



October 27, 2020

Dear Chair Emmerson,

Character Community York Region has requested a deputation to Council for the November 19th Council meeting.

We are pleased to provide you with our 2019 Annual Report in preparation for our deputation.

Please visit our website at www.charactercommunity.com to learn more about our character development programs and work in the community.

If you have any questions about our organization, please contact me.

Yours truly,

A handwritten signature in grey ink that reads "Susanne Cappuccitti".

Susanne Cappuccitti
Executive Director
Character Community York Region
susanne@charactercommunity.com

Registered Charity #88722 1406 RR0001

Live Each Day With... Compassion, Courage, Honesty, Humility, Inclusiveness, Initiative,
Integrity, Optimism, Perseverance, Respect and Responsibility

Character Community York Region

Annual Report
2019



Contents

1. Message from the Executive Director
2. Our Mission and Vision
3. 2019 - At a Glance
4. Program Highlights
5. Events
6. Olivia's Story
7. Financial Overview
8. What's Ahead
9. Thank You

BUILDING CHARACTER. BUILDING STRENGTH. BUILDING HOPE.

A Message from the Executive Director

Welcome to a year in the life of a small community agency with big impact! For 18 years, Character Community York Region has been a leader in positive character development programs and 2019 was no exception. We embraced new ideas and faced our challenges head on while maintaining a strong, positive financial position.

This year we delivered our character development programs to 13,194 youth and 420 seniors across York Region and all of this was accomplished by a staff of 4 dedicated individuals!

There were so many outstanding character highlights this year, that it is difficult for me to choose just one! From seeing the joy on the faces of our Slap Shot kids as they gathered their courage and skated on ice for the first time; to viewing the perseverance and optimism of the 200 Music Alive participants who performed at our Character Awards; to witnessing the compassion and honesty demonstrated by our Social Justice Day student participants; to watching the respect and inclusiveness shown by the seniors at our Seniors Task Force program, 2019 was a year to remember.

I was extremely fortunate to connect with so many wonderful children, youth, seniors, and community partners over the course of the year. One person who truly touched my heart was a young woman named Olivia and I encourage you to read her story on page 9. Olivia is a young woman of great courage and exemplifies the positive impact of our character development programs.

It is an honour and a privilege to be the Executive Director of Character Community. I am so proud of our staff, our board, our program participants, and our community partners.

2019 was another great year of Character in York Region!

Susanne Cappuccitti
Executive Director

Our Mission and Vision

We instill character in children and youth through partnerships and programs that have a lasting impact while encouraging good character in all citizens.

Our Vision is building safe, inclusive, healthy and prosperous communities where citizens embrace the value and necessity of good character.



2019

At a Glance



284

Grade 4-6 students facing barriers developed positive self esteem participating in our Slap Shot Program

608

Grade 6-8 students were empowered to use their voices to become community leaders through our Social Justice Days Program

12,302

Youth built stronger peer relationships and increased self confidence participating in Music Alive

420

Seniors built strong community connections as participants in the Seniors Task Force Program

Program Highlights

Slap Shot Program

One of the big successes of the 2019 program was that for the first time, the female participants outnumbered the male participants! We also had a 42% increase in student mentors from 2018 and the majority of this year's participants are interested in becoming mentors.

This year's program received positive feedback from students, teachers and parents who told us that the kids demonstrated good understanding and uses of the character attributes, have increased their levels of physical activity and want to participate in the program again.

One memorable moment of many, was a student from Maple Leaf P.S., who had never skated before and was so excited and proud of his accomplishment that he convinced his grandfather to buy him some skates and go skating at the town rink as a family activity.

Social Justice Days Program

This year's program was successfully delivered workshops on topics that are relevant issues faced by youth in our community. We delivered new workshops on mental health, gender identities and addictions and continue to build new partnerships with community agencies. Participants were engaged in the workshops and we received incredibly positive feedback from teachers stating that the workshops promoted additional classroom discussions.

One of the highlights of the 2019 program occurred when one of our past Social Justice Day participants from Mount Albert, performed at a Social Justice Day in a Woodbridge school. She connected with several students and one in particular who shared her experiences with bullying. This program enabled two students from opposite ends of our Region to share their experience, support each other and understand that they are not alone.

Program Highlights

Music Alive Program

The 2019 Music Alive program provided an opportunity for 12,302 youth participants from across York Region to foster the growth of musicality and self-esteem through character through the arts. In partnership with MusicFest Canada, this year 44 of our participating musical groups received an invitation to compete at the prestigious MusicFest Canada competition.

The MA@school component was highly successful in providing schools who are unable to travel and attend sessions the opportunity to record their performances and have the recorded performance adjudicated.

The major highlight of the 2019 program was combining the Music Alive gala concert with our annual Character Awards. Over 200 children and youth Music Alive participants performed to over 350 attendees at the Richmond Hill Centre for the Performing Arts and received great accolades and loud applause!

Seniors Task Force Program

Our 2019 Seniors Task Force program was a huge success this year with 420 seniors in East Gwillimbury actively participating in activities that promote social inclusion, are building new friendships, increasing physical activity, and empowering seniors to be active participants and leaders in the community. A senior led program, we had new seniors join activities on a weekly basis and exceeded our numbers by 120 over the previous year.

Though collaboration with program partners and local businesses, we have been able to bring together providers and E.G. seniors to deliver a variety of workshops, classes, and events to the seniors that filled a gap in this community.

The major highlight of this year was our holiday luncheon in December where CCYR staff had the pleasure of delivering a hot meal to over 100 seniors who enjoyed an afternoon of music and friendship.

Events



Character Awards

Our annual Character Awards in April was once again a big success. With nominations received from people of all ages, organizations and schools across York Region, 12 awards recognizing outstanding acts of character were presented during a very inspirational and entertaining evening for over 350 attendees at the Richmond Hill Centre for the Performing Arts.

Leading with Character Breakfast

Our 2019 Leading with Character breakfast was a sold-out event at the Community Safety Village in Stouffville. Through our guest speakers, attendees received valuable character development leadership training and heard firsthand accounts about the impact of our programs from one of our youth participants and from a Principal of one of our participating schools.

Gianluca's Gift Gala

Character Community was honoured to be the 2019 recipient of the Gianluca's Gift Gala held in October in Vaughan. This year's gala raised \$15,000 for CCYR programs in our community and we are incredibly grateful for the support we have received from the Cellucci family.

Olivia's Story

Olivia has experienced bullying for most of her young life and was struggling with anxiety. When she was in grade 6, she participated in one of our first Social Justice Day events. Now a Grade 9 student, Olivia has and still is experiencing bullying from her peers. As a result of participating in the program, Olivia used our character attributes to find her voice and build her self- confidence to write about her experiences in a song. Olivia performed the song at a social justice day to help and support others who share her experience. In addition to now performing at numerous community events, Olivia regularly performs at our social justice days and her performances receive an emotional and overwhelming positive response from students and staff.



Financial Overview

CHARACTER COMMUNITY FOUNDATION OF YORK REGION

STATEMENT OF OPERATIONS

For the year ended December 31,	2019	2018
REVENUES		
Organizational funding	\$ 139,347	\$ 130,049
Music Alive revenues	93,830	97,740
Sponsorship/donations	52,042	95,161
Program grant funding	51,028	61,339
Music Alive administration fee	17,987	19,243
	<u>\$ 354,234</u>	<u>\$ 403,532</u>
EXPENSES		
Staff salaries	\$ 116,254	\$ 104,670
Music Alive expenses	92,650	95,143
Program grant expenditures	68,796	90,977
Professional fees	19,692	26,740
Office expenses	15,372	18,002
Travel expense	6,902	4,372
Insurance	3,307	3,125
Printing and copy	2,710	1,844
Contract services	2,000	19,375
Website	1,925	600
Conference and events	1,867	4,684
Other operating expenses	1,709	1,780
Bank charges	443	652
	<u>\$ 333,627</u>	<u>\$ 371,964</u>
EXCESS OF REVENUES OVER EXPENSES	<u>\$ 20,607</u>	<u>\$ 31,568</u>

What's Ahead

We were extremely excited to enter a new decade with events underway and big plans to expand our programs to serve additional children and youth in the northern communities of York Region. Unfortunately, in March everything changed. Our world is now experiencing a health and economic crisis and very uncertain times. I would like to share one of my favourite quotes by Paul Brodie:

***“Our Character is not defined in the good times,
but in the hard times.”***

Our character development programs are needed now more than ever as we navigate through this crisis.

The road ahead is difficult and uncertain, but we are up for the challenge! Character will prevail and we will all come out of this crisis a stronger, more inclusive, and caring community.

BUILDING CHARACTER. BUILDING STRENGTH. BUILDING HOPE.

Thank You to our Community Partners, Funders and especially our Volunteers.



"Somewhere inside all of us is the power to change the world"

-Roald Dahl