

TOGETHER, WE CAN END YOUTH HOMELESSNESS







HOUSING



EDUCATION & EMPLOYMENT



FAMILY

Through innovative programming and social enterprises, we help youth and young families secure stable housing, education and employment, while working toward family stability and better health.





993

Young People Supported



22,940

Meals Served



78

Youth Employed



81%

Housing Occupancy Rate



2,072

Shelter Nights Stayed



\$629,735

Revenue Generated by Social Enterprise





For every **\$1** invested in prevention programs, CFY delivers a **\$8.93** return of **SOCIAL VALUE**

SHELDON POLLETT

Executive Director

CHELSEY MACNEIL

Director of Education. Employment & Social Enterprise

JONATHAN MOORE Director of Finance & Administration

TIM **SMUCK** Director of **Programs**

HISCOCK Manager of Education, Employment &

Social Enterprise

JILL DOYLE

Manager of Family Programming & Support Services

PAULA SOPER

ROBYN

Manager of Supportive Housing Programs

ANGELA PICCO

Manager of Fund Development & Communications JEN CROWE

Strategic Initiatives Coordinator **LUCAS GEARY**

ADAM

Human Resources Manager

STEVE POWER

LUNDRIGAN **Board Chair** Treasurer

NICOLE **PARSONS** Secretary

CHRIS PEDDIGREW Board Member COLIN KRULICKI Board Member

DR. JILL **ALLISON** Board Member

DR. KIMBERLY ST. JOHN **Board Member**

GEOFF DAVIS

Board Member

REMZI CEJ Board Member

DONOVAN **TAPLIN Board Member**

KIMBERLY RUSSELL Board Member

BELBIN

BRUCE Board Member

Thank you to the following leadership and Board Members who contributed their time and energy to Choices for Youth for a portion of the year:

LYNN ZUREL

Outgoing Board Chair

ANDREW WOODLAND

Outgoing Board Secretary

AYON SHAHED

Former Director of Strategic Development

EADERSHIP

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A MESSAGE FROM THE HONOURABLE

JOHN · ABBOTT As minister responsible for the Community Sector I am pleased to take this opportunity to share my congratulations, as Choices for Youth marks another year of success in its mission to support and empower youth in Newfoundland and Labrador.

Choices for Youth is a well-established youth-serving organization with a history of providing support for at-risk and homeless youth in our province. The Department of Children, Seniors and Social Development is pleased to contribute annual funding to the organization to provide a range of programs and services that address youth's needs for housing, training, employment and health care.

Choices for Youth continues to advance innovative approaches to support the youth of this province and the Provincial Government is pleased to collaborate with this dynamic organization on many of these new and exciting initiatives, which help young people overcome challenges, so they can work toward achieving their full potential.

The Income Support Employment Stability Pilot, which will be delivered in partnership with the Department of Children, Seniors and Social Development and the Department of Immigration, Population Growth and Skills, is designed to help young people find and maintain employment.

Similarly, the Choices for Youth Social Enterprise research project, in cooperation with the Department of Industry, Energy and Technology, will contribute to an exploration of sustainable business models, specifically franchising, to create opportunities for young people to learn and develop job skills.

I would like to thank the staff, volunteers and Board of Directors of Choices for Youth for the work they have undertaken in the past year to help youth in our community achieve success. With support, through their own hard work and determination, young people can create positive futures.

Sincerely,

Hon. John Abbott Minister of Children, Seniors and Social Development

gov.nl.ca





a physically distanced

△ LETTER FROM

THE CHAIR OF THE BOARD & **EXECUTIVE DIRECTOR**

There were many hard times over the last year. Months of social isolation, many people facing illness, and widespread loss of jobs, income, and dreams throughout our community. Yet, when we reflect on the challenges of the last year, there are many incredible moments of bravery, resiliency, and hope.

At Choices for Youth, our staff and young people showed up for each other to show support and determination when things seemed bleak. A cleanup of the Shelter grounds organized by staff and shelter residents comes to mind, as well as weekly care kits delivered to Momma Moments families We received donations of masks, hand sanitizer and cleaning supplies to help youth stay safe. And, most recently, on-site COVID-19 vaccination clinics for youth and young families were held at our Outreach and Youth Engagement Centre.

We've seen the daily reminders that despite housing crises, mental health challenges or even a global pandemic - the Choices for Youth community is always ready to adapt to overcome any barrier. Though it hasn't been easy, the reality for many youth and young families is that it has never been easy. But, with the right support and a lot of hard work, even the largest mountains can be conquered.

Thank you to our supporters and partners who helped to lift up our community this year. We hope you enjoy reading this year's Annual Report, and are inspired by the many stories shared in it. And of course, thank you to Choices for Youth staff and young people who continue to remind us of the potential and strength in our community.

Thell Tollett Sheldon Pollett, Executive Director

Steve Power, Chair of the Board of Directors



CFY & YOUTH LEADERSHIP



Youth leadership shows up in many ways throughout Choices for Youth. It can take the shape of a youth-led initiative, youth mentorship, and young people working hard to progress towards their goals.

Heart to Heart + RisingYouth

Members of CFY's Youth Leadership Council led the Heart to Heart initiative. This project, supported by the RisingYouth national program and TakingITGlobal, involved the creation of a virtual community for young people to connect and share support and lived experience in a safe environment.

Creating Space

Giving young people the opportunity to share their experience and advocate for systems change plays a role in all of our work at CFY. This year young people across programs were able to participate in public panel discussions, speaking opportunities, media interviews, and CFY site tours with donors and partners.

Redesign and Rebuild

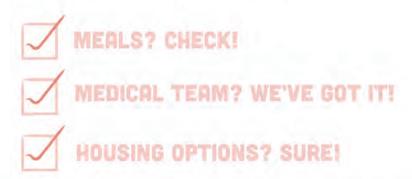
Youth input is important to program design, delivery and redesign at CFY. Members of the Youth Leadership Council have been working with CFY staff to inform the design of an updated program delivery model for leadership and youth training within the Education, Employment and Social Enterprise department.





INTEGRATED SERVICE DELIVERY

The CFY Outreach Centre is a one-stop-shop for a young person wanting support. Meals? Check! Medical team? We've got it! Housing options? Sure! Plus, many of our programs and referrals operate on-site, so young people are able to tell their story once and get the help they need all under one roof.



We are working towards the development of a full Integrated Service Delivery for Youth model in Newfoundland and Labrador, and are currently working with eight steering committees in the province to turn this vision into reality.

Thanks to our philanthropic partners and the Government of Newfoundland and Labrador, we are ready to hire a Director to get this project started!

Within two years we hope to have four sites operating in NL to support hundreds of youth and help them stay closer to their homes, their networks, and their support systems.



Many thanks to Dr. Melanie van Soeren, one of the physicians that started her tenure with the Downtown Healthcare Collaborative at Choices for Youth. Dr. Melanie, as she was fondly called by youth and staff, was an incredible support to many youth and young moms who she served. Dr. Melanie has moved back to her home province of BC and we wish her all the best!

auss our

OUTREACH CENTRE

12-16 Carter's Hill Place

St. John's, NL A1C 6N5

P: 709.754.3047 **F:** 709.754.6102



Josh was living in Ontario and made the decision to move home to Newfoundland and Labrador in 2019. After hearing about the programs and services at Choices for Youth and looking for support, he became connected with The Lilly program, which offers supportive housing for young people, as well as the Education, Employment and Social Enterprise [EESE] program.

HONIGAN

Josh has been steadily working towards his goals since connecting to CFY. He has been able to save money and work on building a strong financial foundation, has made plans to attend post-secondary school, and one day hopes to own an apartment building to help young people.

I've always loved helping people, I've always been a people person.
I never thought I would be able to go to school, but people at [CFY's EESE program] are the people who convinced me that I would be able to and they helped me set up what I needed to do to make it happen.

Josh has now lived at The Lilly for over a year, and has also been employed through the EESE team. During the pandemic, he was part of the essential janitorial staff at a CFY, ensuring that offices and program areas were properly sanitized to meet COVID-19 regulations, while also learning 3D printing skills with the Youth Ventures program.

☐ I'm really happy I've been here, it's been a really good experience. It's had it's ups and owns but that comes with everything. The staff at The Lilly are really good people, they try their hardest. ☐☐



STRONGER TOGETHER

When we work together, we can make better use of resources, share new and creative ideas, and tap in to new networks.

POST-SECONDARY PARTNERSHIP

In October 2020, Memorial University President Vianne Timmons visited our Outreach Centre! CFY has been a partner of our province's University for many years, acting as a placement location for students in the School of Social Work, a social enterprise incubator for projects from Enactus Memorial, and a resource for post-secondary students in need of support.





TRAVELLING LIBRARY

In December 2020 CFY partnered with the Newfoundland and Labrador Public Libraries and Craft Council of Newfoundland and Labrador to launch the Travelling Library exhibit! CFY youth built and painted wooden library boxes, which offered an opportunity for youth to grow their woodworking and tool skills. The wooden boxes were used to bring local books to seniors living in care.

FISHING FOR SUCCESS

In August 2020 Fishing for Success (FFS) partnered with CFY once again to provide fresh cod for our drop-in meals for young people! For six weeks young people were able to eat a delicious meal made from locally sourced cod fish provided by FFS. Our CFY cook, Lois, prepared meals including fish tacos, fish and brewis, fish stew, and baked cod. Young people were able to learn more about our heritage and the cultural importance of cod in our province.





THE SHELTER

The CFY shelter provides nine beds of emergency shelter for young men and non-binary youth. Youth are able to stay at the shelter for up to 30 days, and during that time they work to find housing and supports for when they leave the Shelter.

Through a challenging year, youth and staff at the Shelter were creative in helping each other stay grounded and positive amidst the periods of physical distancing and isolation. One of the most inspiring moments? When staff and residents organized a cleanup of the grounds surrounding the Shelter as a way to build connection, enjoy fresh air, and take care of their environment.

THE LILLY

An apartment-style affordable housing complex for young people! The first of its kind in NL, young people at The Lilly are usually engaged with school or working, and have 24-hour staff support to help them with setting and achieving goals.

"Christmas at The Lilly is magical. The team go above and beyond to ensure our youth make happy holiday memories. On Christmas morning, each youth wakes up to find a meaningful present under the tree, and staff prepare a delicious holiday dinner for everyone to enjoy." Heather Roberts, The Lilly Program Coordinator





The Cashin Avenue project was built for youth, by youth! The project was built by Impact Construction in November 2020, and there are now five young families connected to the Momma Moments program living in the residence.

We are happy to share that all units are fully occupied and families are enjoying their new homes!

harn more about this inspiring initiative here





Bell Let's Talk

& RALLYFORWARD

Choices for Youth strives to partner with organizations that align with our mission and values. The Bell Let's Talk Community Fund has been a natural fit, and is helping to strengthen and support the RallyForward housing program. Bell Let's Talk is designed to break the silence around mental illness and create positive change and supporting the mental health of Canadians — an initiative that is reflected by RallyForward.

RallyForward is focused on helping young people maintain and manage their mental health, so they can thrive while living independently in their communities. Through evidence-based practices, youth needing support are able to access affordable housing paired with support that promotes stabilized independent living skills, while utilizing community resources. With a proactive team, young people can achieve the necessary supports in order to make changes in their lives, and with the safety of housing they can focus on their mental well-being.

Thanks to support from the Bell Let's Talk Community Fund, RallyForward is able to continue to support young people with working towards their personal goals and making positive change in their lives.



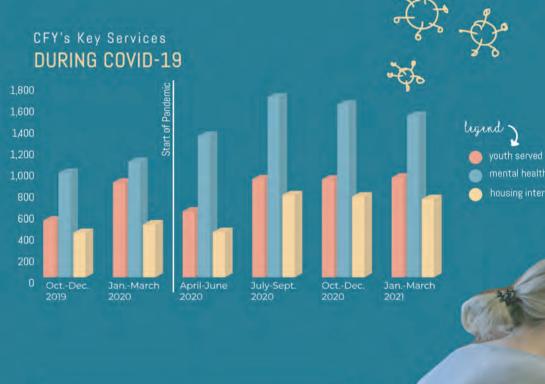


RECL

From the onset of the COVID-19 pandemic, we had one goal: To maintain the same level of support for youth, while helping them stay safe and minimizing harm. However, youth and young families faced compounded challenges, including increased food insecurity, challenges finding safe and affordable housing, job loss, and more. This is a snapshot of what was experienced at CFY:

mental health interventions

housing interventions



WHAT THE DATA TELLS US

This data validates what we were experiencing across programs over the last year - that the COVID-19 pandemic compounded the challenges that youth and young families were facing. Reflecting on the last year, the number of mental health interventions has increased, signalling to our team that their needs have not lessened as COVID-19 restrictions ease.

52% Demand for



Carried States

While the pandemic put a damper on many gatherings and celebrations, the RallyForward team continued birthday celebrations with drive-by parades to young peoples' homes. When the holidays rolled around, the team also delivered presents, good spirits, and holiday cheer to young people.



At the beginning of the pandemic, we had three youth with very complex serious medical needs staying at our shelter. There were numerous referrals made, including to our on-site medical team, occupational therapy and community support. All three young people secured housing upon leaving the shelter. It could have ended much differently, but they were able to make some really great strides for themselves.

hop of es, for food.

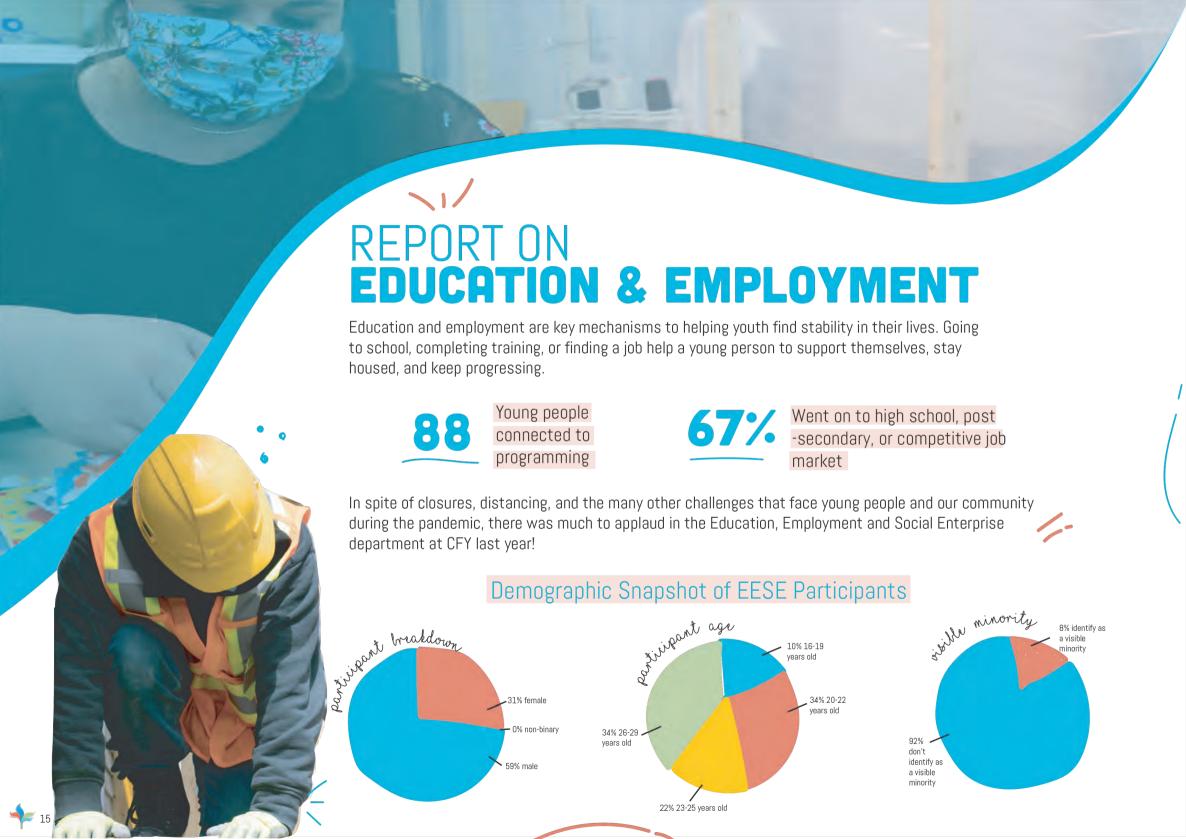
great dithe

masks made

the branded mash shop made by the shop

Youth trainees at The Shop made cloth masks that were distributed to staff and trainees across sites, and were also available for purchase at Neighbourhood. This silver lining of the pandemic turned into a great training opportunity, and the masks here a hit with customers and community members alike.

и %





NEIGHBOURHOOD

Neighbourhood celebrated their second anniversary, and had their most successful year yet!







Impact Construction provided construction services for community agencies, including completed projects with First Light, Autism Society, Stella's Circle, Iris Kirby, and more!

31 youth employed





The Shop shifted to mask making for CFY staff and youth, as well as selling masks to the public at Neighbourhood! They also launched their online marketplace.







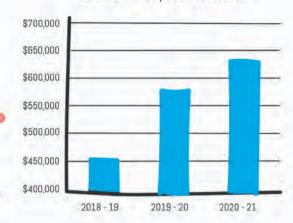
Pre-employment training continues to grow at CFY, which speaks to the need for young people to learn new skills to help them hit the ground running when they find employment.

youth completed pre-employment completed training in-hou

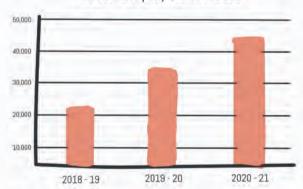


WHERE WE'RE GOING

Social Enterprise Revenue



Youth Employment Hours



The social enterprise portfolio at CFY continues to grow, with year-over-year increases in both revenue and youth employment hours created. Social enterprise businesses operate the same as a "normal" business, but with an added benefit of positive social impact. At CFY we use social enterprise to train and employ young people, giving them valuable work experience and real wages to help them on their journey.

MY STORY MACENZIE

Makenzie began her journey with Choices for Youth at our Outreach and Youth Engagement Centre on Carter's Hill. At that time, Makenzie's father had passed away, and she was out of the workforce. With encouraging support from the Outreach team, Makenzie connected with the Education, Employment and Social Enterprise department at Choices for Youth.

•• The support staff act as guidance, and it really feels like you have someone to help you get through the program ••

Makenzie was able to develop transferrable skills such as coding, 3D printing, and graphic design, and gained certifications in LEAN training and WHIMIS. From this point, Makenzie was able to start work at The Shop, a CFY social enterprise. Before working at The Shop, Makenzie only knew the basics of sewing, but within weeks of employment she enhanced her sewing techniques and has continued to learn new skills that will support her journey in the job market

At The Shop, there's a focus on mental health and wellbeing; people really want you to succeed. There's extra support that helps make the transition easier, especially if you're rejoining the workforce.



FORWARD TOGETHER

Early in the global pandemic, we began hearing that young people were afraid of being left behind as schools turned to online learning, volunteer opportunities dried up, and the future of youth employment became more and more uncertain. Prior to COVID-19, youth were three times as likely to be unemployed compared to older adults (International Labour Organization, 2020).

Our team had so many questions:

- How are youth coping?
- What support do they need?
- Is COVID-19 affecting education and employment for young people?

Through a research process involving 486 young people across NL, CFY tried to answer these questions and understand how COVID-19 impacted young peoples' education, employment, and future.

The **Forward Together** report draws on the expertise and experiences of young people in our province, and offers a youth-centred framework for investing in our province's recovery. The key findings from Forward Together include:

- Mental Health is a Top Concern and Accessing Support is a Challenge
- **\$** Poverty is a Growing Concern
- Youth are Struggling to Access Education
- Youth are Experiencing Major Setbacks
- Youth See Opportunities to Change Systems

Read Forward Together on CFY's website here





FAMILY AND NATURAL SUPPORTS

The Family and Natural Supports (FNS) team has made progress in helping young people to reconnect with family in a safe and meaningful way. These family connections were even more important to foster throughout the pandemic, and the FNS team was able to support counselling, communication plans, and the wellness and safety of young people.

29 youth

108 counselling

3,194

family interventions



The Upstream program at Choices for Youth officially launched this year. This program, inspired by the Geelong Project in Australia, aims to help students in junior high school stay engaged in school. Many of the issues that would cause a young person to stop attending school, such as challenges at home or need for mental health support, are the same issues that face young people who come to Choices for Youth.

By supporting youth at younger ages and helping them to stay in school, we can prevent them from needing our services when they reach the age of 16.

We are proud to be partnering with the Department of Education and the English School District to pilot the program in two junior high schools in the metro region, and look forward to working with teachers, families, and students to help young people thrive.



WELCOME HOME

CASHIN AVENUE PROJECT

The Cashin Avenue Project is dedicated supportive housing for young families, and is the first of its kind in Newfoundland and Labrador! Through an innovative Social Finance Investment from the R. Howard Webster Foundation and support from local businesses and community agencies, Choices for Youth and Impact Construction completed the Cashin Avenue Project in November 2020. The housing project consists of five new units of affordable housing, made available to young families connected to the CFY Momma Moments program.

The Cashin Avenue Project began as an opportunity to provide supportive housing for young families while also providing ease of access to services and programs that were previously beyond their reach. The project has provided a safe space for young families, and created employment and training opportunities for youth.

The impact continued even after the project was complete, as many young people who worked with Impact Construction to build the housing went on to enroll in school or find other jobs in the private sector once the Cashin Avenue Project was finished. This is the power of social enterprise – creating long-lasting positive change in our communities.







Young people employed during the project



8,275 Hours of youth employment created Michelle became connected to Choices for Youth and the Momma Moments program four years ago. Since joining the program Michelle has gained independence, made healthy connections, and has been able to access healthcare through CFY's on-site medical team.

Both Michelle and her son, Patrick, have had many fun new experiences through Momma Moments and they've both made new friends. Their experience with Momma Moments has been positive. They have also found stable housing and moved out of CBS for the first time.

SEvery day we find something different to do, before we would be stuck at home 90% of the time and it would be expensive to travel anywhere. 50

Michelle enjoys seeing the progress Patrick has made since joining the program. He has been able to overcome his shyness, and the annual Momma Moments camping trip has become one of their favorite events of the year.

So The camping was right up his ally, it was his first time sleeping outside, his first-time camping. Everyone else was asleep, it was just me and Patrick at 6 in the morning watching the boats come in. 50

From Michelle's time in the program, she has gained positive connections and suports for herself and her son, and is looking forward to experiencing many firsts beyond the Momma Moments program.

MY STORY MICHELLE





To our staff, volunteers and families:
 for stepping up in uncertain times,
 for your continuation of support and strength,
 and for supporting our community of young people,
 when they needed it the most.

Wrap-around support gives wrap-around results.



ONE TEAM REAL IMPACT

Our staff team at CFY are a diverse, dedicated and resourceful group of people. The broad range of programs and services we offer allow for our staff to encompass a wide range of skills, expertise and experiences.

From Administration to Programming, from Youth Mentoring to Research and Evaluation – the CFY staff team represents a dynamic group of people with one common goal: to create positive change for young people in our community.



27

Total New Team Members



12

Lateral Moves



4

New Hires that Relocated to Join CFY



4

New Board Members



4

Wellness Initiatives



INFINITE

Passion for Helping Youth



FINANCIALS

CFY'S partners, supporters and donors are at the heart of what makes our work possible.

Revenues

Government of Newfoundland and Labrador	\$ 3,140,798	38% •
Government of Canada	2,768,182	34%
Donations & Fundraising	800,643	10%
Social Enterprise	808,498	10%
Other Income	490,336	6%
Rent	231,671	3%
City of St. John's	15,891	1%
Total Revenues	\$ 8,256,019	

The information shown in these tables and illustrations are prepared by mangement on the basis of figures reported in our audited financial statements. Due to rounding, some totals may not correspond to the sum of the seperate figures.

Every year, CFY publishes audited financials. For a detailed view of our Audited Financial Statement and the Independent Auditor's Report prepared by MNP LLP, please visit **www.choicesforyouth.ca/resources**.

Expenditures

PROGRAM EXPENSES 79%

 Social Enterprises & Youth Employment 	\$ 2,635,792 32%
Housing Programs & Services	1,776,927 22%
Outreach & Youth Engagement	725,198 9%
 The Choices Shelter 	646,911 8%
Family Programs & Services	610,338 7%
Other Programs	22,585 1%
OTHER EXPENSES 21%	\$ 6417,751
Administration	\$ 971, 691 12%
 Amortization of Capital Assets 	331,337 4%
Development	175, 566 2%
Communications	109, 141 1%
Strategic Initiatives	148, 712 2%
	\$ 1, 736, 447
Total Expenses	\$ 8, 154, 198























Atlantic Canada Opportunities Agency







































RBC Foundation































































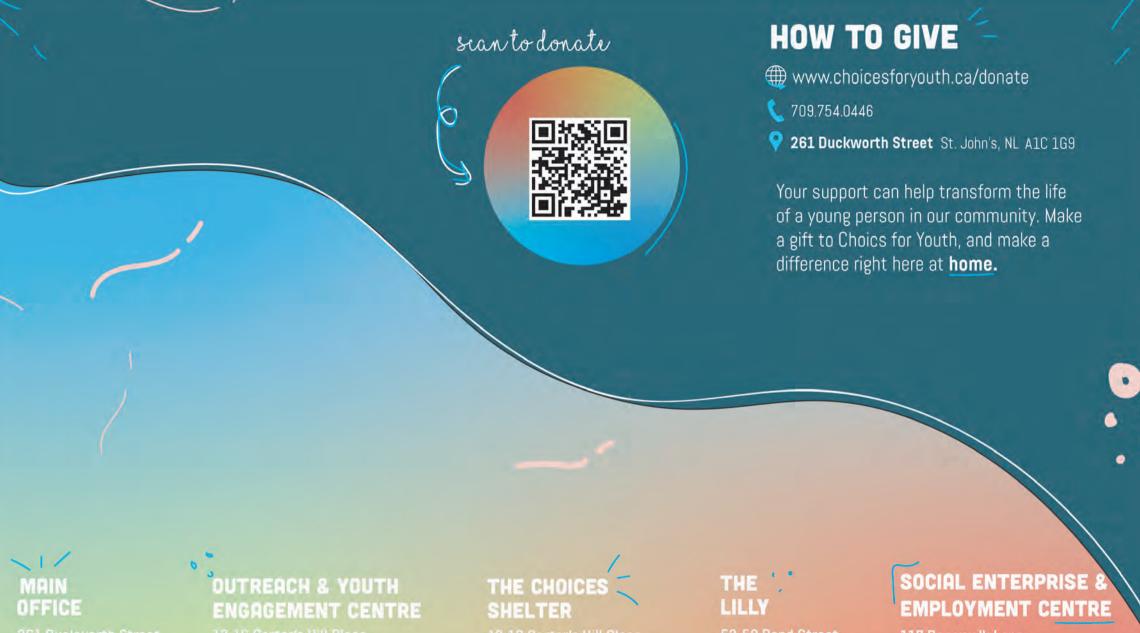








Greg Snow Ron Ellsworth Brendan Barrett Mary O'Keeffe Debbie O'Reilly Georgina G. Short Bruce Penney Maragret Pelly Ian Barrett Nancy Patten Rick Spracklin Wanda Greenslade Chris Peddigrew Grand Banks Social Club Darryl Legge CAD Holdings Inc. John Lewis Conor Stack Geoff and Karen Williams Gary Murray Cheryl Jefford Linda Barrett Angie Critchell James and Susan Adams Taryn Hearn Antonio & E Gail Simoes Re **Neil Power** Estate of Pauline Hickey Robert Bishop Wayde Butler Nicole Parsons Irfhan Rawji Rotary Club of Rotary Club of Avalon Northeast Avalon Northwest





52-58 Bond Street

117 Ropewalk Lane



