

Binning for Social Change



The Foundation is proud to have supported a wonderfully innovative project in the downtown eastside: the purchase of 30 binning carts through United We Can. Thanks to Your Support

Binning is part of a growing street economy in Vancouver. The people who work in this field call themselves "Binners." Binners work hard transporting large volumes of recyclable material left in the trash through our urban streets to the United We Can collection facility, where they are paid a fair price for their work. Shopping carts

are often used due to their ready availability. But shopping carts are borrowed property, and adversely affect neighbourhood quiet as the carts rattle down city streets full of bottles.

United We Can successfully piloted a practical and highly effective option – the UBU project. Here's how it works. Binners are trained in street-level hospitality and are helped to develop skills to work towards self-sufficiency. This allows binners to make a positive contribution to the sustainability of our environment by keeping recyclables from being discarded in our landfills.

Continues on page 4

The Central City Foundation is a \$15 million charitable foundation that continues the work of the Central City Mission Society, one of Vancouver's oldest charitable organizations. In addition to providing grants to community organizations, the Central City Foundation holds community assets that include the Abbott Mansions and the Cosmopolitan Hotel that provide safe, affordable housing to more than 100 downtown eastside residents, as well as properties in development as a community childcare centre in Strathcona and for British Columbia's first long term Youth Drug and Alcohol Residential Treatment Facility.

Meet Your New President and CEO



Jennifer Johnstone
President and CEO

We're thrilled to welcome Jennifer Johnstone as our new President and CEO. Jennifer was the Executive Director for the past two years at Ballet British Columbia and has an extensive background in non-profit management

and community resource development. For over 19 years, she has held key leadership positions with community organizations including the Vancity Community Foundation, the Vancouver Status of Women and Battered Women's Support Services.

As the Central City Foundation moves ahead with its community partners to expand our positive impact, Jennifer looks forward to getting to know the Foundation's loyal and committed supporters, saying, "Your vision and generosity make this work possible. Together we'll make a tremendous difference in this community, and seek real change and innovative answers to its daunting challenges."

Jennifer welcomes your phone calls. "I would like to invite supporters of the Foundation to call me 604-683-2263. I'd be happy to arrange for you to visit our community and meet some of the remarkable people your gifts help support. You'll see first hand the encouraging results of your generosity."

Again, welcome Jennifer! We know that your deep commitment to finding inventive solutions to the challenges encountered each day in the downtown eastside - - homelessness, addiction and poverty - will serve the Foundation and the community in a powerful way.

You Can Help Us Tell Our Story

**We will be 100 years
old in 2007!**

We are bringing together all the stories, the photographs and the clippings which will help to tell the 100 year history of Central City Mission and Central City Foundation. What are your memories? Do you have a clipping file about CCM and CCF that you would share with us? Are there photos in your albums we can look at? Did your elders contribute to the Central City story? What are your stories and will you share them with us? Please be in touch by emailing us at 100years@centralcityfoundation.ca, and we'll contact you right away!



Photo: Sereena's House. Photo by Sheila Mathews

building, install security, and provide 24-hour staff. As you can imagine, these are essential to the safety of women's housing on the downtown eastside.

Thanks to donors like you, the Central City Foundation was able to step in quickly to support this project and the women who urgently required a safe secure place to call home. We provided a grant to help purchase furniture and equipment for this new 58-room residence.

Creating Positive Change and You Helped!

In life, there are chances to transform negative situations into healthy positive ones – but it takes vision, hard work and, often, financial investment. The recently opened Sereena's House in the downtown eastside is one such transformation.

In 2005 the City of Vancouver closed the New Wings Hotel following three murders in the hotel and the trafficking of young women who were being prostituted out of this location.

The start of its transformation began when the building was renovated from top to bottom.

Just a few weeks ago, in October, the owner approached Janice Abbott of Atira Women's Resource Society and Atira Property Management about taking over the lease and operations. The project was ready to go, but Atira needed to move fast to find the funding to furnish the

This is a powerful example of the community working together to create a safe, positive environment from what was once an unhealthy, destructive situation.

However, there is still so much more we can do to create homes, not simply housing, for women in the downtown eastside. For instance, Atira manages a list of more than 400 women looking for safe housing but when access to secure housing comes about, it is often just adequate. Even Sereena's House – clean and recently renovated as it is -- does not have private bathrooms.

By working together, donors like you, and community organizations like the Central City Foundation and Atira, will continue to support critical projects to provide homes for women in the downtown eastside. Thank you for your support of Sereena's House.

You may be interested to know that Sereena's House is named to honour the memory of Sereena Abbotsway, aged 29, who disappeared from the downtown eastside on August 1, 2001. All who knew her, described Sereena as a sweet and gentle woman. Her DNA was found on the Pickton land and she was one of the first two women identified as murdered there.

John Swift, Chairman of the Foundation, announces the appointment of four new directors to the Board of the Foundation.

John says, "These new Board members and our new President and CEO, Jennifer Johnstone, bring invaluable skills and experience to the Foundation as it undertakes larger, more varied and more complex projects, in response to the evolution in problems endemic to the Downtown Eastside of Vancouver and which are spreading throughout the Lower Mainland."



Nancy Campion is an Equities Trader with Connor, Clark & Lunn Investment Management and will be offering her extensive expertise to the Finance and Investment Committee of the Central City Foundation Board.



JoAnne Chase is Vice President, Administration Western Region for BFL Canada Insurance Services Inc. As Chair of the Projects Committee of the Board of Directors, Ms. Chase will oversee the Foundation's program for the review of grant applications and the awarding of grants to projects in support of the Foundation's mission.



James P. Hatton is a commercial solicitor with 20 years experience in advising technology-based companies and is the partner responsible for the Technology Group at Farris, Vaughan, Wills & Murphy LLP. Mr. Hatton will assist the Foundation with its partnering efforts and work with other not-for-profit and community organizations.



Gary Ley is one of Canada's most experienced public affairs consultants, with 20 years of expertise devoted to a range of clients and issues. Mr. Ley will become a member of the Foundation's Communications Committee and will take a leading role with the Foundation's fundraising initiatives.

Welcoming New Board Members

Funded Projects – Thanks to our Generous Donors 2006-2007

In addition to the grants to United We Can and Sereena's House highlighted in this newsletter, the Central City Foundation supported the following organizations this past year with grants that have contributed to the improved capacity of these organizations and our community. Thanks to the incredible support of our donors, the impact of these community investments will result in measurable improvements in the lives of those in need whom we seek to serve.

Left: Urban Promise Ministries.
Right: Pacific Parklands Foundation
"Catching the Spirit Youth"



Grants to support Children and Youth

In addition to supporting housing and direct services in the downtown eastside, the Central City Foundation provides grants to a number of organizations that work with youth who may be at risk or marginalized in our communities. By working with young people, these organizations hope to help them make positive choices in life.

Pacific Parklands Foundation "Catching the Spirit Youth Program"

A grant to support this free summer program "run by youth, for youth" teaching social sustainability, environmental stewardship, leadership and community development. Youth from throughout the lower mainland volunteer at GVRD parks throughout the summer, participating in a variety of activities.

Urban Promise Ministries

A grant to support after-school programs & Summer camps for inner city children and youth at 3 locations on the east side of Vancouver.

Pacific Community Resource Society "Staying in School, Staying on Track Program for

Students with Fetal Alcohol Spectrum Disorder"

Youth in this program faced daunting challenges when situated within a large school context and thus, we helped to fund the improvements for a program site adjacent to the Eagle High Alternate School/ Day Treatment program. This program is specifically designed to assist alcohol-affected adolescents to successfully transition from elementary to high school. Before the establishment of this program, many of these students were unable to continue in school and were subsequently running into trouble in the community with crime, addiction, street involvement, home/foster home breakdown and pregnancy.

Atira Women's Resource Society "Bridges to Understanding Project"

Our grant will support an innovative new youth digital storytelling project to connect youth in Vancouver, Haida Gwaii, and Cortes Island with the world. This project is a partnership with the US-based Bridges program that has a proven track record in offering youth an opportunity to tell the stories of their lives and cultures, and through storytelling, confront the many challenges (eg. racism, violence, sexism, and drugs) of today's complex society and build their survival skills.

Grants to address the most urgent community needs

The Dugout

A grant to support this drop in and soup kitchen in the downtown eastside of Vancouver providing food and services to more than 200 people per day, including providing AA groups, counselling, community referrals & outreach services. We have made this grant annually since 1994.

411 Seniors' Centre

A grant to support the Food Services Program that provides almost 500 greatly needed, low-cost, hot nutritious meals every week to seniors, volunteers and other marginalized individuals in the downtown core of Vancouver.

Quest Outreach Society

Our grant supported the purchase of a walk-in cooler for the Food Process Facility of Quest. Quest is a food exchange organization whose mandate is to rescue non-marketable food from the food industry and redistribute it, through donation, to appropriate public sector and social services agencies that make the food available to their clients in need through food hampers, meal programs, and community kitchens.

Grants supporting Community transformation

Pivot Legal Society

A grant to support a Housing and Homelessness advocacy and research project in the downtown eastside that will provide up to date information on the needs of homeless people in our community and further information on low income housing alternatives. This research will greatly assist the Foundation in future planning and project development.

Headline's Theatre "METH Project"

A grant to support this audience-interactive theatre project created and performed by people who have struggled with addiction to crystal meth. Like all forum theatre projects, METH, functions from a philosophical understanding that the ability and responsibility to deal with issues in a community lies within that community – this theatrical process merely unlocks the knowledge and capacity that resides within a community to resolve its issues. Thus METH is expected to raise awareness and identify creative community solutions to the many problems associated with this devastatingly addictive drug.

We'd like to encourage our donors to consider making their gifts through becoming monthly donors. Monthly giving has many benefits to you, and it also helps us to streamline our administrative costs.

Giving

**Convenient,
Effective,
and Easy.
What could be
better?**

Monthly giving is convenient. It allows you to spread your support out over the year – accomplishing much more. It's simply an easier way for you to give, because your giving is done automatically. This means no need to search for stamps or envelopes, or write checks. The gift amount that you choose is automatically transferred each month to the Central City Foundation, so it can go to work faster.

It also helps us do much more. By giving automatic gifts on a monthly basis you reduce our administrative costs and allow us to plan better. The security of committed funds helps us to more effectively create lasting change for people in the downtown eastside.

The amount people give varies widely – from \$10 to \$1,000 a month. Most gifts tend to be in the \$15 to \$25 range, but we only ask donors to give what they are comfortable with giving. Just a \$1 a day is about \$30 a month -- or a generous gift of \$365 per year.

You can choose to give by automatic funds transfer through your bank account or your credit card. Many people use automatic transfer these days to pay for everything from their magazine subscriptions to their health club memberships. Your monthly gift is automatically transferred from your bank account into the Central City Foundation's bank account. You can start this form of giving by simply sending us a cheque marked VOID and indicating the amount you would like transferred each month. (A response form is included in this mailing package. You'll also find a credit card option included if that is more convenient for you.)

Either way, your monthly gift will appear on your bank or credit card statement each month. This will both remind you of your generosity and serve as a record of your gifts.

Continued from page 1

A critical piece was to provide qualified applicants with his or her own UBU. What's a UBU, you're probably asking yourself. A UBU is an innovative cart designed to replace the shopping cart as the binner's preferred vehicle for hauling recyclables. The UBU is quiet, carries more, is easy to manoeuvre, safer to operate, and can be owned by the binner.

Thanks to the ongoing support of our generous donors, the Central City Foundation was able to provide United We Can with a grant to cover costs for 30 new UBUs.

We thought you'd like to know how your support has impacted the life of just two of the people who use the new UBUs.

Mike says, "The UBU has surpassed all my initial expectations and then tripled them. And the public response has been unbelievable. I thought the interest would calm down, but after two and a half months people seem more interested than ever! People are constantly making comments on how quiet the UBU is. They like the new look and tell me how much they appreciate the service I provide. And it works great too! I can't say enough about it."

And here are Steve's comments, "People always want to stop and chat about the UBU. They can't believe how quiet it is and they like the look. When they ask me if I like it, I tell them there is no comparison. I could never go back to using a shopping cart! The only complaint I have is that the time I now save with the UBU, I lose again talking to the public."

Central City Foundation's generous donors helped make this innovative project possible. As you can see, your donations will help bring about practical change in people's lives. The UBU project is helping binners to improve their own self-image as individuals who are taking responsibility for sustaining their way of life and greening our environment as they do so.

