

RED FOX HEALTHY  
LIVING SOCIETY

# IMPACT REPORT 2018



**TRANSFORMING** THE LIVES OF INDIGENOUS  
AND INNER-CITY CHILDREN AND YOUTH  
THROUGH THE POWER OF **RECREATION**  
AND **MENTORSHIP**.





In 2018 Red Fox continued to transform the lives of youth who face barriers and enabled them to learn, grow, and give back to their communities as positive role models. With leadership skills developed through years of Red Fox experience, some of our long-time youth leaders have left the nest and begun exciting new careers in the workforce.

Our current youth leaders gained new experiences and opportunities as we piloted new programs and projects in municipalities throughout Metro Vancouver, from Maple Ridge to Langley to West Vancouver. This year, **our points of service increased by 36%** and the number of program activities we delivered increased by 24%.

Red Fox started in 2006 with six programs in east Vancouver and now provides over 30 programs in six municipalities. Red Fox continuously adapts in response to youth and community interests and needs. This year, we collaborated with new partners to add more arts and culture, sports, and environmental stewardship activities into our programs. 2018 saw a growing focus on gang prevention strategies with the Surrey Wraparound program. We will always continue to support youth navigating mental health challenges, especially in our Strathcona programs.

When the federal government unexpectedly delayed funding to Red Fox in 2017, individual and corporate donors stepped forward to support our programs. With the strong support of MP Jenny Kwan and many local Liberal MPs who advocated on our behalf we were able to obtain one additional year of federal funding. Going forward we will no longer be receiving this funding from the federal government.

We could not do our work without the generous support of the United Way of the Lower Mainland, BC Gaming Commission, the City of Vancouver and Surrey Schools. We thank Social Venture Partners Vancouver for three years of funding and capacity building that enabled us to seize new opportunities and grow our reach, impact, and sustainability.

We also give thanks to the SpencerCreo Foundation for their generosity in providing us with subsidized office space in the SpencerCreo Centre. 2019 is going to be another exciting year, with more new programs launching, new enrichment activities and more youth entering and progressing along our leadership continuum.

**Martin Hill**  
Board Chair

**Emma Sutherland**  
Executive Director

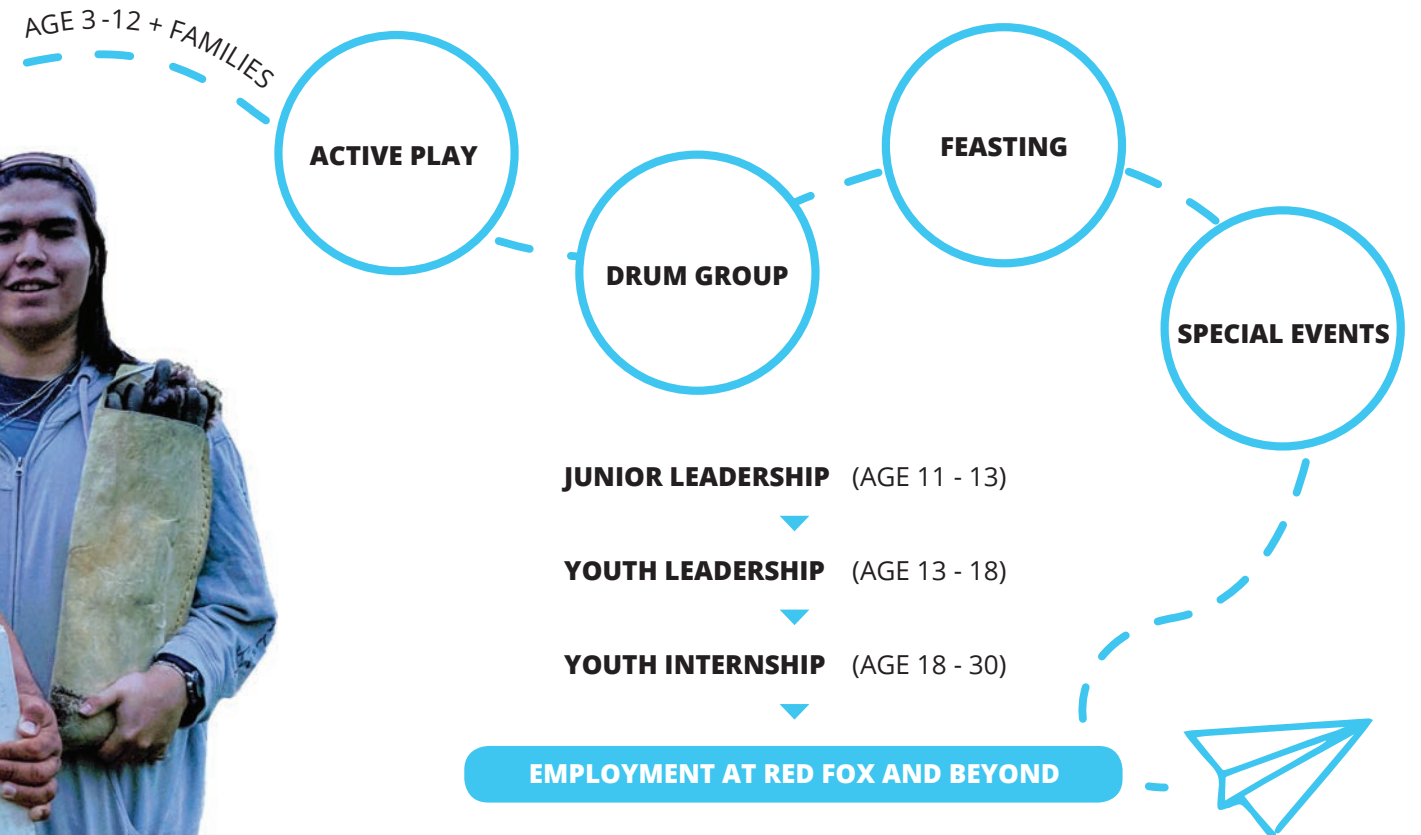


**RED FOX HEALTHY LIVING SOCIETY** is a registered charity that empowers Indigenous and inner-city youth and children to realize their potential as active, healthy leaders and role models. We run child and family recreation

programs, and train and mentor youth to gain work experience and leadership skills. Our programs build health, skills, and confidence that serve children and youth in education, in employment and in life.

## OUR MODEL

DELIVERED BY OUR YOUTH LEADERS AND YOUTH INTERNS



We believe **long-term impact** is created through sustained support and continuous opportunities for kids and youth to **learn, play and develop**. That's why, instead of one-off programs, we provide programming that **integrates different age groups** from Grade 1 to post-secondary, allowing children and youth to grow with us and develop a needed sense of belonging and purpose. Children can start as participants then develop into the very Junior Leader and Youth Leader **mentors that they look up to**.

# CHILD & FAMILY PROGRAMS

**ACTIVE PLAY:** Our Flagship Program. Red Fox youth leaders promote physical literacy through active games, circus arts – stilts, juggling and slack lines - and old-fashioned toys, including pogo sticks, skipping and hula hoops. The goal is to get children active and show them easy ways to stay active in their daily lives. Giving them challenges such as mastering the pogo stick and stilt walking inspires them to push past their fears and builds their self-confidence. Playing and sharing with other children helps them develop social skills and make new friends. Children and families new to Canada appreciate the opportunity to play in a welcoming and relaxed environment. Children of diverse abilities – including those on the autism spectrum - can participate and discover new talents within themselves.

**DRUM GROUP:** Red Fox youth teach and lead traditional PowWow Drumming and Dancing for children at weekly sessions at elementary schools. Children feel connected to culture and to each other. The Drum Group performs at school assemblies, conferences and special events. Children and youth develop public speaking and performance skills which increases their self-esteem and ability to communicate effectively and work as part of a team.

**FEASTING:** A weekly community meal program for children and families at Strathcona Community Centre that promotes food security and healthy eating. Youth learn culinary skills under the guidance of an Indigenous chef. Families get to know each other and connect with community resources.

**SPECIAL EVENTS:** Red Fox youth lead Active Play and PowWow drumming to children and families at community special events. The activities provide children and families with opportunities to connect with neighbours through Indigenous culture and active games.

**COMMUNITY WORKSHOPS:** Red Fox staff train youth throughout Metro Vancouver on how to lead Active Play for children so that they can enhance local programs at their schools and community centres. Red Fox Managers deliver workshops on how to effectively engage Indigenous youth and bridge cultural differences so that community leaders can increase their confidence and skills in reaching out and including Indigenous youth and families in their programs.

A ladder of mentorship and role modelling is at the core of our programs. Older youth participants act as role models for younger children during program sessions, while receiving mentorship and support from Red Fox staff who have themselves faced similar barriers to success.



# YOUTH PROGRAMS

**JUNIOR LEADERSHIP:** Junior Leadership increases engagement of pre-teens at a critical time of transition from elementary to high school. Junior Leaders build a stronger sense of purpose and self-confidence through increased responsibilities and training to assist Youth Leaders with delivering children's programming activities.

**YOUTH LEADERSHIP:** Youth Leadership empowers teens with hands-on leadership and work experience that builds the self-confidence and practical skills they need to overcome barriers to success. Youth participate in training and certificate programs, and put their skills into practice through work experience in our child and family programs.

**YOUTH INTERNSHIP:** Youth Interns participate in program planning sessions and staff meetings, while continuing to gain training and work experience in our child and family programs. Through our partnerships with other local organizations, interns are exposed to wider education, training and work opportunities beyond Red Fox that set them up for future success as leaders in their local communities.

“ Being a Junior Leader at Red Fox makes me feel really proud of myself. I love spending time with the Red Fox leaders and coordinators because they are helping me become a young adult. Everyone is kind and fun.

- Kienesha  
Junior Leader





# OUR IMPACT

686

Program sessions delivered



93%

of Youth Leaders felt **more confident** after participating

88%

of children felt **healthy and happy** after Active Play

22,519

Points of service delivered

## CHILDREN AND YOUTH PROGRAMS

Over the last year we served children and youth with programming at **30** schools, parks, community centres and neighbourhood houses and at **34** special events across Metro Vancouver.



- VANCOUVER**
- Britannia Community Centre
  - Cedar Cottage Neighbourhood House
  - Collingwood Neighbourhood House
  - Grandview Elementary
  - Grandview Park
  - Queen Alexandra Elementary
  - Maclean Park
  - Mount Pleasant Neighbourhood House
  - Ray-Cam Cooperative Centre
  - \* Selkirk Elementary
  - Strathcona Elementary School & Community Centre
  - Trout Lake Community Centre
  - \* X'Pey Elementary

- WEST VANCOUVER**
- Ambleside Park
  - John Lawson Park
- SURREY**
- Bear Creek Elementary
  - Beaver Creek Elementary
  - FD Sinclair Elementary
  - KB Woodward Elementary
  - Old Yale Road Elementary
  - MJ Shannon Elementary

- NEW WESTMINSTER**
- Kelvin Elementary
  - McBride Elementary

- NORTH VANCOUVER**
- Norgate Elementary
  - Queen Mary Elementary
  - Westview Elementary
  - Heywood Park

- MAPLE RIDGE**
- Eric Langton Elementary
  - Hammond Elementary

\* New this year

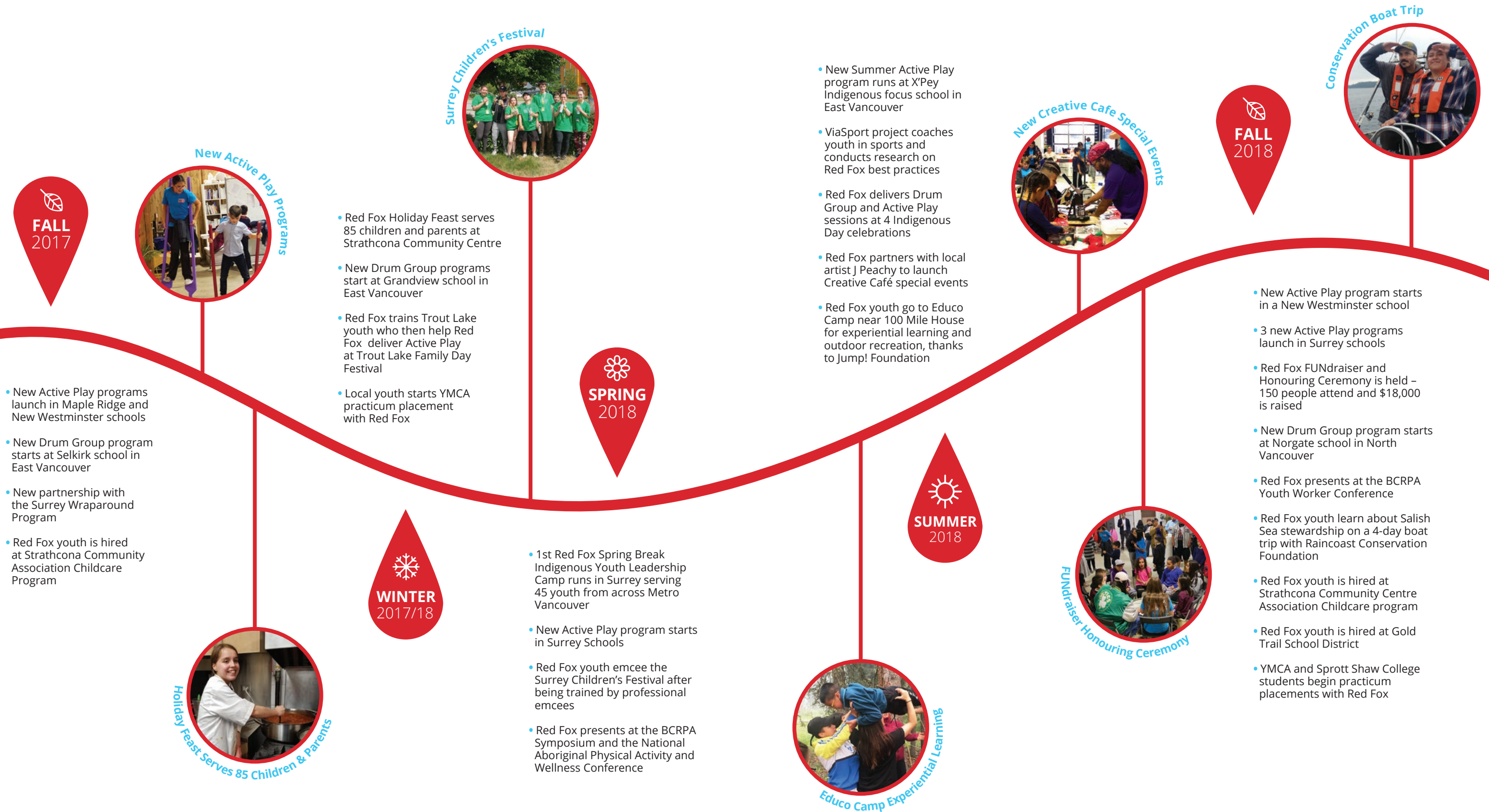
SPECIAL EVENT LOCATIONS: Langley Port Moody Coquitlam

24%

INCREASE IN NUMBER OF SESSIONS

36%

INCREASE IN POINTS OF SERVICE





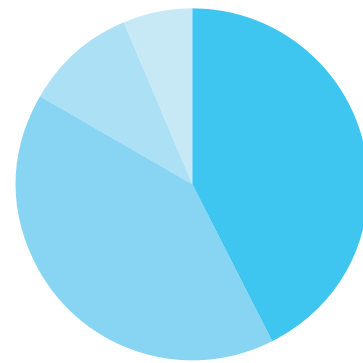
**FISCAL YEAR APRIL 1ST, 2017 - MARCH 31ST, 2018**

ANNUAL BUDGET: \$396,656

**Financial Overview**

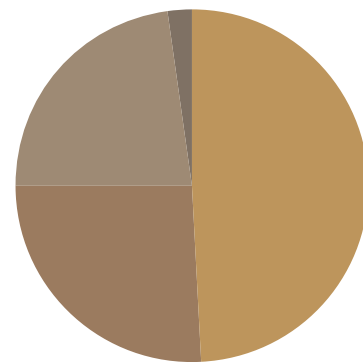
- Revenue 15% ↑
- Government funding 50% ↓ 41%
- Corporate & foundation funding 31% ↑ 42.5%
- Program wages 42% ↑ 49.2%
- Administration wages 31% ↓ 25.8%
- Program expenses constant → 23%
- Administrative & fundraising expenses 4% ↓ 2%
- Community in-kind contributions 65% ↑

**REVENUE**



- CORPORATE & FOUNDATION GRANTS 42.5%
- GOVERNMENT GRANTS 41%
- FEE FOR SERVICE 10.3%
- DONATIONS 6.2%

**EXPENSES**



- PROGRAM DELIVERY WAGES 49.2%
- ADMINISTRATION WAGES 25.8%
- PROGRAM EXPENSES 23%
- ADMINISTRATION + FUNDRAISING EXPENSES 2%

**IN-KIND CONTRIBUTIONS**

TOTAL VALUE: \$146,860

STAFF + VOLUNTEER HOURS \$10-25/HR  
\$66,610

2017  
\$89,265

2018  
\$146,860

PROGRAM SPACE \$25-50/HR  
\$80,250

**KEY COMMUNITY PARTNERS**



**KEY SUPPORTERS**

**\$100,000 +**

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**\$50,000 +**

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**\$20,000 +**

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**\$10,000 +**

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**\$5,000 +**

**DONORS**

- |                             |                     |                           |
|-----------------------------|---------------------|---------------------------|
| Jennifer Ballard            | Ruth Herman         | John Osburn               |
| In memory of Fraser Bracken | Alin Senecal-Hawkin | Pourhouse Restaurant Ltd. |
| Cathy Brown                 | Alexandra Hewitt    | Clif and Jan Prowse       |
| Maria Burglehaus            | Korina Houghton     | Julie Sawatsky            |
| William and Matt Corker     | Babs Kelly          | Colin Stark               |
| Drawing Change              | Glen MacDermid      | Sandi Witherspoon         |
| The Duke Family             | Ian Marcuse         | Gary Wozny                |



**WITH YOUR SUPPORT, WE CAN EMPOWER  
MORE CHILDREN AND YOUTH TO REACH  
THEIR **FULL POTENTIAL****

**DONATE TODAY**  
[www.redfoxsociety.org/donate](http://www.redfoxsociety.org/donate)



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