



Local Investment  
Towards Employment



2009-  
2010

## LITE's Annual Report

*LITE's mission is to promote community economic development by supporting inner-city initiatives in Winnipeg that build capacity and provide jobs.*

### **CED Awareness**

This year, LITE continued to educate about Community Economic Development (CED) through presentations to audiences throughout Winnipeg. From churches to social service providers, education institutions to corporations, LITE spread information about CED and ways for Winnipeg's public to get involved. Some of the activities delivered to meet the goal of CED Education included the following:

- **CED Presentations** – This year, LITE conducted **20 presentations** to churches, corporations, educational institutions and had a total of **13 presenters** taking part in this effort. We were able to deliver information about CED, what LITE does and how the public can take part in contributing to these efforts including many different volunteer opportunities.
- **LITE in the Media** – This year, LITE worked hard to gain a presence in Winnipeg's media. Some of the major media opportunities included an article on one of our volunteers in the Winnipeg Free Press, Pancake Breakfast footage on CBC news and CTV news, and one of our Breakfast performers and LITE's 2009 Executive Director on Breakfast Television on CityTV.

### **Fundraising Campaign**

This year, LITE increased its fundraising earnings by more than **10%**. Our fundraising initiatives resulted in a total of **\$132,185** which is a substantial increase from last year's \$118,960. Some of the areas of notable donation increase were individual donations (7% increase); individual donations made through other charities such as Canada Helps & United Way (32.5% increase); and church donations (16% increase).

- **Alternative Christmas Hamper Donations** –LITE raised **\$17,317** specifically for our Alternative Christmas Hamper campaign. Our Hamper catalogue experienced a major increase in exposure this year thanks to Assiniboine Credit Union who put out catalogues at all of their branches and made it available on their website.
- **Workplace Campaigns** – This year we had **18 workplace campaigns** which raised a total of **\$13,516** for LITE. This was a **50%** increase from 2008's total workplace campaign earnings of \$6,664.50 raised by 15 workplaces. One of our workplace campaigns was conducted by Great West Life who raised **\$5,424** for LITE's Alternative Christmas Hampers.

### **Major Events**

- **LITE's 13th Annual Wild Blueberry Pancake Breakfast** - On November 27, 2009, LITE held its 13<sup>th</sup> annual Wild Blueberry Pancake Breakfast, which is a fundraiser for LITE and a celebration of Community Economic Development in Winnipeg's inner city. The breakfast created employment for **28 inner city community caterers** from Neechi Foods, the Native Women's Transition Centre, Wolseley Family Place, Andrews Street Family Centre and First Jobs 4 Youth. The breakfast also had a local crafters market in which 17 different vendors attended and sold their art, aboriginal crafts, preserves and other products– This year's breakfast raised a total of **\$21,302**, compared to \$14,745 in 2008. We had the assistance of **65 volunteers** and had a total of **824 attendees**.
- **Run for Rights** - On June 6<sup>th</sup> 2009, **37 runners** participated in the Run 4 Rights on behalf of LITE and raised approximately **\$3,000** in donations -- an increase of approximately \$200 from 2008.

## **Community Grant Program**

This year, LITE distributed **\$46,700** in community grants to **9 community organizations** that are implementing employment projects. Of the 9 projects that are being funded this year, 6 are new to the Community Grants Program. The grants provided by LITE to these employment projects are making possible the creation of **136 jobs** in Winnipeg's inner city!

This year's **Community Grant Partners** include:

- \*New** • Self Employment Program for Aboriginal Women (SEPAW), Ka Ni Kanichihk Inc.
- \*New** • Sewing Training Program, Canadian Muslim Women's Institute
- \*New** • Inkster Work Readiness Project, Nor'West Co-op Community Health Centre
- \*New** • Community Renewal Annual Project, SSCOPE Inc.
- \*New** • The Soup Bee, West Broadway Development Corporation
- \*New** • Tesfa Project, Eritrean Community in Winnipeg
  - Childminding Program, West Central Women's Resource Centre
  - Multi-Cultural Painting & Maintenance Project, Immigrant & Refugee Community Organization of MB (IRCOM)
  - Housing Renovation Trainee, Ogijiita Pimatiswin Kinamatwin Inc. (OPK)

## **Alternative Christmas Hamper Program**

In December 2009, LITE made major purchases in the amount of **\$41,270**, which supported **49 jobs** within Winnipeg's inner city! LITE's Alternative Hamper Purchase Partners included:

- Neechi Foods
- Native Women's Transition Centre
- Wolseley Family Place
- Fort Whyte Farms

## **Star Blanket Project**

In the fall of 2009, LITE purchased 11 Star Blankets from Northern Star Workers Cooperative and disbursed them to **11 community organizations** that used them for fundraising drives, which generated earnings for their organizations.

## **What's New for 2010...**

This upcoming year, LITE is adopting two very exciting initiatives that aim to promote social purchasing and employment creation in Winnipeg's inner city!

**Social Purchasing Portal (SPP)**- The SPP is a website that connects socially committed small businesses, employment agencies & corporate purchasers to one another, generating support for small social enterprises and employment creation. Housed at LITE, the renewed SPP will aim to gain public support throughout Winnipeg for social purchasing. The re-launched Portal will include major changes to the current SPP website, including quick and easy access for consumers.

**Ethical Purchasing Expo** - LITE will be hosting the Ethical Purchasing Expo this September, an entire day to purchase ethical products and learn about the difference that every dollar can make. More information about these very exciting new endeavors will be available soon on the website at [www.lite.mb.ca](http://www.lite.mb.ca)!

*\*These new initiatives are being made possible through the generous contributions of the Winnipeg Foundation and the Department of Local Government, thank you for your support!*

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***A very special thank you to our hundreds of volunteers who dedicate their time and skills to turning all of LITE's activities into amazing successes!!! We could not do it without you!***