



CHOICES FOR YOUTH

ANNUAL REPORT

2018/19

# TOGETHER, WE CAN END YOUTH HOMELESSNESS.



## HOUSING

Choices for Youth focuses first and foremost on finding stable housing for youth, as a critical step to reduce crises and as an important springboard for accessing additional supports.



## EMPLOYMENT

Meaningful employment is a key part of helping young people succeed and build independence. Whether they want to work at a CFY social enterprise or within the private job market, we give them the support, resources and training they need to meet their goals.

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



## FAMILY

Strengthening families and connecting them with the support they need to create healthy homes and a stable future for their kids is vital to building thriving communities.



## HEALTH & OUTREACH

The Outreach and Youth Engagement Centre is the front door of CFY. It is a place where young people can have a hot meal, feel safe, and build trusting relationships. Outreach offers a broad array of programs and services, and it is here that youth can access many of our mental and physical health supports.



**1,623**  
**youth**

served in  
the last year

**11,014**  
home  
visits

**97,648**  
kilometres  
driven

**3,030**  
housing  
actions

**1,016**  
donations  
made to CFY

**2,540**  
volunteer  
hours

**24,259**  
meals  
served

**18,728**  
hours of youth  
employment created

**2,119**  
employment  
actions

**3,604**  
family  
actions

**6,149**  
mental & physical health  
support actions taken

**62,708**  
visits to the  
CFY website

**727**  
education  
actions

**A YEAR IN**  
**NUMBERS**

**SHELDON POLLETT**  
Executive Director

**AYON SHAHED**  
Acting Executive Director /  
Director of Strategic  
Development

**CHELSEY MACNEIL**  
Director of  
Social Enterprise

**WENDY DANIELS /  
JONATHAN MOORE**  
Director of Finance  
and Administration

**ADAM HISCOCK**  
Manager of  
Social Enterprise

**ALLY JAMIESON**  
Manager of  
Research and Evaluation

**JILL DOYLE**  
Manager of Family  
Programming and  
Support Services

**JONATHAN MOORE /  
SEAN CONWAY**  
Manager of Financial  
Reporting

**PAULA SOPER**  
Manager of Supportive  
Housing and Employment  
Programs

**ANGELA PICCO**  
Fund Development and  
Communications Coordinator

**JOSHUA SMEE**  
Provincial Expansion  
Coordinator

**LUCAS GEARY**  
Senior Human  
Resources Specialist

**LYNN ZUREL**  
Board Chair  
Chartered Accountant,  
Stonebridge Capital Inc.

**ANDREW WOODLAND**  
Board Secretary  
Legal Counsel,  
City of St. John's

**ROBYN LUNDRIGAN**  
Board Treasurer  
Financial Controller,  
Radiant360 Solutions Inc.

**STEVE POWER**  
Past Board Chair  
Partner, KPMG LLP

**CHRIS PEDDIGREW**  
Board Member  
Partner, WPH Law

**COLIN KRULICKI**  
Board Member  
Regional Vice President,  
Royal Bank of Canada

**DR. JILL ALLISON**  
Board Member  
Faculty of Medicine,  
Memorial University

**DR. KIMBERLY ST. JOHN**  
Board Member  
Chair of Psychiatry,  
Janeway Hospital

**GEOFF DAVIS**  
Board Member  
Senior Advisor, Deloitte

**NICOLE PARSONS**  
Board Member  
Human Resources  
Specialist, Nalcor

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# CFY LEADERSHIP TEAM

This year the Youth Leadership Council focused on strengthening our structure and implementing the foundation of what we want to see the council grow into.

Throughout the year, many allies joined forces with us. We consulted with Martin Rafferty on his experience as a youth and how it helped shape his work as Executive Director of Youth Era. His perspective helped us visualize what type of work we want to undertake, and what our identity is as a council. With this outside knowledge, along with additional templates and resources, we were able to review and update our vision to better reflect the council's outlook.

Outside of internal and structural work, we have put our time and passion toward growing our voice and our advocacy work. We participated in a public speaking workshop and also provided youth perspective to the Office of Child and Youth Advocates. We developed response forms for pathways to resolutions, idea sharing, and crisis support from participant to organization are currently in the works. We even made the YLC model transferable by presenting the YLC toolkit at the EGALÉ National Conference, encouraging other organizations to make their own youth council.

Throughout the year we've also done group activities such as visiting Escape Quest, mural painting with Thomas Jordan, and participating in the Coldest Night of the Year Walk. These are some of the many things that brought us closer as a council and built our bond as a family. We look forward to another year of growth and evolution, and continuing to find new ways to help break down barriers for ourselves and our peers.

Youth Leadership Council 2018-19  
Colton Purchase, Nick Ings, Ask Spirest & Cody Byrne

GREETINGS FROM THE YLC



**A MESSAGE FROM**  
**PREMIER**  
**BALL**

It is my pleasure to congratulate Choices for Youth on another successful year of serving the youth of Newfoundland and Labrador.

The staff, volunteers and Board of Directors have once again demonstrated commitment and dedication to serving at-risk and homeless youth through a range of programs that address their needs for housing, training, employment and health services. Your leadership provides youth with a safe and inclusive environment where they can be heard, and ensures that they always have a voice.

The Government of Newfoundland and Labrador is pleased to work with Choices for Youth. We value this relationship and the expertise that you provide in helping youth overcome challenges to their success.

The issues facing today's youth are many and varied, and the solutions are equally diverse. The Choices for Youth approach identifies the individual strengths and needs of each client and provides them with the specific supports and services they need to succeed.

Through their own hard work and determination, the clients you serve have made significant achievements over the past year. With your continued support they can – and will – build on their success.

Best wishes for another successful year.

A handwritten signature in black ink, appearing to read 'Dwight Ball'. The signature is fluid and cursive, written over a white background.

Hon. Dwight Ball  
Premier

[gov.nl.ca](http://gov.nl.ca)





## Thank you to our many partners, friends, funders and allies.

We hope you enjoy this year's Annual Report and take inspiration from its content, which reflects upon and celebrates the successes, resiliency and courage of the youth we work with each day, and highlights a number of exciting initiatives at CFY. The achievements of the young people showcased in this report are the direct result of the support and investments from our many partners and donors who make this work possible and we are tremendously grateful for their continued commitment.



The successes of our young people would also not be possible without the incredible efforts of our staff and Board of Directors, all of whom go above and beyond in their commitment to, advocacy for, and compassion for the youth and young families we are all privileged to serve.

CFY is not only delivering safe spaces, shelter, housing and community for vulnerable youth, but is also making investments in preventing family breakdown and youth homelessness and creating powerful pathways to educational and labour market success.

This past year, our teams worked with 1,623 youth and emerging adults. The fact that this number has risen

every year over the past decade drives our belief that CFY must continue to work to ensure that prevention and successful exits from homelessness are a part of every program design discussion and every public policy dialogue that we have. We proudly work alongside community agencies, the private sector, public institutions and civil society in these efforts with a commitment to creative partnerships, the amplification of youth voice, and minimizing barriers. Our vision: A world free of social and economic barriers, where young people feel able and encouraged to pursue their aspirations and potential, drives us to explore new challenges and opportunities as we work to build communities that are inclusive of all, celebrate the potential of young people, and that embrace progressive public policies.

Looking ahead, we could not be more excited to bring the enthusiasm, energy and expertise of our clients, our board members, our staff, our partners and our donors to drive innovations, programs, social enterprises and policies to support youth and young families.

**Lynn Zurel**  
Chair of the Board

**Ayon Shahed**  
Director of Strategic Development  
& Acting Executive Director

**A MESSAGE FROM**  
**LYNN**  
**& AYON**

REPORT ON

# HEALTH & OUTREACH

## One Stop Shop

Our Outreach and Youth Engagement Centre is essential to helping many young people meet their basic needs. The staff work with youth to help connect them to other CFY programs or services, and work towards a healthier, more stable life. From recreational programs to youth support workers, from on-site medical care professionals to a daily homemade meal – in all of this, we are building trusting relationships to help young people determine their needs, and access programs and resources.

Our Outreach and Youth Engagement Centre brings together various youth support services, and is based on an Integrated Service Delivery (ISD) model which has proven effectiveness in supporting vulnerable populations. Our Outreach and Youth Engagement Centre has been recognized as an excellent model of ISD, and we hope to use this approach as we expand our services for young people across the province.

## Collaborative Healthcare

Having medical professionals on-site at our Outreach and Youth Engagement Centre has been invaluable in bolstering the mental and physical health of many youth that we serve. For some young people, the barriers to accessing a general practitioner or visiting an emergency room are too large to overcome, and our on-site healthcare team have been their primary healthcare support to offer much needed medical care. This year, our partnership with the Downtown Healthcare Collaborative resulted in the addition of two physicians to our Outreach and Youth Engagement Centre, each working on a part-time schedule to serve young people in a drop-in capacity.



## Harm Reduction

As an organization committed to supporting young people at all points in their life, one approach we use is harm reduction. Harm reduction accepts that we aren't always able to make perfect choices, and instead focuses on helping youth make the choices that cause them the least amount of harm in that moment. Through continued support and relationship building, we then work to equip youth to make healthier choices in the future.

The Safe Works Access Program (SWAP) and Naloxone take-home kits are two key harm reduction practices that are offered at our Outreach and Youth Engagement Centre. The SWAP program gives young people the opportunity to access new needles and safely dispose of used needles. Naloxone take-home kits are available to any youth who would like one, and each young person receives training on how to use the Naloxone injector in the case of an opioid overdose situation.

**"I try to ensure each participant leaves with a positive experience. Wellness is not always a straight line but one we can navigate together."**

— Nancy Biles, BN RN CCHN, Public Health Nurse

## Building Connections

Meeting young people where they are helps empower youth to take control of their physical and mental wellbeing. Supporting the mental wellness of young people is integrated into our programs, practices, and approaches across the organization. By giving young people opportunities to unlock new talents, invest time in new interests, and broaden their horizons, we are empowering youth to become connected to their community and to their own wellbeing. Through various programs across CFY, youth can attend community events, like the annual Kittiwake Nutcracker Ballet, can try new activities like curling, or can access an equine therapy group session with Spirit Horse Stables. The mechanism for supporting mental health may vary, but the goal is always for youth to find new ways to grow their wellness.

**11,629**  
meals served

**211**  
SWAP engagements

**15**  
Naloxone take-home kits distributed

**5**  
on-site healthcare professionals

## MY STORY

# TIM

Tim has been a familiar face at Choices for Youth for years, and could often be found hanging out or chatting over a warm meal at our Outreach and Youth Engagement Centre. Tim had planned to complete a diploma program, however it was cancelled before the start date due to low registration numbers. At that time, Tim knew he needed to find work to support himself, and was directed to our Centralized Employment Support Program (CESP) to see if they could help.

Tim had experience as a first year apprentice carpenter, and the CESP team quickly connected him to Impact Construction, CFY's construction based social enterprise. From there they wasted no time hiring him to join their crew. "I didn't have a lot of confidence when I first started." Now Tim has plenty of experience and confidence in the construction industry – from painting and plastering all the way to their current project, a new home construction.

*"I really appreciate being able to work in my field in this kind of environment."*

Reflecting on his time with Impact Construction, Tim considers the methods and approaches he has learned beyond the technical skills, including a diligent focus on construction site safety and how to foster a positive work environment. Tim is still working to identify his long-term goals, but knows that he'd like to stay in the construction field and is considering architecture as well. Wherever he goes, he will take his newfound skills and values with him.



# Welcome TO THE NEIGHBOURHOOD

Choices for Youth's newest and trendiest social enterprise, Neighbourhood, opened its doors in August 2018. This retail thrift store began as a small venture within CFY's Duckworth Street location, and was the result of a clear opportunity: to train and employ young people in a retail setting, supported by CFY staff, and bolstered by the overwhelming amount of second hand clothing that was donated to CFY each month.

Neighbourhood's mantra is simple:  
Shop. Save. Give.

The benefits of shopping at a social enterprise thrift store are varied, but all have a positive impact on the community... repurposing second hand clothing and keeping items out of landfills, training young people to have new skills, creating supportive employment for young people that need a little bit of extra help, blanket pricing on clothing to keep it affordable for the whole family, and so much more. Though the enterprise is first and foremost a mechanism to offer young people meaningful employment, Neighbourhood has also become an important part of the surrounding area. The store offers clothing that is accessible and affordable, and has been a welcome addition to the community.

NEIGHBOURHOOD it's local

**17,011**

items sold

**4,384**

hours of youth employment created

GIVE AND **\$60,271** CFY SOCIAL ENTERPRISE choices for youth.

in sales

A woman with blonde hair tied back, wearing a dark blue polo shirt with 'Parks Parks Parks' on the sleeve, is leaning over a table. She is looking at a map or document. Two young boys are standing next to her, looking at the same document. The background is slightly blurred, showing other people and what appears to be an outdoor or community event setting. The entire image has a light blue overlay.

REPORT ON

# HOUSING

## **Youth Choice**

The Housing First Framework for Youth states that all young people have a right to safe, stable housing, with no pre-conditions or pre-requisites to attain housing. At CFY we operate with many programs using this approach, and go a step further by offering youth a variety of housing options to ensure that they are able to participate in the decision making that effects their lives. We currently offer emergency shelter through the Choices Shelter, and supportive and transitional housing at The Lilly and through our RallyForward program. In addition to these three options, CFY also works in partnership with End Homelessness St. John's and Stella's Circle to operate the Rapid Rehousing Program and the Front Step Program. In each of these housing options, young people have access to a spectrum of support and care based on their individual needs.

## **Outdoor Adventures**

Each CFY program offers opportunities that help build skills and empower young people. For years, The Lilly has embarked on an annual summer camping trip, giving youth the opportunity to connect with the outdoors and engage with activities that challenge them in a safe and supportive environment. This year's Lilly camping trip was another great success, with eight young people and two staff spending a full weekend at the Springwood Outdoor Discovery Camp, which is owned and operated by Waypoints. Lilly staff put a tremendous amount of time and energy into planning meaningful activities that help youth to build community, team spirit, togetherness, promote healthy lifestyles, and be inclusive and accepting of one another. Youth participants truly engaged with and enjoyed this opportunity.

### Leading by Example

Staff from the RallyForward program attended and presented at the Atlantic Symposium on Healthy Communities held in August 2018 on Prince Edward Island. The theme for the Symposium was Let's Act Together: Developing a Whole Society Approach to Promoting Child and Youth Mental Health.

Whether it's by supporting youth to attend medical appointments, working and collaborating with a young person's healthcare team, or offering activities that support mental wellness — each piece of the RallyForward DNA is committed to supporting the mental health of youth participants.

Members of the team were able to attend the two-day Symposium and share the details of the program's Service Delivery Model, including its tiered system of support based on a youth's individual needs and the wrap-around support and housing that is provided to each young person in the program. RallyForward continues as a pinnacle of impactful and effective programming to support young people to lead healthy, stable lives, all while working to set and achieve their self-identified goals.

## LAST YEAR, WE PROVIDED HOUSING AND SHELTER FOR:

**122**  
youth in  
The Choices  
Shelter

**47**  
youth in  
Rapid  
Rehousing

(in partnership with End Homelessness St. John's)

**69**  
youth in  
RallyForward

**26**  
youth in  
Front Step

(in partnership with Stella's Circle)

**25**  
youth in  
The Lilly



# OUR SHARED PRINCIPLES

Since 2017, CFY has been consulting with young people, the people who support them, community leaders, and policymakers as we plan for a provincial expansion of our work.

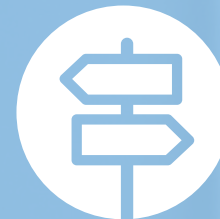
We have heard loud and clear that programs to support young people must look different from community to community and from region to region. At the same time, it was clear that young people expect and have a right to consistency in the approach taken by service providers. This consistency is rooted in the principles that underlie the programs designed to support them.



RECOGNIZE  
DISTINCT NEEDS



REDUCE  
BARRIERS



YOUTH CHOICE &  
SELF-DETERMINATION



SUPPORT FOR  
INDIGENOUS YOUTH

With that in mind, in June 2018, CFY in partnership with A Way Home Canada and the Catherine Donnelly Foundation, hosted the province's first Social Innovation Summit in Happy Valley-Goose Bay. The summit brought together Indigenous organizations, all levels of government, key leaders from across the province, CFY's National Working Group of sector leaders, and many young people with lived experience. Over the course of two days,



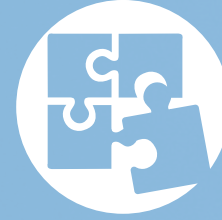
FOCUS ON PREVENTION



FAMILY-CENTRED INTERVENTIONS



HARM REDUCTION



INTEGRATED SERVICES & COORDINATED ACCESS



TARGETED SUPPORTS FOR THE MOST VULNERABLE



SUPPORT FOR LGBTQI2S YOUTH



TRAUMA-INFORMED PRACTICE



SUPPORT FOR YOUTH & EMERGING ADULTS WITH DISABILITIES



RECOGNIZING INTERSECTIONALITY



CELEBRATING SUCCESSES & STRENGTHS

attendees co-wrote a Statement of Principles which identifies the core values and approaches that young people should see and experience no matter which organization they connect with for support. At the summit, and in the months after it, organizations all over the province and the country have signed on to this statement, and are actively working to integrate it into their day-to-day work.

As our Provincial Expansion moves from consultation into implementation, these principles will be at the core of our work, both inside and outside of St. John's.

To view the full statement and sign on, visit

[WWW.CHOICESFORYOUTH.CA/PRINCIPLES](http://WWW.CHOICESFORYOUTH.CA/PRINCIPLES)

REPORT ON

# EMPLOYMENT

## **Working Together**

The Jumpstart Pre-Employment Program was revamped this year to reflect the changing needs of the youth we serve. We asked youth what types of work would be relevant to them, then helped focus their answers on employable sectors, taking into account our province's labour market needs and economic trends. The result was the creation of multiple Jumpstart sessions themed around entrepreneurship, creative arts, and the culinary and hospitality fields. Youth involved in each session developed skills like teamwork, conflict resolution, and time management, while gaining experiential learning based in their focus area. During the creative arts session, youth participants were tasked with visualizing, co-creating, and producing a mural for CFY in a client-like setting, and the outcome was a bright, energetic piece for the lunch room at our Social Enterprise and Employment Centre.

## **Social Enterprise**

The social enterprise portfolio at CFY continues to grow and evolve to better meet the needs of youth trainees and the market place. There were new opportunities identified and brought to life to give young people more ways to access meaningful employment, including the launch of our retail store, Neighbourhood, and the formation of The Shop, a CFY enterprise focused on manufacturing and fulfillment. Both of these are new additions to our portfolio and complement CFY's flagship social enterprise, Impact Construction, which continues to be a COR™ certified operation for skill development and training in the construction industry. Last year, Impact Construction completed 16 projects in the areas of asbestos abatement, siding installation, interior renovation, deck demolition and construction, painting and plastering, and shipping crate creation.



## Reduce, Reuse, Recycle

The Shop is now CFY's dedicated space for manufacturing and fulfillment, and is home to the production of Sucseed hydroponic units and components of SmartICE sea-ice monitoring sensors. Thanks to a new dedicated space and production facility, and the support of the entrepreneurial ecosystem in our city, The Shop was able to take new contracts, such as bottling vinegar for Wild Mothers Provisions Beer Vinegar. The Shop is a space for piloting ideas, incubating growing projects, and testing the waters for market viability – all with the intention to give young people greater opportunity for learning, skill development, and employment. Youth in The Shop are cross-trained to work on multiple projects in order to ensure a consistent stream of work hours and income.

The social enterprise portfolio at CFY continues to grow and evolve to better meet the needs of youth trainees and the market place.

A recent business line that came to life at The Shop is textile recycling by using clothing donations from Neighbourhood that could not be given away or resold due to staining, heavy wear, or tearing. Youth at The Shop assess these items for suitability for textile recycling, and then use the appropriate materials to create quality industrial rags to sell. Textile recycling is just one example of how social enterprise at CFY has taken a creative and market-informed approach, while training and employing young people.

### SOCIAL ENTERPRISE AT CFY

**\$455,790**  
revenue

**81**  
youth  
employed

**18,728**  
employment  
hours created

### IMPACT CONSTRUCTION

**26**  
youth  
employed

**9,852**  
employment  
hours

**\$270K**  
revenue

### NEIGHBOURHOOD

**9**  
youth  
employed

**4,384**  
employment  
hours

**\$60K**  
revenue

### THE shop

**46\***  
youth  
employed

**4,492**  
employment  
hours

**\$125K**  
revenue

\*Including youth trained with Jumpstart pre-employment program

## MY STORY

# BRITTANY



Brittany became involved with Choices for Youth when she was 16. She was facing challenges with her mental health, drug use, and family breakdown. When Brittany became pregnant in the fall of 2013, she refocused her energy and began to move forward in a constructive way. With the help of the Momma Moments program, Brittany was able to stop using drugs and concentrate on her own health and the health of her child. Brittany now enjoys the peer support and social interaction that the Momma Moments program provides for her and her 4-year-old son, Jack.

During the past few years, Brittany has found enjoyment in helping others. She has worked in the CFY kitchen as a part of the Student Work and Service Program, and still regularly volunteers at the CFY Outreach and Youth Engagement Centre. She is a strong, resilient person, and finds ways to give back to the community that supported her, including growing into mentorship roles. Brittany knows that the challenges she has faced are not unique, and she sees the value in sharing her experiences.

*"I try to share bits and pieces of my story to the people I think need to hear it."*

As she looks forward, Brittany is optimistic about the future for her and her son. She hopes to become a nurse one day, but also enjoys more technical roles and would consider working in the trades. Wherever her journey takes her, she knows that good things will come. "I'm 5 years clean. [I don't know where'd I'd be] if it wasn't for my boy... that's what keeps me going."

# CFY AND THE GEELONG PROJECT

At Choices for Youth, our prevention work takes form in a variety of ways: intergenerational family work, harm reduction, meeting basic needs, barrier reduction, and more.

As we evolve to best meet the needs of young people, we look to organizations and programs around the world who are leaders in the prevention and elimination of youth homelessness.

In November 2018, Choices for Youth partnered with A Way Home Canada, The Canadian Observatory on Homelessness, and The Harris Centre to host Dr. David MacKenzie of The Geelong Project, a groundbreaking initiative based in Australia. The Geelong Project has been successful in identifying youth at-risk for early school disengagement, school leaving, and/or homelessness, and working with them through a tiered model of integrated service delivery to support them in school and at home. It is built on the simple understanding that the same youth who disengage from school are also vulnerable to future issues around homelessness and entrenchment within systems, including child apprehension, justice, and mental health and addictions. The Geelong Project has had outstanding success in its community: through their

school, home and individual-focused supports, the number of youth entering the homelessness system showed a 40% decrease over a 3-years period\*.

CFY hosted two events with Dr. MacKenzie – one with key policy leaders, and a public panel – all with the goal of sharing knowledge on the success of The Geelong Project and how it could be replicated in communities across Canada. Dr. MacKenzie shared his experience and insight from The Geelong Project, including how collaborations with government systems was crucial to its foundation and ultimate success. As we continue to innovate in the social support and youth homelessness sector, we look forward to adapting The Geelong Project model to prevent and reduce youth homelessness in the context of our communities in Newfoundland and Labrador. Continuing to work with Dr. MacKenzie, A Way Home Canada and the Canadian Observatory on Homelessness, we are already helping to inform and lead next steps for bringing this model across Canada to Newfoundland and Labrador through The Upstream Project.

\*SOURCE [https://bcyf.org.au/images/TGP\\_Interim\\_Report\\_FINAL\\_e-PRINT.PDF](https://bcyf.org.au/images/TGP_Interim_Report_FINAL_e-PRINT.PDF)

REPORT ON

# FAMILY

## **Family First**

Family programming at CFY is a proven model for breaking inter-generational cycles of homelessness within vulnerable young families. The key piece of this model is providing individualized wrap-around supports oriented around the concept of “family first” – which provides services and support to keep families stable and healthy.

Our Momma Moments program experienced another year of growth, with the number of moms and kids in the program reaching an all-time high. Three groups operate each week, with two located in St. John’s and one group held in Conception Bay South. Staff have been working side-by-side with other community agencies, government departments, and local businesses and entrepreneurs to find purposeful and creative ways to support moms and kids. This year was full of first-time adventures and new learning opportunities for each group, including painting with local artists, attending the Kittiwake Nutcracker ballet, setting up Canada Learning Bonds, and engaging in meaningful conversations with Provincial Government Ministers on systemic gaps and barriers. Recreation and educational activities are just one part of the program model, which also uses group sessions to facilitate a peer-to-peer support model, ongoing advocacy and interventions, and staff support available at any time. The wrap-around support is a holistic approach to supporting the family unit, which continues to show positive impact on each participant.

## **Partnering for Success**

Partnerships of all shapes and sizes help us to create more opportunities and experiences for youth and young families across CFY. For the start of the school year we were happy to once again partner with Bridges to Hope for their “Bag to School” initiative. Bag to School gathers backpacks and school supplies, and then donates the items to programs supporting school-aged children throughout our

community. Momma Moments was able to partner with Bridges to Hope to support 24 kids for the start of the school year. This great project helps vulnerable families start the school year right, giving children and moms a chance to focus resources on supporting their family with meals, housing, and social support.

### Social Innovation Project

In January 2019 we were proud to host The Honorable Patty Hajdu, Minister of Employment, Workforce Development and Labour with the Government of Canada, and Nick Whalen, Member of Parliament for St. John's East, to formally announce funding for Phase I of our Social Innovation Project. The groundbreaking project spans from January 2017 to March 2020, and focuses on three major objectives:

1. Breaking inter-generational cycles of homelessness within vulnerable young families
2. Creating low-barrier, high-support educational, employment, and housing opportunities for at-risk and homeless youth
3. Planning for the delivery of youth-focused services across the province

Minister Hajdu and MP Whalen were able to see the impact that family programming was having in our community, and spoke to the great achievements and progress of youth across programs.

### Affordable Housing for Families

Young families at CFY have identified that accessing safe, stable and affordable housing is a challenge. To combat this problem, CFY embarked on a project to create affordable housing that could be directly accessed by young families within our programs. Working with an impact investment from the R. Howard Webster Foundation, in Winter of 2018 the Impact Construction crew began renovation of a five-unit house in the center city of St. John's. The house was in need of a full overhaul to bring it up to code and to transform it into a place for young families and their children to thrive, including tearing it down to the foundation and rebuilding the structure. With a commitment from Impact Construction and support from local contractors and suppliers, the units should be move-in ready at the end of the 2019 calendar year. Being able to offer affordable housing for young families that is supportive, flexible, and that can meet their unique needs is a wonderful addition to the variety of housing options that CFY offers. These housing units will provide another tool for stability for young parents, helping them to create healthier futures for their families.

**MOMMA  
MOMENTS  
PROUDLY  
SUPPORTS**

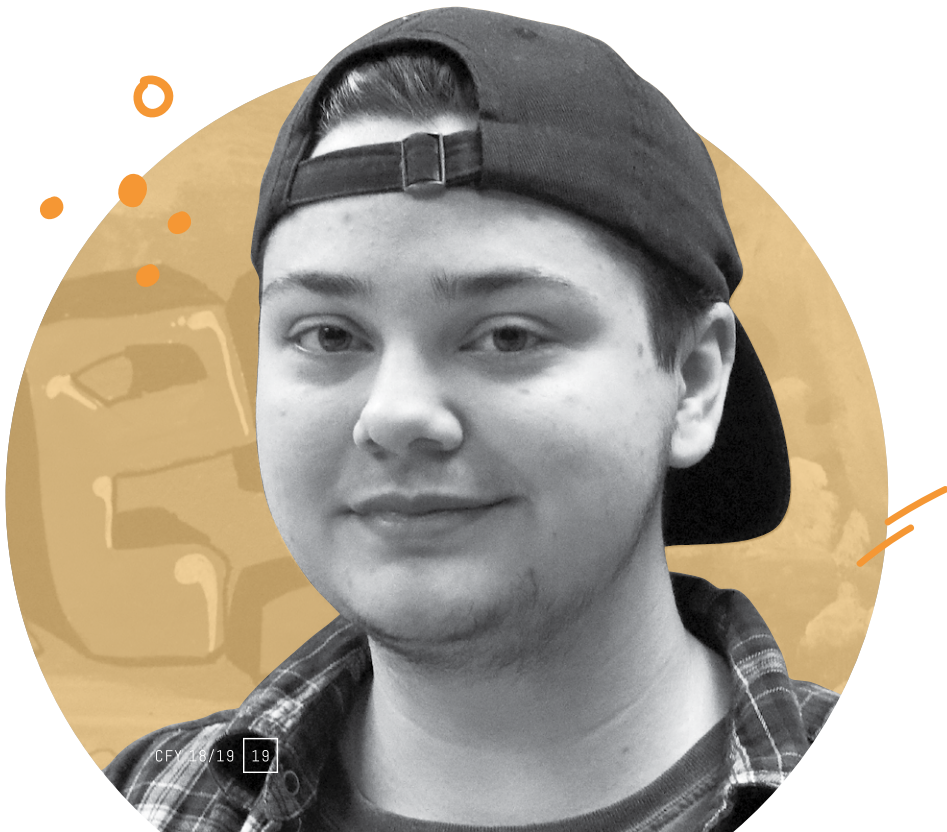
**3**  
weekly  
groups

**86**  
moms

**110**  
kids

## MY STORY

# TYLER



Tyler became involved with Choices for Youth at the encouragement of his guidance counsellor. He became a participant of CFY's first Youth Ventures program, which gives young people the opportunity to learn about entrepreneurship by starting their own business. Tyler and some of his peers started a business that sold greeting cards and dog bandanas, and each youth was involved in all phases of business development, from brainstorming all the way to creating and selling their products.

When Youth Ventures concluded, Tyler wanted more opportunities to engage his creative mind. He became a part of CFY's Jumpstart pre-employment program, and finished a seven week session on creative arts. The Jumpstart program gave Tyler a glimpse at employment in an arts-based career, and included a component to plan and create a full-scale mural for a client, which Tyler really enjoyed.

*"I really like being able to mix it up a lot, and being able to try out a bunch of different things."*

These days you can find Tyler working at The Shop, CFY's manufacturing and fulfillment social enterprise. He mainly works to produce industrial rags, but has also been cross-trained to manufacture Sucseed hydroponic units and Reclaim candle holders – both products that The Shop creates as a contractor for local initiatives. Tyler has been able to learn and develop many skills since becoming connected to CFY, but is most proud of how he has grown as a person. "I was always interested in pursuing an arts career or something creative... [and] it's helped me a lot with my confidence."

Choices for Youth hosted A Wicked Time in October! This festive fundraiser brought together community members and CFY supporters for a night of music, raffles, and even a *spooktacular* costume contest. A Wicked Time supports family programming at CFY and our vision to build a Young Parents Resource Centre: a supportive housing complex for young mothers which would be the first of its kind in Newfoundland and Labrador.

This was CFY's second year hosting A Wicked Time, and the event continues to grow, demonstrating our community's commitment to support young and vulnerable families in our province.

Thanks to our wonderful sponsors who make this event possible each year, including Glendenning Golf and the 2018 planning committee volunteers Jill Morris, Patti Hamilton and Lynn Healey.

**18** sponsors. **\$50,727** raised.  
One *Wicked Time!*

# A MOST WONDERFUL WICKED TIME



AN UPDATE ON

# PROVINCIAL EXPANSION

The process to grow our programming and services to be delivered to youth outside of the Avalon Peninsula has continued over the last year.

While the 2017-18 year was filled with initial consultations, conversations, and building relationships, the 2018-19 year built upon this work to start the implementation phase of our provincial expansion. Staff travelled across the province to continue to listen, learn, and share with young people and youth service providers on how we can better support young people in Newfoundland and Labrador.

One key theme that was identified throughout the consultation process was the effectiveness of Integrated Service Delivery (ISD). The ISD model creates a space where key service providers operate or are available at the same site – CFY's Outreach

and Youth Engagement Centre has been identified as a model of excellence for ISD, as it gives young people access to emergency shelter, crises intervention, housing support, family programming, basic life necessities, medical professionals, and more. ISD sites are cost effective based on their shared spaces and utilities, and break down barriers that young people in our province often face, such as transportation. We heard from many young people and service providers that an ISD model would be effective, useful, and valuable in many communities, and we are working with many communities to determine how CFY can help act as a coordinator to bring together the agencies and services that are

most needed in different communities and what ISD sites could look like on a local level.

In addition to investigating the ISD model, we have also refined our own internal processes within programs so that they are ready to export. Many of our CFY program models can be implemented across the province by youth serving agencies who are already doing great work within their communities, and we are working to share resources to support our partners who are ready to grow their programs and services.

Support our work by making a donation.  
Visit [choicesforyouth.ca/donate](https://choicesforyouth.ca/donate)





# SOCIAL RETURN ON INVESTMENT

Measuring impact, outcomes, and the value of our work has always been a priority at CFY. As our organization grows and evolves, we've identified the need to explore different ways of understanding and measuring our impact and performance.

Social Return on Investment (SROI) determines the social return of programs by taking into consideration various inputs: economic, environmental, social, and more. In the most basic terms, SROI allows us to measure not only the impact of successes achieved, but also the impact of incidents or circumstances avoided as a result, and the costs associated with both. Understanding the SROI of our work with youth and young families is an important tool in demonstrating the impact of the services, programs, and social enterprises at CFY, and is a valuable way to communicate how our work is creating change, and the effectiveness of that change.

As a part of our ongoing Social Innovation Project with the Government of Canada, CFY has been working with SAMETRICA, a third-party impact reporting provider, to broaden our reporting mechanisms. Part of this work included establishing a real-time and evaluative SROI indicator of our work in family and employment programming, and for our social enterprise operations.

**FOR EVERY  
\$1 SPENT**



**on family and employment programming at CFY, \$6.62 is created through positive social impact and system-wide economic savings.\***



**on social enterprise business development activities at CFY, \$1.79 is created through positive social impact and system-wide economic savings.\***

We are incredibly proud of these figures and look forward to continuing to build different ways of understanding our work. SROI gives us better insight into the value of our work in economic terms and helps us share evidence for the systems and policy changes that can lead to transformative changes in the lives of vulnerable and youth and families, and offers a way to evaluate and imagine new forms of interventions and supports.

\*Numbers represent SROI information as of December 31, 2018.

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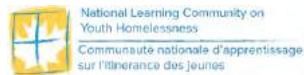
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