements

Birchwood Auto Group Partnership

lames Court

Durango Construction Inc.

Sean Gander

Harlan Fairbanks

Jim Pattison Lease

JNR Refrigeration, Heating & Air Conditioning Inc.

James Mercury

Hogan and Meghan Mullally

Payworks Payroll Services Canada

Elizabeth Schwersensky

Bev Thiessen

Mandie and Will Timko

The Winnipeg Foundation – Youth in Philanthropy

Kurtis Salamacha

Anonymous-3

## \$250-\$499

Wendy and Arthur Bloomfield

Dena Decter

Arthur Ladd

Avrum Rosner

Staff of Family Therapy Services and FASA at New Directions

Lillian and Stu Starkey

Abbey Stoton

Jayne Vander Zaag

Anonymous-1

### \$100-\$249

Vivian Albo

Jamie McPetrie

Joan Blight

David Brand

Janet and Neil Cutler

Lorraine Desmarais

Dr. Charmayne Dubé

Marianna Fedoryshyn

Dr. Judith Huebner

Joan Kunderman

Sarah-Jane Marquez-Hicks

Marc and Sherri Rittinger

**Bethany Rose** 

David Sitarik

Jennifer Sokal

Carolyn Strutt

Linda L. Taylor

Rhonda Taylor

Charities Aid Foundation

of Canada

Paul Taylor Fund— The Winnipeg Foundation

Anonymous-7

## <\$99

Anna Albo

Joan Brabant

Devra Buhler

Audrey Dyck

Barry Hammond

Jason Hooper

Anqi Huang

Karrie Musicky

Doug Mahoney

Wencel Mendoza

Marian Rands

Jennifer Schnell

Judie Schnell

United Way Centraide

Anna Verbytska

Anonymous-4

#### **GIFT-IN-KIND**

Agape Table

Applied Industrial Technologies

Manitoba Blue Cross

Manitoba Theatre for Young People

The Body Shop

Lacoste Garden Centre

Denise Stoesz

Winnipeg Ice

# THANK YOU!

50 Below Sports + Entertainment Inc.

Winnipeg Goldeyes

Inn at the Forks

Manitoba Chambers of Commerce

WAG-Qaumajuq

Assiniboine Park Conservancy

Sumka Brothers Greenhouses

Anonymous-2

Gifts are included from June 1, 2022 to June 8, 2023. We apologize for any errors or omissions.

# IN MEMORY AND IN HONOUR GIFTS

In Honour of Esme Rose McLaughlin Leanne Akman

## In Memory of Joe Dubé

Elizabeth Schwersensky

Drs. Jennifer Frain and Matthew Decter

Karrie Musicky

Marina Albo

In Honour of Te'Kayla's Swear Jar Memories

Kayla Boychuk

In Memory of Richard J. Hughes

Bill Hughes

Carol Forbes

Colleen Sayer

Don Zaharia

Ian McKinnon

Jennette McCalla

Patrice Lee

Peter Kobar

Stephen Dennis

Anonymous-3

In Memory of River Roulette

Christina Cassels

In Memory of Victor Dourado

Jessica De Sousa

In Memory of Antonina Pacella

Vivian Albo

# STORY 2

# TRAINING FOR SUCCESS: AT WORK AND IN OUR COMMUNITY

ver the years, New Directions has grown at a steady pace, continuously rising to the challenge of meeting the demands of our community. All that growth comes with another challenge: to increase our workforce numbers with enthusiastic and skilled professionals.

For the year 2022-23, the Recruitment team at New Directions has hired and onboarded over 400 people from diverse cultures, many of whom are taking on their first role in the non-profit social services field.

With various backgrounds and journeys, yet another challenge arises: ensuring new team members fully understand our mission, vision, and values and how we apply them to our day-to-day activities.

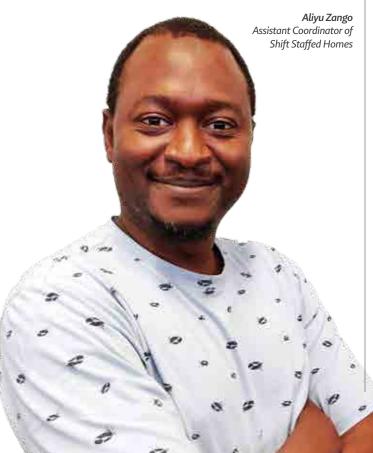
That's where training comes in. In addition to the training they receive for their specific position, newly hired staff attend a series of training sessions that cover a variety of topics around trauma, disability, culture, and diversity. These core competencies, designed by the agency, must be completed by all staff members in their first year of service with New Directions, regardless of their job title.

The seven core competencies are:

- ABILITY AWARENESS brings a knowledge and understanding of the lives of people with disabilities, touching on history, current legislation, discrimination, and strategies around person-led practices.
- A PEEK AT COLONIZATION offers a firsthand perspective on the impact of colonization on



"I was especially moved by 'A Peek at Colonization', which challenged me to think about my own actions and how I can help in Truth and Reconciliation."



Indigenous and settler communities in Canada and key actions to contribute to truth and reconciliation.

- BREAKING BARRIERS aims to build bridges through education and conversation around sexual and gender diversity and inclusive practices.
- CULTURE AND DIVERSITY helps develop intercultural competence by sharing knowledge on culture, examining the lenses through which we all view the world, and how to navigate a multicultural work environment.
- ALLY JOURNEY raises consciousness and challenges the cycle of discriminatory practices in our society and its systems through action and solidarity with the Indigenous community.
- DEAF CULTURE introduces staff to Deaf culture and goes over accessibility issues and how to be more inclusive towards Deaf people in our community.
- MAKING SENSE OF TRAUMA helps staff learn how to use a trauma-informed perspective to better understand the relational, neurobiological, and developmental impact of trauma on children and youth.

The sessions provide insight into the culture and work environment at New Directions and are greatly appreciated by staff, especially for immigrants and new Canadians, who might still be adapting to life in



Facilitators Angela Keough and Sean McGrath at a "Breaking Barriers" training session.

Canada and our professional environment.

This is the case for Aliyu Zango, who works as an Assistant Coordinator in our Shift Staffed Homes team. Born in Kano, Nigeria, Aliyu immigrated to Canada 13 years ago.

"Training at New Directions covered many topics in detail, in a way I have not experienced in my journey here in Canada. I was especially moved by 'A Peek at Colonization', which challenged me to think about my own actions and how I can help in Truth and Reconciliation', said Zango.

In addition to preparing new hires for life at New

Directions, the discussions are also valuable to the instructors, who are predominately also staff performing this role in addition to their regular duties.

"I feel like every training session I facilitate; I end up learning something new from the participants, said Sabrina Ferreira de Paula-Morier, a Coordinator in our Adult Home Share team and a trainer in Ability Awareness. "It's always a great opportunity to connect with new staff and share experiences about how we can make a difference in the lives of the people supported by New Directions."

# THANKS To funders

# YOUR SUPPORT MAKES THIS ALL POSSIBLE

e would like to express our deep gratitude to our sustaining funders for their ongoing support for our endeavors. We extend our heartfelt appreciation to the following organizations and departments for their ongoing contributions:

The Province of Manitoba Departments: Economic Development and Jobs, Education, Families, Training and Health, Seniors and Active Living.

The Government of Canada Departments: The Public Health Agency of Canada, Employment and Social Development Canada, and the Department of Justice.

We value the strong and positive relationships we have cultivated with our major funders, who not only provide us with financial support but also offer valuable insights. Their continued partnership is invaluable to us.

In addition, we would like to acknowledge the generous assistance we have received from the following entities, who have supported us in addressing specific community needs:

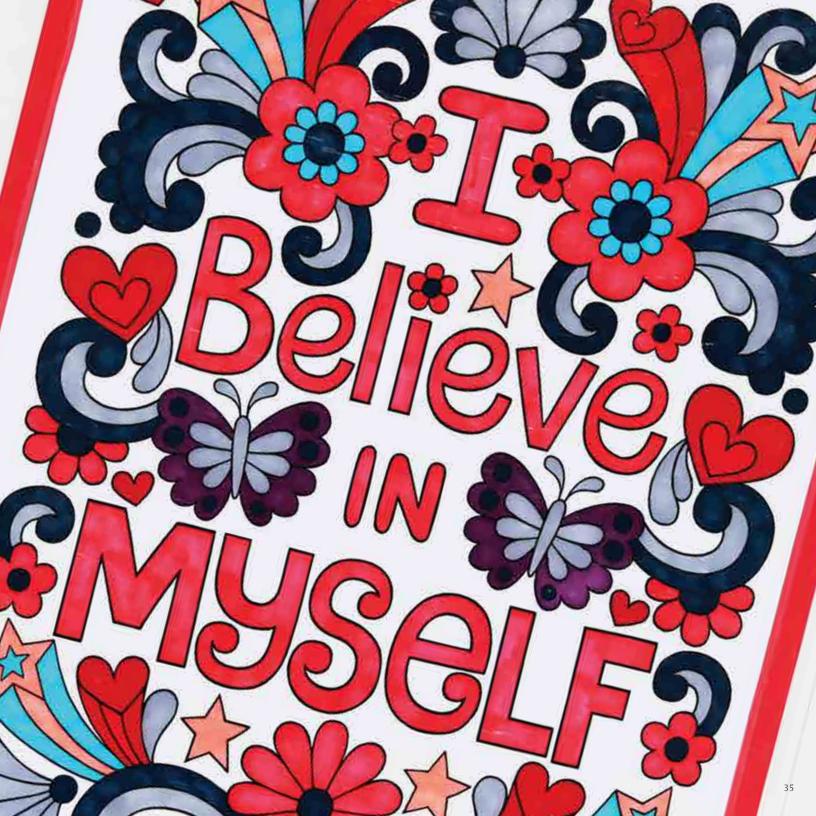
The Winnipeg Regional Health Authority, Manitoba Housing and Renewal Corporation, The Winnipeg Foundation, The Thomas Sill Foundation, United Way Winnipeg, and Community Food Centres Canada.

Furthermore, we are immensely grateful for the ongoing support we receive from Pembina Trails and St. James Assiniboia School Divisions, as well as the Child and Family Services Authorities and Agencies, who have referred individuals to our services and provided their unwavering support.

Once again, we extend our sincere appreciation to all our funders and supporters for their continued belief in our work and their dedication to improving our community.

THANK YOU!

Artwork submitted by a participant in our Adult Family Supports program.



# THANKS TO SUPPORTERS

Carleigh Grenier, R.P.N., B.Sc.P.N. Clinical Placement Coordinator, Psychiatric Nursing Department, University of Brandon

Students from the Faculty of Medicine, University of Manitoba

**Dr. Aynslie Hinds,** BAH, BSc, MS PhD, Senior Research Associate, Institute of Urban Studies, University of Winnipeg

Dr. Javier Mignone Professor, University of Manitoba, Department Of Community Health Sciences and PROPER (Program and Policy Evaluation Research Group)

Sandi Gendreau, MSW, Coordinator: Field Education/ Placements, Booth University College Teresa Allison, OT Reg (MB), Instructor/Fieldwork Outreach Developer, Department of Occupational Therapy, College of Rehabilitation Sciences, University of Manitoba

Katharine Tabbernor Developmental Studies Instructor, University of Winnipeg

Margarete Anne Campbell-Rempel Academic Fieldwork OT Reg Coordinator, Department of Occupational Therapy, College of Rehabilitation Sciences, University of Manitoba

Field Program Assistant,
Fort Garry and Inner City
Campuses, Faculty of Social

Patti Kafka

Campuses, Faculty of Social Work, University of Manitoba

Dr. Michael Yellow Bird, MSW, PhD Dean – Faculty of Social Work, University of Manitoba

David Sullivan, MSW
Practicum Coordinator,

Faculty of Social Work, University of Manitoba

Dr. Keith Lowe, PhD Assistant Professor, Community Health Sciences, University of Manitoba

Georgette Rochone
Work Integrated Learning
Coordinator – Community
Services, Red River Polytechnic

Bree Slugget Career Services Assistant, Sundance College

Manuela Parcells, BH Ecol Workplace Placement Coordinator, Division of Extended Education, University of Manitoba

Dr. Judith Hughes Associate Dean, Faculty of Social Work, University of Manitoba

Colleen Isfeld Academic Coordinator, Disability & Support Program, Red River Polytechnic

Diane Parris Academic Coordinator, Child and Youth Care, Red River Polytechnic

THANK YOU!

Patricia Haberman Field Placement Liaison, Yellowquill College

Carl Heaman-Warne, M.MFT, PhD Candidate, RMFT Practicum Coordinator for Master of Marriage & Family Therapy Program Faculty of Education, University of Winnipeg.

Darci Adam
MA, MEd, RCAT, REAT
Director,
Winnipeg Holistic Expressive
Arts Therapy Institute (WHEAT
Institute)

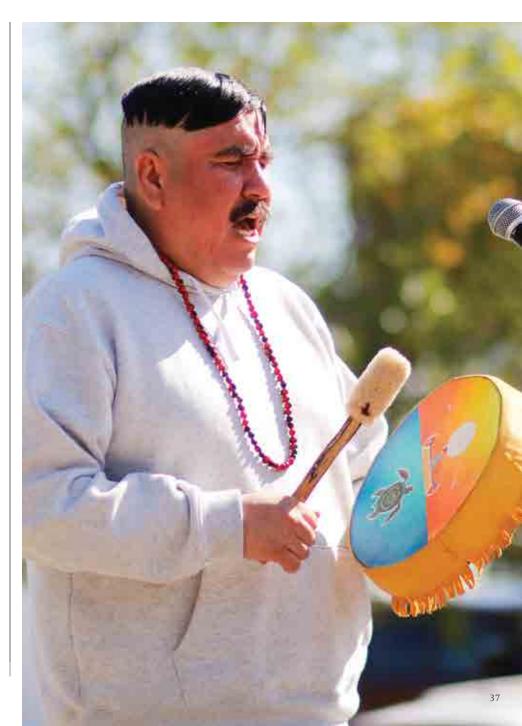
Kristen Worbanski, J.D.

Students with the Pro Bono Students of Canada, Manitoba Chapter

Kerniel Aasland Coordinator, Inner-City Work Study Program, Urban and Inner City Studies, University of Winnipeg

Dr. Shauna MacKinnon, Professor and Chair, Urban and Inner City Studies, University of Winnipeg

> Cree activist and writer Clayton Thomas-Müller at our National Day for Truth and Reconciliation event.



# FOOD FOR THOUGHT AND MOVEMENT

or almost two years, Agape Table has been a reliable source of donations for New Directions, serving as a lifeline for those in our community who are most in need.

These donations provide free food for our supported individuals and help nourish their bodies, minds, and spirits. Agape, which means "unconditional love" is an organization committed to addressing hunger in Winnipeg by providing



nutritious meals to vulnerable people. Throughout the pandemic, they distributed over 250,000 meals for those in crisis.

Every two weeks, our Training Opportunities for Youth (TOFY), Opikihiwawin, Training Resources for Youth (TRY), and Work2It participants receive generous food kits from Agape Table, consisting of a variety of non-perishable items, snacks, meat, dairy, and even ice cream. These food kits are sourced from donations by external supporters of Agape.

Our team works hard to ensure the smooth delivery of these valuable donations, with the Adult Day Services Moving Solutions crew visiting Agape biweekly to pick up the donations. Sorting and distribution are handled by staff with the receiving programs, who make sure the food kits are distributed to those who need it

Kristin Passi Coordinator of our Training Opportunities for Youth program



A portion of a food delivery New Directions received from Agape Table.

# "One of our participants family has expressed extreme gratitude. Their family is new to Canada and have not yet secured employment, so the hampers have been huge financial support"

most. "Delivering Agape to one of my participants made them emotional because they realized they did not need to walk to the soup line with no shoes on. There were a lot of hugs shared that day," shared one of the TOFY Case Managers.

The priority is to make sure that families with children receive these donations first, ensuring that this service reaches those who are most in need. "One of our participants family has expressed extreme gratitude. Their family is new to Canada and have not yet secured employment,

so the hampers have been huge financial support" shared Kristin Passi, a Coordinator in our TOFY program.

Every meal that we distribute helps provide our individuals with the energy and nutrition they need to fuel themselves for a great day ahead. We are grateful for the continued support of Agape Table and their commitment to making our community a better place.

### THANKS TO EMPLOYERS

• • •

#### THANK YOU FOR SUPPORTING OUR PARTICIPANTS THROUGH OUR SOCIAL ENTERPRISES

204 Demolition

A&W

ATOP Custom Metal

Barchet's Food Store

**BOMImed** 

Booster Juice

Boston Pizza

Canadian Goodwill Industries

Chicken Delight

Delta Hotel

**Dhillon Automotive Group** 

Dollar Tree

Food Fare

Garage Store, St Vital Mall

Garage Store/Dynamite

Giant Tiger

GPD Flat roofing

Living Bible Explorers

Mainstay Suites

Manitoba Children's Museum

Manitoba Housing

McDonald's

Montana Restaurant

Neeginan Centre

No Frills

No Frills (Main St.)

Pet Valu

Purpose Construction

**REN Demolition** 

& Landscaping

Safeway

Salisbury House

Salvation Army Thrift Stores

Sargent MCC Thrift Shop

Selkirk MCC Thrift Store

Seun's No Frills (Goulet)

**Shoppers Drug Marts** 

Smitty's Restaurant

Smitty's Restaurant

Sobeys

St Norbert Children's Centre

Subway

Talon Construction

Tenderloin Meats

& Sausages

The Bake Oven

The Dog Loft

The Edge Gallery and

Clay Studio

Thrive Community
Resource Centre

**Total Flooring** 

Value Village

Vision Electronics

Wahbung Abinoonjiiag

Work4lt

• • • • •

In addition, Adult Day Services and New Directions Property
Services would like
to acknowledge and thank
the numerous New Directions'
staff who have utilized our
yard care services, moving
company and our home
cleaning business. We really
appreciate your support!



Painting created by individuals in our D.R.E.A.M. Adult Day Services program.



# PRIDE ABOVE ALL ADVERSITY

(Right) New Directions' walking group at the Pride Parade.

(Left Below) New Directions staff pose for a photo with Winnipeg's former mayor Brian Bowman.

fter two long and disappointing years of pandemic-related cancellations, June 5th, 2022, saw the fabulous return of Winnipeg's annual Pride festival.

New Directions Pride committee was thrilled to be back, even if only on a bit smaller scale than in years' past. The Pride committee is made up of volunteers from across the organization who come together to plan and attend the annual celebrations. Due to the uncertainty of changing public health orders, the Pride committee decided that for 2022, it was best to enter a walking group rather than undertaking all the planning and effort that

goes in to preparing our award-winning float.

And we were in good company! Thousands of
Manitobans showed up and organizers reported
that 118 groups had entered to walk in the parade.
The sun was out for Pride again and marchers
enjoyed gorgeous weather for Winnipeg's 35th
celebration of the 2SLGBTQIA+ community as
we sashayed down Portage Avenue.

Way back in 1987, a handful of Winnipeggers gathered for the city's first Pride march. With no legal protections at that time, some wore paper bags over their heads to conceal their identity

for fear of being fired or rejected





Individuals supported by New Directions and staff attend the Pride Flag Raising Ceremony at Winnipeg City Hall.





## "New Directions Pride committee wants to share how important that we demonstrate that our values will not change no matter where we offer services and that we celebrate diversity in all its forms."

by family and friends. From those humble and turbulent origins, Pride Winnipeg estimated that 50,000–60,000 people participated in events this year. The Pride committee was thrilled with the turnout and support from the New Directions' community despite the lingering pandemic and were inspired to start planning for a triumphant full return to Pride in 2023, bigger, louder, and prouder than ever!

But Pride doesn't only happen in Winnipeg.

Pride events and parades are now being held all over Manitoba. In the past, many 2SLGBTQIA+ people felt they had no choice but to leave their hometowns to find safety, belonging and community in large urban centres like Toronto or Vancouver. But times have changed, and Queer people are choosing to stay, return or relocate to smaller communities. However, in these smaller communities, folks often face greater stigma, discrimination, and prejudice from their neighbours, families, and organizations. 2SLGBTQIA+

people in rural places and small towns are often overlooked in the larger conversation surrounding Oueer life and culture. This is when allies need to show up. As Regional Services at New Directions continues to expand, the New Directions Pride committee wants to share how important that we demonstrate that our values will not change no matter where we offer services and that we celebrate diversity in all its forms. June 11, 2022, saw Pembina Valley Pride host a parade in Altona, and New Directions encouraged folks to show up and support our Queer colleagues, friends and families in that community as well. Prides are now also being held in Brandon, Steinbach, Flin Flon, Gimli, Thompson, and The Pas. New Directions and the Pride Committee call upon our community to get out there and show our Pride and our commitment to the 2SLGBTQIA+ friends, neighbours and family wherever home is.

CONTRIBUTED BY TREVOR DONER.

### YEARS OF SERVICE RECOGNITION

very year New
Directions
acknowledges and
celebrates the anniversaries
and accomplishments of our
team members. In 2022, we
did this by hosting our third
digital Years of Service
celebration on November.

We honoured over 100 staff that celebrated five years with New Directions all the way up to the impressive mark of 40 years of commitment to our organization's work. We thank them all for their contributions in helping members of our community achieve the lives they dream of.

Lea Ingelbeen

#### **40 YEARS OF SERVICE**

Lea Ingelbeen

#### 25 YEARS OF SERVICE

Paul Kryminski Cyndi Schotchenko



Paul Kryminski

Cyndi Schotchenko

## MORE THAN A CAREER

Throughout her 40-year tenure with

New Directions, Lea passed through many

areas, and has seen our staff grow from

200 to over 1100.

Our team is so grateful to Lea for all the trust, devotion, energy and passion over so many years of service towards our mission.



#### 20 YEARS OF SERVICE

Martin Armstrong
Graham Atnip
Barbara Greenham
Mona Henderson
David McCrea
Adam Shakespeare

#### 15 YEARS OF SERVICE

**Bobbi Charles** 

Marlene Groening
Peter Kennedy
Jon MacEwan
Alicia Ordóñez de Campos
Virgil Pauls
Sharon Stadnick
Maureen Titheridge
Russell Waywood
Laura Williams

#### 10 YEARS OF SERVICE

Melanie Bayley
Edith Chalmers
Jasmine Currie
Jocelyn Cousins
Kyle Daniels
Amber Davis
Bonnie Harding
Stephen Hill
Dauda Konteh
Cory Kuldys

Marc Lafleur Kristine Mangaoil Rhonda McKay Felicite Mukantaganzwa Andrea Nickels Edith Story

#### **5 YEARS OF SERVICE**

Ashraf Abdelshahid Mahendra Adhikari Juan Paolo Agustin Felix Akhabue Abdulfatai Alli **leffrey Ames** Uyoyo Ashaka Andrea Auch Lambert Banzouzi **Jennifer Burston** Christopher Calder Paolo Cristobal Dean Desrochers Vladislav Domozhyrov Jayson Donegan Linda Fry Barbara Gardner **Jochebed Giesbrecht** Samantha Gladue Melissa Harrison Ianelle Hebb Olubunmi Isafiade

Matthew Kitt

Dineo Kobang Ienna Koroscil Laura Kuzyk Chike Madukwe Eyob Melesse Jose David Menjivar Sheila Montney Shireen Nevistiuk Kenechi Nwozor Frank Ogbebor Felix Olaniran Iadesola Olowolafe Ochuko Onoyake Osadebamwen Peter Osagie Lyndsi Peel Diana Pedersen Iesse Pullman Raffaella Picicci-Wiebe Bharat Rai Subodha Rai Dionisia Rigas Cheryl Roberts Karyn Robertson **Daniel Ross** Bianca Sawatzky Christopher Saywell Olugbenga Solaja Brandon Sutyla

Lesley Webb

Ashley Zuk



# TREASURER'S REPORT

• • •

ON BEHALF OF THE FINANCE COMMITTEE, I AM PLEASED TO PRESENT THE SUMMARY FINANCIAL STATEMENTS OF NEW DIRECTIONS FOR CHILDREN, YOUTH, ADULTS AND FAMILIES FOR THE YEAR ENDED MARCH 31, 2023.

t has been an interesting and challenging year in New Directions as we dealt with the lingering impact of the pandemic, the dislocation from 717 Portage Ave due to the fire, ever increasing costs caused by higher interest rates and inflation, upward pressure on frontline workers' wages, funding lags by the Province, and on a more positive but equally challenging note our expansion West into Portage la Prairie and Brandon regions.

We also saw the departure of CFO Michael Schroeder but welcomed his very capable replacement Sarah-Jane Marquez-Hicks.

The cumulative impact of this is a \$1.9M operating loss in the fiscal year ended March 31, 2023. This is serious as it increases our losses in the past two years to almost \$3M which has the potential to impact our ability to continue to deliver the high level of service our organization

prides itself in. Our leadership team has been actively working on this problem and the recent Provincial budget alleviates some of the funding issues and going forward I am confident our deficit years are behind us.

The organization presents an overall positive financial position and upon close analysis remains in a position to absorb these losses. The start up costs of the western expansion are largely behind us now so the recovery of these expenses as well as the recovery of the costs of five new property acquisitions will contribute greatly to bring New Directions back to a balanced bottom line.

A large and diverse organization such as New Directions requires a team and we are very fortunate to have the dedicated team led by Dr. Jennifer Frain and Sarah-Jane Marquez-Hicks who have been instrumental in guiding us through the challenges of the past year. We look forward to their strong leadership going forward.

The organization is also served by a very dedicated board of directors who have provided valuable inputs throughout the year.

It has been my privilege to work with such exemplary group of individuals on both the board and staff of the Organization. ■

Respectively submitted,

#### **JIM COURT**

**TREASURER** 

Staff from Adult Day Services enjoy a break in their Professional Development Day.

# REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

To the Board of Directors of New Directions for Children, Youth, Adults and Families Inc.

#### **OUR OPINION**

In our opinion, the accompanying summary financial statements of New Directions for Children, Youth, Adults and Families Inc. (the Organization) are consistent, in all material respects, with the audited financial statements, on the basis described in the note to the summary financial statements.

#### THE SUMMARY FINANCIAL STATEMENTS

The Organization's summary financial statements derived from the audited financial statements for the year ended March 31, 2023 comprise:

- the summary balance sheet as at March 31, 2023;
- the summary statement of revenues and expenses for the year then ended; and
- the related note to the summary financial statements.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited financial statements and the auditor's report thereon.

#### THE AUDITED FINANCIAL STATEMENTS AND OUR REPORT THEREON

We expressed an unmodified audit opinion on the audited financial statements in our report dated June 22, 2023.

#### MANAGEMENT'S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS

Management is responsible for the preparation of the summary financial statements on the basis described in the note to the summary financial statements.

#### **AUDITOR'S RESPONSIBILITY**

Our responsibility is to express an opinion on whether the summary financial statements are consistent, in all material respects, with the audited financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, Engagements to Report on Summary Financial Statements.

Pricewaterhouse Coopers LLP

Chartered Professional Accountants, Winnipeg, Manitoba, June 22, 2023

#### **SUMMARY BALANCE SHEET**

As at March 31, 2023

ASSETS	2023	2022
CURRENT ASSETS	\$	\$
Cash and cash equivalents	-	2,526,983
Accounts receivable	5,554,413	4,238,806
Prepaid expenses and other assets	550,995	719,187
	6,105,408	7,484,976
CAPITAL ASSETS	15,965,940	13,676,602
	22,071,348	21,161,578
LIABILITIES		
CURRENT LIABILITIES		
Bank indebtedness	531,826	-
Accounts payable	2,719,847	3,120,062
Accrued vacation pay	1,885,993	1,908,768
Deferred tenant inducements	1,456,511	1,672,673
Working capital advances – Province of Manitoba	1,997,991	1,997,991
Current portion of deferred contributions	700,785	609,467
Current portion of long-term debt	633,075	2,356,507
	9,926,028	11,665,468
DEFERRED CONTRIBUTIONS	1,421,275	992,796
LONG-TERM DEBT	7,593,585	3,329,920
OTHER LONG-TERM LIABILITIES	364,271	341,204
FORGIVABLE LOAN	1,237,129	1,306,731
	20,542,288	17,636,119
NET ASSETS		
NET ASSETS INVESTED IN CAPITAL ASSETS	6,502,151	6,683,444
NET ASSETS INTERNALLY RESTRICTED	428,406	537,146
UNRESTRICTED NET DEFICIT	(5,401,497)	(3,695,131)
	1,529,060	3,525,459
	22,071,348	21,161,578

APPROVED BY THE BOARD OF DIRECTORS

Director Director

The accompanying note is an integral part of these summary financial statements.

## SUMMARY STATEMENT OF REVENUES AND EXPENSES

For the year ended March 31, 2023

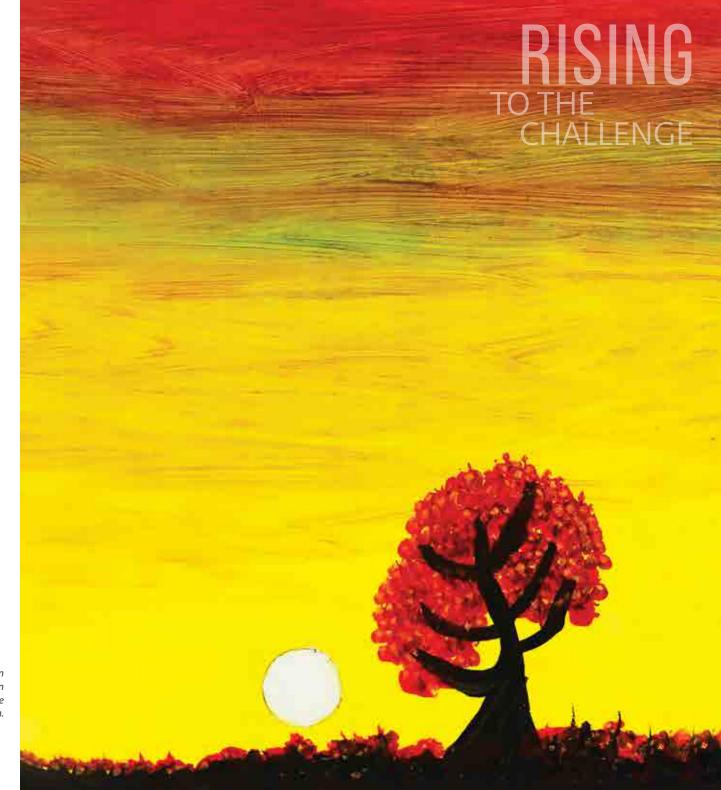
	2023 \$	2022 \$
REVENUES Government of Canada Province of Manitoba Child and Family Services Authorities/Agencies United Way of Winnipeg Other	1,661,597 59,758,123 5,624,113 108,278 1,366,002	909,071 56,975,942 4,105,861 110,946 1,126,490
	68,518,113	63,228,310
EXPENSES Operating expenses	74,242,354	64,674,822
DEFICIENCY OF REVENUES OVER EXPENSES BEFORE THE FOLLOWING INSURANCE PROCEEDS	(5,724,241) 3,722,342	(1,446,512) 1,000,000
GAIN (LOSS) ON DISPOSAL OF CAPITAL ASSETS	5,500	(417,521)
DEFICIENCY OF REVENUES OVER EXPENSES	(1,996,399)	(864,033)

#### **BASIS OF PRESENTATION**

These summary financial statements have been derived from the audited financial statements of New Directions for Children, Youth, Adults and Families Inc. (New Directions) for the year ended March 31, 2023.

The criteria developed by management for the preparation of the summary financial statements is as follows: that the information included in the summarized financial statements is in agreement with the related information in the complete financial statements, and that the summarized financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete financial statements, including the notes thereto, in all material respects.

A full set of the financial statements including significant accounting policies and other explanatory information is available from New Directions or at www.newdirections.mb.ca.



Artwork by an individual in our Child Home Services program.

#### **LEAVE A GIFT IN YOUR WILL**

You can leave a gift for future generations by including New Directions for Children, Youth, Adults and Families Inc. in your will. Your gift ensures people will continue that will assist them in achieving the life they've dreamed of. A life full of promise, potential, respect, and self-worth. For more information about legacy giving, including tax benefits, please contact Marina Albo, Fund Development Manager at

Charitable number 130531114 RR 0001.

Painting made by participants of the KRIYA - Adult Day Services program at New Directions.



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newdirections.mb.ca

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