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PRESIDENT'S / EXECUTIVE DIRECTOR'S REPORT

Benjamin Franklin states that "A house is not a home unless it contains food and fire for the mind as well as the body." Uppermost on our plate for the past year (and probably for the coming year) was Tropicana's Centre of Excellence. Our goal is to ensure that it is truly a "home" for the community and that everything that is required is being implemented in the design and construction of the building. Limitations, of course, are imposed by the budget and that is being dealt with through creativity. However, we are pleased to announce the approval of funding from both the Ontario Trillium Foundation and FedDev's Community Infrastructure Fund.

After acquiring the building at 1385 Huntingwood Drive in February, 2012, the process prior to actual construction was long and tedious. We had to hire an architect (retained the best in Hilditch Architect), apply to the City for the various permits and hire a contractor. We received a partial permit in January, 2013 and demolition and construction began.

Unfortunately, the City cited a minor variance with regard to parking and after two months and a parking survey, we went before a Committee of Adjustment and received approval for the second part of the permit. The result is that our target moving date of April, 2013 has been delayed. The anticipated

completion date for phase one which encompasses the build-out of the offices is the end of May, 2013. Phase two, the programming space, will commence as soon as permits are received.

We have to thank our architects, our lawyers, Andrew Fortis (FMBD Lawyers) and David Bronskill (Goodmans LLP), and our City Councillor, Chin Lee for all of the assistance in getting us to this point and helping to manoeuvre the maze of paper work, bylaws and red tape. Thanks also to fellow staffer, Patrick Halsall, who continues to work diligently ensuring precision from the contractors.

The business of the agency continued and the Program Managers stepped up and delivered. The focus throughout the year was improvement in services through implementation of best practices and restructuring where required. This was particularly evident during the summer when what was deemed by the media as "the worst mass shooting ever in Toronto's history" occurred in Scarborough. While Tropicana's presence was visible through a press conference with the Police, community meetings with politicians and radio interviews, the staff was working quietly but effectively with affected community members, providing support, counselling and job placement opportunities.

The Preschool/Schoolage centre received

notice of termination of space in Pringdale Gardens Public School where it has been housed since its inception 27 years ago. With the school closing, the centre has an opportunity to move into more modern space in John McCrea Public school. The move will take place during the summer of 2013 and there will be new and exciting challenges with day care programming especially in light of full-day kindergarten program. Dedicated settlement programming was terminated with the end of the Newcomer Settlement Program in March 2013. Tropicana continues to incorporate the need for settlement programming into all of its other activities. Highlights and achievements of all programs are noted in reports following.

Tropicana celebrated with Jamaica and Trinidad & Tobago in commemorating the 50th anniversaries of independence of these countries. We were instrumental in the production of Summer Sittings with the Jump for Jamaica dance and attended a number of official celebrations. In November, 2012, we accepted an invitation to the State of the Black World III Conference in Washington DC where we were once again an integral part of the celebrations and more importantly, delivered an address entitled "Tropicana Community Services as a Model for Culturally- Appropriate Programming". The invitation was extended by Leonard Dunston, one of the ART trainers who is also past President of the National Association of Black Social Workers. The conference was an eye-opener on the

differences in experiences of Black Americans and the Blacks from the diaspora (Caribbean and continental Africa).

Tropicana is pleased to be recognized by United Way Toronto through the nomination of a Spirit Award for the 2012 Employee Campaign and the appointment of the Executive Director as 2013 Campaign Chair for Agencies.

Overall, we had a very busy and exciting year! As our environment changes, we remain committed to the mission and values of the organization and consistently look for

opportunities to support us in meeting our goals.

We look forward to the future and to opportunities for us to work together to further contribute to the building of healthy communities; creating opportunities for individuals and their families; and demonstrating community leadership.

Tropicana's Board of Directors, Executive Director, staff and volunteers will remain diligent on our quest for excellence in serving our communities for the years to come!



A handwritten signature in black ink, appearing to read 'C. James-Henry'.

CARMEN JAMES-HENRY
- President



A handwritten signature in black ink, appearing to read 'Sharon Shelton'.

SHARON SHELTON
- Executive Director

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OUR MISSION, VISION, VALUES

MISSION:

Tropicana Community Services, a Toronto-based multi-service organization, provides all youth, newcomers, people of Black and Caribbean heritage and others in need with opportunities and alternatives that lead to success and positive life choices. Our mission is achieved through culturally appropriate programs such as counselling, child care, educational and employment services and youth development.

VISION:

Communities in which all individuals have equal access to opportunities to reach their goals.

CORE VALUES:

Integrity

Our integrity is never compromised. Our success is a reflection of our diverse, dedicated and skilled staff and volunteers who take pride in their work. They conduct themselves in a manner that is in line with our belief of making a positive contribution to our society.

Respect for the Individual

Our commitment to excellent service demands that we show consideration for the individual and that we be courteous, fair and sensitive in our dealings with each client, staff member and volunteer.

Social Responsibility

Our conduct is pursued in a manner that is socially responsible and earns respect for our many contributions to society. We are committed to improving the success of the programs and to be responsive to the community we serve.

GUIDING PRINCIPLES:

Competence and Excellence

The organization demands competence and excellence in all aspects of our operations so that our programs and services achieve the desired results and make efficient use of our resources.

Culturally Appropriate Service

We ensure all clients receive culturally appropriate service, in keeping with our commitment to respect for the individual.

Collaboration and Partnership

We work in collaboration and partnership with community members and agencies to ensure our programs and services reflect the needs of the community and to make the most cost-effective use of the community's resources.

Innovative Programming and Funding

We develop innovative programs and generate funding to enable us to be responsive to our clients' needs.



WHAT WE DO

In order to provide community members with opportunities and alternatives that lead to success and positive life choices, Tropicana administers over 40 programs and services from six separate sites.

By providing culturally appropriate programming in areas such as counselling, child care, educational and employment

“I know it’s your job, but you have been a blessing to me. Coming to counseling gives me a chance to breathe. I’m so busy between the kids... him and everything else, there’s just no time for me. But here I have time.”

- T.T., counselling client

services and youth development, Tropicana is able to connect with clients on a meaningful level and work with them to create real change in their lives.

In 2012/13, Tropicana served approximately 20,000 clients. Our client numbers include 211 families who received donations through our 2012 Christmas Food Drive and 1,176 youth from priority neighbourhoods who were placed in jobs for the summer through the Summer Jobs for Youth program. Our comprehensive programs include work-

“I am truly thankful for your contribution to my family for the Christmas season. It will go a long way towards helping my family throughout the Christmas and into the New Year. Once again thank you it’s greatly appreciated.”

- A.R., Food Drive Recipient.

shops on conflict resolution, self esteem and financial literacy. Last year, 39 such workshops were delivered to 465 women in transition. The groups included newcomers,

shelter residents and women fleeing abusive relationships.

As a leading community service agency, Tropicana provides training and mentorship to youth/community groups. This year we provided training to representatives from 9 agencies on anger control techniques in addition to acting as trustee to 4 community groups and assisting them with financial management, human resources, mentorship and governance.

Tropicana’s volunteers and members are a vital part of our organization. Their contribution and engagement provide a great boost to our goal of creating healthy communities. Without them, many of our programs would cease to run. We are extremely grateful that they have chosen Tropicana as one of their avenues to contribute to the betterment of society.

“I deal with things differently now. Before, I would have blown up. But I try not to now... consequences, right?”

- L.J, START participant

STRATEGIC PLAN 2012 – 2017

Deloitte was engaged to facilitate the Strategic Planning Process for Tropicana with the following objectives:

- Support the Board of Directors' effort to drive the organization towards its mission and vision
 - Assess and analyze community context and stakeholder priorities
 - Develop a process for a strategic plan that will be incorporated into the governance and planning process of the organization
- Strategic Initiatives are grouped in three themes: Healthy Communities, Agency Self-Sufficiency and Community Leadership.

I. HEALTHY COMMUNITIES:

Tropicana Community Services defines a healthy community as one in which all members have the opportunity to realize their full potential. This encompasses physical, mental and social well-being through educational and economic prospects, fulfilling family life and social inclusion.

Strategic Initiative:

- Continued support for programs that provide opportunities for Employment or self-employment; youth engagement; alleviation of family violence
- Education outcomes improvement
- Program leadership and partnership roles

II. AGENCY SELF SUFFICIENCY:

Tropicana Community Services strives toward self-sufficiency and diversification of funding sources to allow for self-direction to meet the mission.

Strategic Initiative:

- Strategic performance management
- Fund/Income generation
- Short and long term indicators identification
- Succession planning

III. COMMUNITY LEADERSHIP:

Tropicana Community Services seeks to develop social capital and community leadership skills that are recognized by mainstream in order to influence decision-making that positively affects the communities it serves.

Strategic Initiative:

- Outcome focused program evaluation
- Brand growth
- Organizational visibility



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CULTURALLY APPROPRIATE COUNSELLING

Individual & Family Counselling:

Individuals initiated contact with the program seeking assistance for the following: relationship maintenance, behavioural management, life-skills enhancement, mental health concerns, coping with grief/loss/bereavement, sexuality/sexual identity, separation and reunification, employment support, education, immigration, childcare and financial literacy.

During the summer of 2012, the Kingston-Galloway community in Scarborough experienced a devastating act of gun violence. By the following morning, program and agency staff galvanized and deployed to the neighbourhood. Upon arrival at the neighbourhood community centre, program staff was able to provide crisis support to the youth and adults that had sought refuge.

Marcus*, a thirty-one year old male, was referred to Tropicana by his probation officer. Marcus was involved in the judicial system because of a domestic dispute with an ex-partner. During the initial session, he revealed that he did not feel that he would benefit from attending counselling, even though he admitted that he was easily angered. In subsequent sessions, Marcus revealed that a few years ago, he lost his mother to cancer and had never grieved. He also admitted that he had a substance addiction problem and wanted to change his lifestyle, as he had seen too many of his family members pass away as a result of this addiction. He was given a referral to a treatment facility which specialized in addiction. As a result of talking

about his family of origin, in particular, his mother's untimely death and lack of a father figure, he disclosed that he became more at peace with his situation. He also revealed that he now feels confident about identifying and setting goals for himself, is taking responsibility for his actions and responding to his emotions in a healthier manner. *Summarized by staff*

Violence against Women and Children Services:

Services provided included supportive counselling and education related to safety planning, awareness and referrals to community resources and self-empowerment strategies.

Lillian*, a thirty-four year old female, was referred to Tropicana by a shelter staff. Upon attending the agency, she presented as extremely guarded in her responses. She eventually opened up about her family of origin where she was physically, verbally, sexually and psychologically abused by close family members. As a result of this trauma, and in an attempt to find someone to love her, she revealed that she entered into an unhealthy relationship, which eventually became abusive. When she originally attended sessions, she stated that she didn't trust people, feared rejection, was engaging in unhealthy coping activities and didn't believe that "talking would help". Five months later, Lillian now says that she feels like a new person, loves herself and has started volunteering within the community. She noted that she enjoys coming to the agency because "people are so friendly", always saying "hello" or "smiling" with her. Lillian also revealed that she never felt judged

by staff at the agency and is currently looking into returning to school to further her education. *Summarized by staff*

Eleven year old Marlene* was referred to TCS by her school's Social Worker and Principal as a result of being sexually assaulted by a babysitter. When Marlene initially attended TCS, she presented as having low self-esteem, inability to sleep due to nightmares regarding the trauma she had experienced and had trouble with her schooling. After attending a number of sessions, her mother provided an impact statement consisting of the following: "I would like to express my sincerest gratitude to the professional and dedicated assistance you have provided my family and particularly to Marlene through the counselling sessions from which she had the chance to benefit. Her situation has improved. I noticed a great change in her personality, an improvement in her schooling and this is all thanks to your support, presence and encouragement. May God bless you and bless your positive energy that brought light to my daughter's life." Marlene's mother disclosed that prior to commencing sessions at Tropicana, they had attended a number of different community agencies, but none of the staff were able to build a rapport with Marlene. She revealed that Marlene is now actively reminding her about follow-up appointments and will request that additional appointments be made. During one of the sessions, Marlene stated, "I am a great person... I love to sing, dance and express myself with words... I like to try new things..." She disclosed that she volunteers at school, and befriends other children who appear to be ostracized. She has also made presentations about the impact of bullying and speaks about a person's beauty being internal and external. *Summarized by staff*

Transitional Housing and Support Services:

The Transitional Housing and Support program facilitated the process for women to escape abusive individuals by securing independent housing through the formulation and implementation of safety/transitional plans, crisis counselling, referrals/accompaniment to housing/legal and long-term counselling services.

Settlement Services:

Recent immigrants to Canada in need of assistance to establish roots in their new community received services which included: needs assessment, information and referral (e.g. education, housing, community resources, and health), supportive counselling, form completion, service accompaniment, group information sessions and access to computers/internet.

"For my application for Canadian citizenship, I did not have the patience to fill out the forms. I did not understand what to do. I came to Tropicana and got assistance from the Counselling Support Worker. She helped me to complete forms and put my application package together. I am very grateful for what she did for me as I may not have been able to do it on my own. She was very patient with me, and always asking the right questions of me to complete the application. I would very much recommend her to anyone who needs help filling out these citizenship forms. Thanks very much, it was greatly appreciated." -F.S.

START for Life:

The life-skills development program entitled Success through Aggression Replacement Training for Life was facilitated three times

throughout the year for individuals interested in enhancing their skills of leadership, anger control and decision-making.

"Sometimes I go into situations not thinking what I'm saying is aggressive. The other day I got into an argument with my Mom and I heard Greg and Melanie's voice in my head saying, 'You know what, just sometimes people don't listen.' I thought, you guys are so calm and I'm so like LA-LA-LA-LA-LA, and I can't wait to get in your face. I never thought that coming here I'd actually learn something. I thought I'm gonna sit here, do my time and then go home. But, I actually learned something and I just want to say thank you." -L.W.

**not his / her real name*

BY THE NUMBERS...

- **2052** individuals received individual/family counselling
- **213** women and 126 children assisted through Violence Against Women (VAW) services
- **96** women and 68 children assisted through Transition Housing and Support Services
- **82** clients received settlement counseling
- **50** clients attended START for Life/Parenting Together workshops
- **21** volunteers
- **9** agencies partnered with to enhance programming and service delivery

"You know, when I first came and registered for this program, I didn't come in here really wanting to come here. But, once I got to the program I realized that I'm not the only one in the same boat and, obviously with everyone who has joined this program, you get to meet new people and make some friendships here. To the staff, you made a real difference. So I want to thank you for that, and it's been a pleasure being here." -D.W.

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AYCE EMPLOYMENT SERVICES



As an Employment Ontario delivery agency, we help thousands of job seekers every year to find employment while assisting local businesses with their recruitment plans and in hiring new employees. **AYCE provides a full range of employment services to help our clients learn the essential skills to find a job, get the most from their work experience and be successful in the workplace.**



The counselling staff helps clients to secure employment, get training and upgrade their skills. The job developers provide additional support for those who are unable to access the competitive job market on their own. The services that we offer allow employers to save time and money in the hiring process. **AYCE** provides free job posting, recruitment, screening and coaching services. Employers can also access training incentives to offset the initial cost of training and orienting a new employee.

Employers continue to remain the backbone of our services. As such, we ended the year with a successful employer engagement event at the Estates of Sunnybrook. Our Keynote speaker, Ratna Omidvar, President of Maytree, educated employers on how small and medium size enterprises can bring their business to new heights by leveraging the talent of skilled immigrants. They also had an opportunity to learn more about our services and to network with other business owners.

AYCE is a valuable source of information for the community. In our resource area, clients can access computers, the Internet, photocopying services as well as a host of job search and career planning resources. Best of all, our resource area is open to everybody free of charge. Throughout the year, many youth and adults are served through our information and referral services and the employment workshops offered at local schools, training sites and other community agencies.

AYCE continues to develop new partnerships in the community and to build stronger relationships with local businesses in an effort to enhance employment prospects for our clients. We open doors for young people by helping

them explore new avenues, whether that is training in a specific trade or finding that first job. Apprenticeship continues to remain a priority area for the centre. This is the third year that the centre is running a pre apprenticeship program for Auto body and Collision Damage Repairers. We will continue to focus on apprenticeship and work with the local apprenticeship unit in strengthening our connections to employers in various trades.

Farewell to **Tracey Lloyd**, (our former Director) who has left the agency after twenty four years of service. Ms. Lloyd, we wish you all the best in your new job at Centennial College.

"My friend living in Scarborough suggested that I join AYCE as they understand and try their best to help by placing you in your own field. This statement helped me approach AYCE. I had lost the hope of staying in Canada as things were not working out in time for me. At AYCE I was given moral support, tickets to commute, the opportunity to attend job fairs, and information on social life in Canada. My coach guided me about the ways of facing interview questions and follow up letters. It helped me a lot as interviews were my biggest challenge. I strongly recommend to others that there is no need lose hope and they must approach AYCE centre where the people love to help newcomers."

- M.N., client

BY THE NUMBERS...

- **6697** clients were assisted last year
- **328** employment related workshops were conducted in house, at local high schools and at community agencies
- **86%** of clients exited our services with a positive outcome. 67% found employment with the help of our program staff while **19%** returned to school or enrolled in other training.
- **834** students were placed in a summer job including opportunities at camps, cinemas, retail outlets, offices and recreational facilities.



YOUTH & EDUCATION

The Youth & Education department focuses on the all-round development of children and youth and encourages family involvement in all of its programs. The range of services include tutoring, March Break and Summer camps, chess and steelpan instruction, YouthSTART, Defy Your Label and other youth development initiatives in schools and in the general community that meet the needs of the changing youth culture. Partnerships with agencies such as the Toronto Catholic District School Board (TCDSB) and the YMCA enhance our community connection. One of the successes of the department is the number of youth who maintain contact with the department and the organization through volunteerism and employment opportunities. One of the challenges for this year was staff changes which resulted in the restructuring of staff placement/responsibilities.

PROGRAMS:

Weekends of Learning:

A 3-pronged offering of learning and development opportunities which include:

- Increase Your Success (IYS) Tutorial Program Mathematics and Language Arts/Grs.1 -12
- Chess Lessons (Children & Adults)
- Pepsi Tropicana Steel Orchestra (lessons and performance opportunities, children and adults)

"I love my class. My teacher is so cool. She teaches us everything and answers all our questions, even the ones that we should know but don't. Ms. Paula always quizzes us on what we learned at the end of class to see if we were paying attention. If we answer the questions we get treats" – IYS Grade 3 student

"I'm in grade 6 and math is so hard, I bring my Math homework so that the teachers can help me. I don't feel so lost now because they teach me until I understand" – IYS Grade 6 student

"I really believe that the tutoring program is helping my daughter to advance in her studies. She is a grade 3 French immersion student so having her study English Language Arts is a real benefit for her. I also love the fact the program only costs \$75 because other programs are too expensive" – IYS, Grade 3 parent

"My son is enjoying class even though the teacher is strict. Some students need that type of structure" - IYS Grade 1 parent

"My daughter has improved since she joined this wonderful program. She has moved from being shy to outgoing and learned how to work well with others" - IYS, Grade 2 parent

Camp Tropicana - March Break

14 campers between the ages of 5 and 13 attended Tropicana's March Break Camp this year. Participants took part in arts & crafts, creative dance and recreational games. Teamwork, collaboration and communication skills were taught through fun exercises. For many, the highlight of this year's camp was the trip to the Royal Ontario Museum where campers excitedly participated in hands-on activities located near the major exhibits.

Camp Tropicana - Summer

Camp was held at St. Barnabas Catholic School with an enrolment of 70 campers. Activities included sports, recreation, arts & crafts, fun academics, weekly trips and interactive black history lessons. Parents' Night showcased the campers and the work they had done over the

six weeks. Skits showed the diversity and talents of the campers, ably tutored by their counsellors.

Youth Development/Life Skills/START (Success Through Aggression Replacement Training) in schools. A combination of life skills and anger control strategies.

This year, Tropicana was contracted by 4 junior public schools to facilitate a total of 14 groups for young boys and girls. Students learned skills that included self-confidence, conflict resolution, dealing with bullying, empathy, leadership, respect and social skills. The staff and students gave positive evaluations about the program.

YouthSTART (Tuesday evenings)

On-site program for 9 – 13 year-olds that teaches pro-social skills to help youth deal with aggression.

"Yes my children are growing by applying all the strategies they learned. Also I have to support them to achieve their goals. I really appreciate to have this program to get some good tools and apply it in our life. Keep it up it really helps. Thank you!!!" – Parent, YouthSTART

YMCA Exchange Program

Provides an opportunity for youth 12 – 17 to visit and be visited by youth in another province in order to learn about Canada's diversity.

12 youth and 3 supervisors from The Native Council of Prince Edward Island visited us from June 3 - 9, 2012 and we travelled to visit them from June 17 – 23, 2012. Our group consisted of 11 current and former program participants led by 2 supervisors. One of the highlights of the visit was taking part in a five-kilometre Medicine Walk to celebrate National Aboriginal Day. The youth helped the Native Council run games and

activities for a class from a local elementary school and taped an opening for the local CBC Compass newscast where the day's festivities were featured.

"My son had a really great experience with the exchange. He not only met new and exciting young people but he also got the opportunity to experience, live and learn about a different culture. We have many discussions about moving to PEI but I think I have talked him down to just going back for another visit. He has gained knowledge about the geographic, cultural and historical makeup of Canada. He has also developed his interactive and personal skills. Overall I think it's the friends he has made that will last a lifetime."

– Parent, YMCA Exchange

"I think my children benefited very well from this experience by learning about the aboriginal culture. They have a newfound respect for it."

– Parent, YMCA Exchange

Defy Your Label

Teaches positive reinforcement to help girls 8-13 deal with negative labels and societal pressures.

"My child began this program with self-esteem issues, lack of ability to resolve problems and would get caught up in daily school drama. She has become a very confident girl that knows her worth and has displayed empathy towards others when being bullied at school. This program gave my daughter the confidence to try out for school sport team's etc. and to want to take care of herself. Good Job Tropicana, We love you!!!! Thank You"

– Parent, Defy Your Label

"I like that we do lots of games and other things together and that we all are nice to each other"

– Participant, Defy Your Label

BY THE NUMBERS...

- **83%** of Defy your Label participants reported feeling better about themselves after programming.
- **100%** of Defy participants felt they were better able to resolve conflicts.
- **60%** of parents felt the quality of the Defy Your Label program was fantastic with 40% rating the program as good.
- **88** participants in **14** boys and girls groups facilitated by Tropicana in local Toronto District School Board schools
- **28** youth registered for YouthSTART
- **66 %** of YouthSTART participants reported an improvement in their ability to resolve conflicts and express themselves after participating in the program
- **100%** of YouthSTART evaluations indicated that the YouthSTART participants had more confidence in themselves
- **18** individuals representing **9** agencies were trained to be START facilitators
- **9** agencies/organizations were partnered with in order to enhance our programming this year

"Thank you for helping me with my behaviour. I am able to control myself. I was student of the month and I am using what I learned from Tropicana in school so I can help kids with problems. So far I am taking care of a kid named XX and I have a friend named YY. I have never been calm in my life."

- I.S., former YouthSTART participant 7 months after graduating

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CHILDREN OF TOMORROW DAYCARE CENTRES

The Children of Tomorrow daycare centres provide children between the ages of 3 months and 12 years of age with a safe and enriching environment while encouraging growth and development in all areas: physical, emotional, social and intellectual.

Tropicana's Infant/Toddler Centre serves those from 3-30 months of age while the Pre-School/School-Age Centre caters to those 2 ½ to 12 years of age. Families and staff are partners in the child care system at Tropicana.

Parental support and involvement is encouraged and appreciated. Parents assist in fundraising campaigns, chaperoning day trips and spending time in the centre. In the fall of 2012, a group of 8 volunteers from Deloitte visited the centres to participate in the United Way's annual Days of Caring program.

The program gives United Way corporate donors a first-hand look at how money donated to the United Way is used by recipient organizations.

BY THE NUMBERS...

Infant/Toddler Centre

42 children enrolled

8 staff members

11 placement students from Centennial College, Seneca College and the University of Toronto

16% of clients were new immigrants

24% of clients spoke English as a second language

Pre-School/School Age Centre

78 children enrolled

7 staff members

9 field trips taken

9 placement students from Centennial College and Seneca College





What the children say...

I like doing art work -Roma, 10 yrs.

I like to play with the teachers and my friends -Rion, 6 yrs.

I like to play with the wood house and toys -Jyrell, 7 yrs.

I like the dinosaurs -Lacianne, 3 yrs.

I like to dance, sing and do art the most -Kiara, 9 yrs.

I like to dance to the music -Jedayne, 7 yrs.

I like to play with the people and the big wooden house -Darrylson, 9 yrs.

I like to play with the trains -Dewey, 6 yrs.

I like to build bridges with my friends -Rashaud, 4 yrs.

I like to colour and play in the house -Natalie, 4 yrs.

I like to colour -Stacy, 5 yrs.

I like to learn ABC's and wear the robot costume -Malik, 3 yrs.

I like to read books -Favour, 3 yrs.



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SCARBOROUGH YOUTH RESOURCE CENTRE

In its 18th year, the Scarborough Youth Resource Centre (SYRC) registered 800 new clients with a total of 6,450 visits. Our programs and services provide our youth with the tools to build healthy relationships and become positive, active members of our community.

Employment Program:

Tropicana LYVE program

Funded by Service Canada the Tropicana LYVE program served 38 individuals this year. 31 individuals completed the program and 28 gained meaningful full/part time employment at the end of their placement. Many participants without previous work experience were motivated and had a drive for wanting to work and improve their lives.



Leadership Programs:

Sister 2 Sister

Within our Sister 2 Sister program many of the ladies, having successfully completed the program, returned back to the program as youth leaders to provide additional support and encouragement to their peers. This year the ladies also engaged in various aspects of leadership development and utilized these new skills to participate in various conferences within their communities.

A change in program facilitators led to an unfortunate decline in attendance. Going forward, additional outreach initiatives have been implemented to increase program numbers. Our total registered participants for this year was 37.

Man Up!

Many of the young men have shown improvement with respect to taking ownership of their actions and being more responsible with their daily actions. The Man Up! program surpassed its objective of engaging 30-40 participants, by serving 63 young men this year. This is a record number of attendees

since its inception back in 2009, and it reflects the hard work and commitment of our staff as well as the depth of our partnerships over time.

Man Up! participants displayed great amount of engagement with the facilitators and amongst their peers. Overall, the Man Up! program continues to be instrumental in young men's lives, providing them with a safe space and the supports they need to better their lives.

START Fresh:

The START Fresh program teaches pro-social skills to youth 14-18 years of age to help them deal with aggression. Due to staff departure, only one term of the program was held this year with a total of 12 youth registered and attending the program.

Art Based Programs:

Speckz-tacular Dance Program

The Urban dance program has been revamped and restructured. This year, 23 participants registered and attended the weekly sessions. Term 1 of the program culminated in a dance showcase titled City of Dreams. Dancers also auditioned for the 2013 Stomp Competition and placed in the intermediate category. This spring they will be competing against other dance troupes from across the GTA.

Get Down, Stand Up (Break Dancing) Program

The Get Down Stand Up (Break dancing) program continues to promote physical activity and recreation in the Centre. 124 individuals attended the break dancing session this year.

BY THE NUMBERS...

- **3** youth members who are convicted of committing minor criminal offences are now committed, consistent members of our Man Up program, as per weekly program attendance
- **5** youth used skills learned to advocate for funding for a local youth shelter
- **40** youth attend workshops/focus groups facilitated by Marc Rainford, Black Community Liaison Officer with the Toronto Police, to discuss various ways to facilitate and build positive relationships between youth and the Toronto Police
- **15** young men of the MAN UP! Program participated in the Steeles L'Amoureux Youth Empowerment's 3rd Annual Youth Speaks event to discuss bullying and its impact on youth
- **4** youth attended the WE Day event, which was an educational event and a movement of young people leading local and global change
- **1** youth, with financial support from her peers, attended a 3-day trip to a reserve to learn about Aboriginal culture
- **1** SYRC Youth Advisory member travelled to the USA to connect with a youth group to gain knowledge on the issues that youth are facing as well as to bring back best practices to our own youth advisory group
- **3** youth who completed the Tropicana LYVE program have returned back to school
- **13** agencies were partnered with in order to enhance programming and service delivery



Annual Report
2012 / 2013

SUMMER JOBS FOR YOUTH

Although the program was impacted by unusual situations during 2012/13, the outcome still showed overall success. Youth who faced multiple barriers to employment were able to overcome some of these barriers with support from the Summer Jobs for Youth (SJFY) staff and the tremendous support of the employers. Many participants were able to save enough money to aid with their back to school expenses while assisting their families economically.

In the summer of 2012, Toronto and, in particular, the Kingston Galloway community was drastically affected by the violence on Danzig Street. A significant number of our participants witnessed and were personally impacted by the horrific event. As a result, some youth were unable to complete their summer placements while a larger number required counselling. In response, the SJFY staff reached out to the youth and offered support through individual and group counselling sessions. The staff also spoke with employers on behalf of the youth as they needed time away from work to mourn. Counselling support was offered to all staff.

Success Stories:

- Youth were able to avoid incarceration by participating in the program. Once youth were placed, letters were provided to the courts with this information and youth were allowed to work – sometimes with conditions attached.

One of these youth was placed in a retail environment. He claimed that at the age of 18 it was extremely difficult to find employment due to his criminal background. As he teared up, he expressed the gratitude he felt that the SJFY program and workers looked past his record and gave him a chance to gain and maintain meaningful employment. Due to his summer experience, he told the staff that he would like to become a youth worker and support others as they had supported him.

- One young man was fired from his first placement due to his negative attitude and lack of respect for authority. He was reassigned but before accepting the placement mentioned that he was not sure if he would be able to complete his placement as he disliked anyone giving him instructions. He felt that getting direction from his employer meant that they were trying to tell him what to do or disrespecting him.

The youth support worker (YSW) had counselling sessions with him where he disclosed that at 16 years of age he was a father of two (2) children. The YSW explained the importance of maintaining a job in order to be able to take care of his young children. He agreed with the YSW, went back to work and not only did he complete his placement but was the first to visit the office after the completion of the program to say thanks. He also bragged about how much his employer really loved him. He later mentioned that he got hired by his employer and that he was enthusiastic to be able to maintain his job after the program.

- One young man, age 16, walked for 45 minutes (to and from work) every day for the first two of weeks of work. He did not discuss his plight with the youth worker leader or ask for tokens. This participant was determined to work and he was willing to do anything and everything to keep his job. His employer has now hired him on as a permanent employee.

- The father of one youth died un-expectedly at the beginning of the program, resulting in the youth becoming the sole provider for his unemployed mother and younger siblings. He completed his placement successfully and was hired by his employer after the program.



Youth Feedback on the Program,

(In answer to the question...

"What was the most helpful part of the program?")

"The most helpful part is the pre-employment training. It helped me very much in terms of what to do at your workplace. It helped prepare me for other job opportunities that may come my way in the future."

"The whole training was very helpful. During the training it seems pointless, but when I started working it made sense. I am very thankful."

"The most helpful part of the program was getting business skills that can be used in other areas. It also helped me realise my love for business and encouraged me to study the business field in my post secondary education."

BY THE NUMBERS...

- **3,334** youth applied to the program
- **1,176** were placed in employment
- **1,087** completed their six week placement – **92.4%**
- **39** youth received certification in areas such as CPR and First Aid.
- **307** employers worked with the program, **243** were from the private sector – **18.5%** increase over last year.
- **83** youth completed the extended program –and continued to work from October to March.
- **116** youth were offered continued employment by their employers.
- **282** employers responded to the satisfaction survey and of these, **272** (96%) reported satisfaction with the program.
- **994** participants returned the satisfaction survey and **984 (99%)** reported overall satisfaction with their placements.



Annual Report
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Not only was this an exciting year for ProTech, it was a transitional one. During the calendar year the centre implemented new curricula, improved outreach initiatives and developed a strategic work plan that will define ProTech and its programs. The staff collaborated with Tropicana's Resource Development Coordinator on a successful Telus grant application that will enable us to upgrade our equipment. Other notable achievements include an increased level of community outreach and the establishment of mutually beneficial partnerships with local youth organizations.

ProTech Media maintained strong usage and participation statistics throughout the year with an average of seven programs running monthly, in addition to regular drop-in hours. KEYAG's (Kennedy-Eglinton Youth Advisory Group) participation levels remained the highest among youth groups and they continue to be involved with special workshops and events within the Toronto Public Library.

"When I went to the Protech Media Centre, I did not know much about editing videos. This workshop introduced me to Adobe Premiere and I learned how to edit my videos, add effects, titles, and audio as well as how to make the video go slow / fast etc. Now when I make a video, I look at it in a different way, because I actually know what I am doing."

(K.N. /Adobe Premiere Workshop participant)

BY THE NUMBERS...

- **4,744** clients registered to use the lab - an average of 18 visitors per day and six visits per registrant.
- **1,620** clients participated in ProTech's structured programs focused on New Media and employment-based themes. 44% were adults over 30 years of age.
- **4** weeks – length of Adobe Premiere Video Editing course that teaches participants how to edit, streamline and export videos.
- **156** programs conducted
- **5** new partnerships developed with Eglinton East Kennedy Partnership (EEKP), Oakwood Village Arts Foundation, Nia Centre for the Arts, YMCA NewComer Leadership Program, and WoodGreen Services



TRUSTEED PROJECTS

As a leading community service agency in Scarborough, Tropicana assists and supports fledgling youth/community groups by acting as trustee or lead agency so that these groups can access funds and, in turn, build their capacity. The assistance provided includes financial, human resources, mentorship and governance. The groups currently being trusted are highlighted below.

Steeles L'Amoureux Youth Hub

Despite many challenges, coordinators of the hub worked exceptionally hard to ensure that construction could begin.

Highlights for the year include:

- Ken Fukushima Architecture continued to work with the youth group and the plans for the space were completed. The group looked at design and specification including furniture;
- Permits for the space were obtained from the city
- Rutherford Contracting Ltd was selected as the general contractor for the project from a pool of six firms that submitted bids
- Construction commenced in January 2013 and is expected to be completed in May

Dorset Park Youth Council

The group started facilitating an afterschool sports drop in program at the Dorset Park Public school. The program takes place on Tuesdays between 6 and 9 pm and there are normally about 15 young people in attendance each week. A lunch time program was introduced for the Winston Churchill Collegiate students who spend time playing games and conversing with one another. In October the youth Lounge was officially opened.

Upward Bound Project

Seventeen young ladies participated in the Upward Bound Project managed by Gashanti Unity.

Highlights include:

- Through their involvement with the project, the ladies became more aware of their communities and the resources available to them; became more civic minded and experienced life outside of their immediate surroundings. They learned to communicate better in English and became more social as they became more comfortable with each other and their mentors over time
- Involvement in the Project Reference Group (PRG) gave voice to ladies who may never have been heard without this forum. The members also learned valuable skills in project planning and implementation

North York Inter-Community Youth Group – Pan Fantasy Steelband (NYICYG)

Through a grant from the Trillium Foundation the group was able to accomplish the following:

- Increase the number of youth participating in the program
- Re-vamp their training program to include social and leadership skill development
- Purchase equipment and supplies for the new members
- Increase the visibility of the group in the community

“I really wanted to thank you from the bottom of my heart for your community services. I cannot tell you what your presence @ the local library means to me. I am a retiree whose computer skills are minimal @ best and you have helped boost my personal confidence & computer skills over the almost 2 years that I have known you. You have helped to boost my ability to communicate and empower myself with information. Even more importantly you have so diminished the sense of isolation that so many of us would have felt without your important contribution to the community.”

-S.L. / Introduction to Computers participant

Annual Report
2012 / 2013

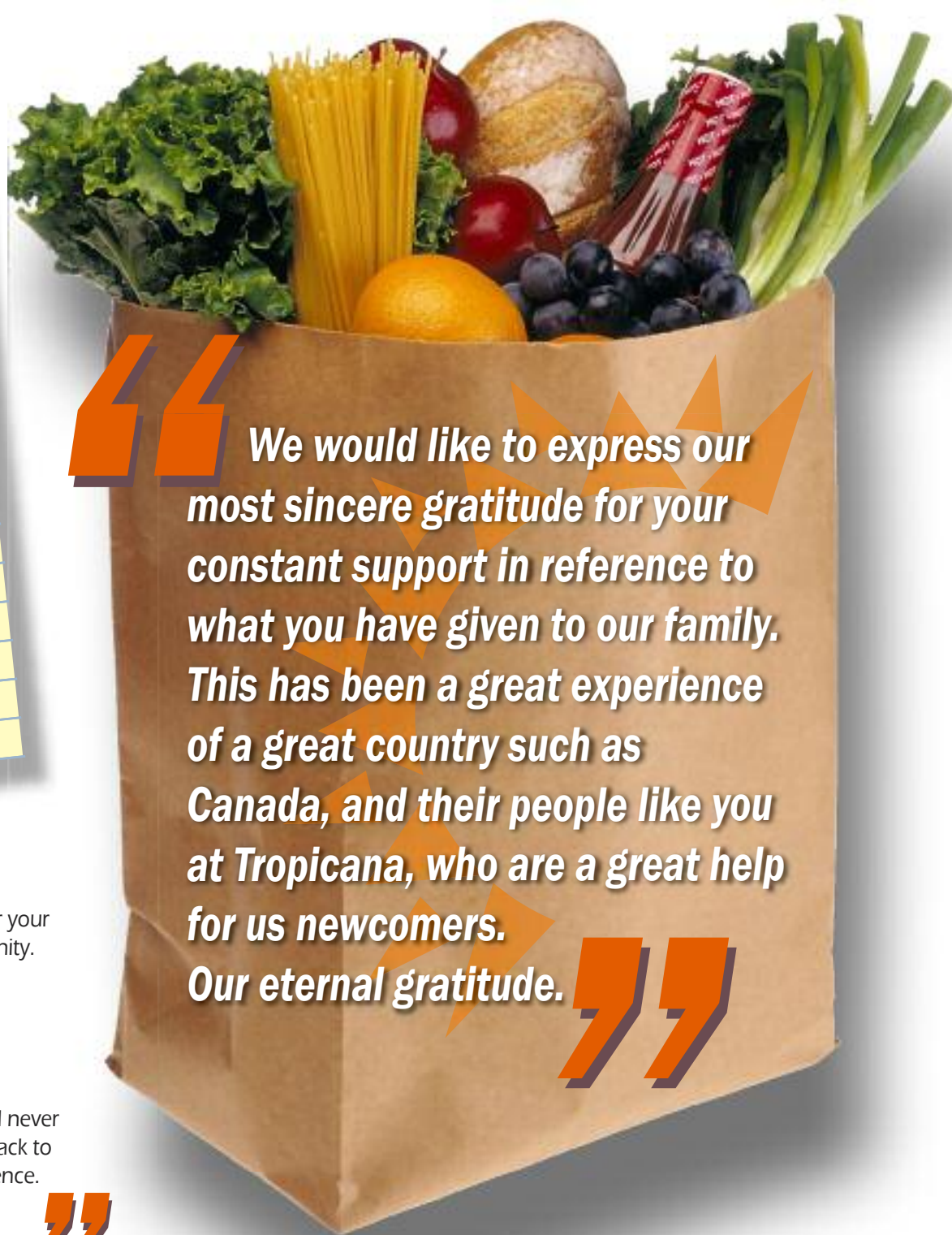
FOOD DRIVE

- Two hundred and eleven (211) families were served in 2012
- A total of \$3,007.00 in cash was donated to Food Drive. In addition to cash donations, there were in-kind contributions such as gift cards, food, toys, books, bedding and personal hygiene products, baby clothes, and outerwear.
- \$14,950.00 was spent to assist the families.
- There were seven (7) donors who sponsored eight (8) families.

Recipient Feedback:

“ Thank you for sponsoring us, my children and I thank you for your support and kindness that you always provide to our community. May God continue to bless you in everything you do. Once again a big thank you. This is the best Christmas we ever had, we will always remember this beautiful act. ”

“ What you have given me might have left your hand but it will never leave your life... it's a seed you have sown and it will multiply back to you a hundred fold. I am thankful because you have made a difference. ”



We would like to express our most sincere gratitude for your constant support in reference to what you have given to our family. This has been a great experience of a great country such as Canada, and their people like you at Tropicana, who are a great help for us newcomers. Our eternal gratitude.

Food and Toy Drive

Donors (\$1-499)

Chambers, Charles
Collins, Erma
George, Stella
Hope, Kofi
Linh, Eric Tri Vinh
Massiah, Diana
McLennon, Derrick
Molligan, Worrell
Rawlins, Coleridge
Taylor, Ann/Audley
The Harrison-Queen's College Alumni Association
Waithe, Vivian/Waithe Rosamond

Donors (\$500-4,999)

Chum Charitable Foundation
Tranquility Alumni Association of Canada

Donors -In Kind

Ambrose, Mathias & Norma
Bridgewater, Leila & Hubert
Centennial College Students Association, Inc.
D'Andrade, Noreen
Daniel, Ingrid
De Freitas, Helen & Eardley
Fraser, Sharon
Gibson, Rona
Grant, Tracey
Hope Worldwide Canada
Springer, Samuel & Roselyn
Stewart, Beulah & Stanford
Tsung Tsin (Hakka) Association of Ontario, Canada

Annual Report
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HUMAN RESOURCES

Staff

In the social service field, employees ARE the company. Programs were provided by 96 full-time and 67 part-time/seasonal staff. Staff development is necessary to continue to increase the assets of staff thus allowing them to develop in their fields. During the past year, staff pursued training in topics such as fundraising and event coordination, tax and charitable financial matters, curriculum development, inclusiveness, behaviour management, leadership, youth gang intervention, managing change and multiple priorities, time management and solution focused counselling.

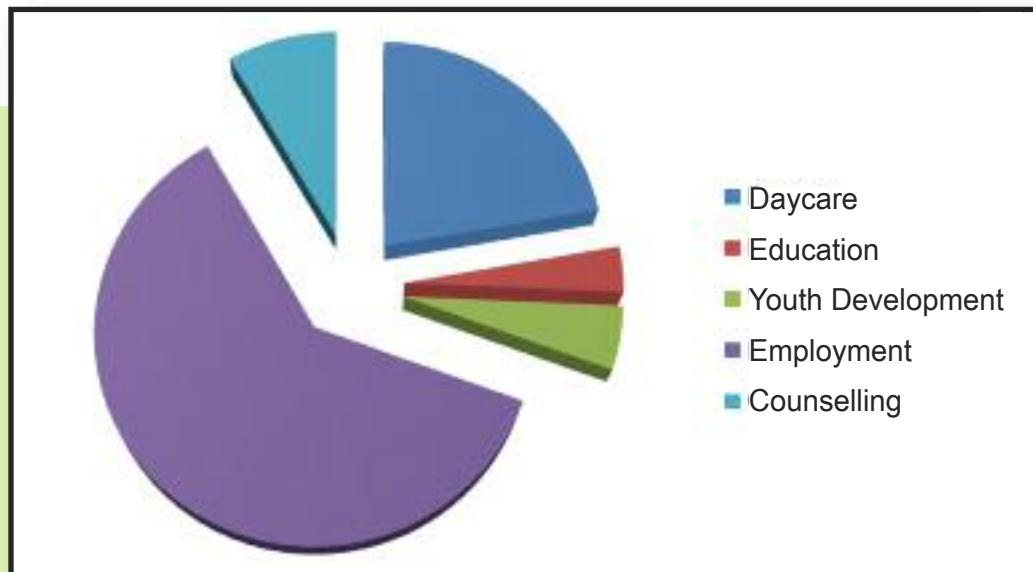
Tropicana would like to thank its staff for continuing to provide effective, high quality service to the community throughout the past year.

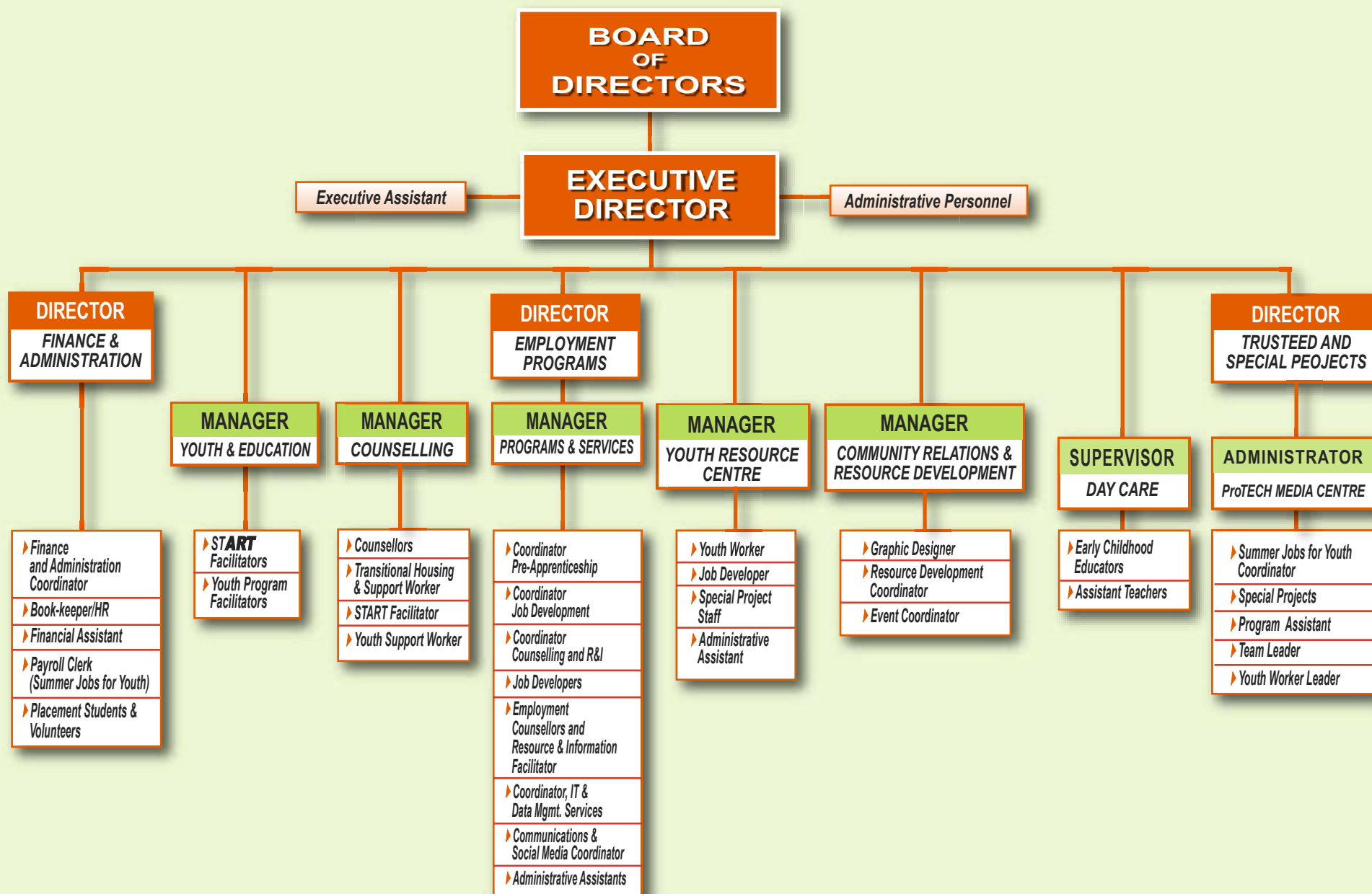
Volunteers

Many of our programs would cease to run without the expertise and dedication of our volunteer base. This year, 102 individuals volunteered 3,072 hours with Tropicana – the equivalent of 128 days! In the fall of 2012, 8 Deloitte employees spent a morning volunteering at our Children of Tomorrow Daycare Centres through the Days of Caring program. An annual program of the United Way of Greater Toronto, Days of Caring provides an opportunity for United Way corporate donors to see and experience how money donated to the United Way is making a difference in recipient organizations.

Health & Safety

Since 2008, Health and Safety has been brought to the forefront of our consciousness due to changing legislation. Tropicana has an active Joint Health and Safety Committee led over the past few years by Joycelyn Blackman. Several systems have been put in place and Tropicana strives to remain compliant with the ever demanding legislative requests. In 2012, the agency underwent a Work Well Audit which concluded that we were on the right track to meeting stringent requirements. Moreover it highlighted the areas that we need to improve on moving forward to our new building. In the coming year, emphasis will be placed on developing new policies and procedures to ensure that we meet or exceed AODA targets.







BOARD OF DIRECTORS

Ms. Carmen James-Henry	President
Dr. Gervan Fearon	Immediate Past President
Mr. Charles Chambers	Treasurer
Ms. Cheryl Blondell-King	Secretary
Ms. Denise Bacon	Board Member
Mr. Astley Thompson	Board Member
Ms. Joanne Sewell	Board Member
Ms. Noreen Alleyne	Board Member
Mr. Emile Carrington	Board Member
Ms. Jennifer Vassell	Board Member
Mr. Nigel Samaroo	Board Member
Ms. Stephanie Sweetnam	Youth Member
Ms. Sharon Shelton	Ex-Officio Staff

BOARD COMMITTEES

Audit & Finance

Charles Chambers (Chair)
Carmen James-Henry
Sharon Shelton
Noreen Alleyne
Keith Patterson
Ron Blackman
Carl Veacock
Leonardo Comentan

Primary responsibility for the financial planning, reporting, information systems, risk management, external audit, internal controls and investment management of Tropicana Community Services Organization is vested in management and is overseen by the Board of Directors.

The purpose of the Audit and Finance Committee is to assist the Board in maintaining the financial integrity of Tropicana and to ensure that the Organization is operating with fiscal responsibility in accordance with external audit requirements and internal controls.

Fund Raising

Carmen James Henry (Co-Chair)
Nigel Samaroo (Co-Chair)
Joanne Sewell
Gervan Fearon
Cheryl Blondell
Tka Pinnock

The Fundraising Committee is responsible to the Board of Directors of Tropicana Community Services to oversee, monitor and evaluate the efforts of Tropicana Community Services to develop philanthropic revenue that ensures the organization's financial ability to carry out its mission.

Program Planning

Denise Bacon (Chair)
Astley Thompson
Stephanie Sweetnam
Emile Carrington
Jennifer Vassell

Tropicana Community Services has established an advisory committee for each program to ensure that the programs meet the needs of the community and are current, relevant, maintain best practices and have high organizational impact. The Committee provides advice on the need for new programs and participates in their development and monitors the evaluation of all programs and services. Advisory committees have been established for each of Tropicana's core programming areas: AYCE, Day Care, SYRC, Youth & Education and Counselling.

PR & Membership

Noreen Alleyne (Chair)
Carmen James-Henry
Gervan Fearon
Denise Bacon
Stephanie Sweetnam
Cheryl Blondell
Paula Morrison
Stacey Callender
Kim England

The purpose of the PR Membership Committee is to provide recommendations and assist with the implementation of public relations and membership initiatives and to promote the visibility and awareness of Tropicana.

Human Resources

Emile Carrington (Chair)
Sharon Shelton
Astley Thompson
Gervan Fearon
Jennifer Vassell
Melissa Calender
Joyce Blackman
Barbara Marshall (Consultant)

The purpose of the Human Resources Committee is to provide professional human resources advice and information and work with the Executive Director and the Management Team at Tropicana to ensure that the work environment at Tropicana serves to foster an atmosphere where staff are engaged, motivated and effective in the delivery of services to clients.

Governance

Joanne Sewell (Chair)
Gervan Fearon
Nigel Samaroo
Carmen James-Henry
Sharon Shelton

The purpose of the Governance and Nominating Committee is to serve as an advisory committee to the Board of Directors of Tropicana Community Services Organization to monitor and evaluate Tropicana's corporate governance system, to make recommendations to the Board on the effectiveness of the Board and its members and to identify candidates and nominees to be recommended to serve on the Board.



MANAGEMENT STAFF

SHARON SHELTON *Executive Director*

NIMO JAMA *Director*
- *AYCE Employment Services*

LEO COMENTAN *Director*
- *Finance & Administration*

CARMEN BROWN HARPER *Director*
- *Trusteed & Special Projects*

KIM ENGLAND *Manager*
- *Community Relations & Resource Development*

CATHY PROVIDENCE *Manager*
- *Culturally Appropriate Counselling*

CAMEAL JOHNSON *Manager*
- *Scarborough Youth Resource Centre*

BERNADETTE HOOD *Manager*
- *Youth & Education Department*

OLIVE MCKENZIE *Supervisor*
- *Infant/Toddler,*
Children of Tomorrow Daycare Centres

SUSAN SEDGLEY *Supervisor*
- *Pre-School/School Age,*
Children of Tomorrow Daycare Centres

AINSWORTH SLOWLY *Program Administrator*
- *ProTech Media Centre*

PLACEMENT STUDENTS

PRESCHOOL

Hani	Adan	-Centennial College
Eronmwon	Asemota	-Centennial College
Fay	Bacchus	-Seneca College
Maria Paloma	Cedeno	-Centennial College
Kristina	Gorgievska	-Centennial College
Sarah	La	-Centennial College
Anita	Singh	-Centennial College
Nikayla	Tomlinson	-Centennial College
Shijun	Wang	-Centennial College

YOUTH AND EDUCATION

Khrestin	Abd El Malak	-University of Toronto
Annakim	Ffrench	-Centennial College
Joseph	McLean	-George Brown College
Donna	Nicholson-Robertson	-Academy of Learning
Deborah	Ramcharran	-University of Toronto
Mariam	Sahar	-Centennial College
Kevin	Smyth	-University of Toronto
Yubin	Ye	-University of Toronto
Syeda	Zia	-University of Toronto

INFANT/TODDLER

Keisha	Albert	-Centennial College
Fay	Bacchus	-Seneca College
Glaiza Joy	Bacerra	-Centennial College
Alisha	Bonadie	-University of Toronto
Simone	Gregory	-Centennial College
Alyssa	Moise	-Centennial College
Omolara	Odejimi	-Centennial College
Tharshiny	Selvakumar	-Centennial College
Tanya	Singh	-Centennial College
Chithra	Vijayaragavan	-Centennial College
Xiawashi	Wang	-Centennial College

COUNSELLING

Farizma	Ahmed	-George Brown College
Connie	Francis	-Centennial College
Ehab	Hussein	-Ryerson University
Shugunan	Sathiyaseelan	-Ryerson University

SYRC

Garry	Biez	-Trios College
Shanikhoa	Burke	-University of Toronto
Elizabeth	Comrie	-Centennial College
Marie	Gourdet	-Centennial College
Renee	Montas	-Centennial College
Tenzin	Shaksur	-Centennial College

AYCE

Debbie	MacDonald	-Boundless Possibilities for Women from Woodgreen Community Services
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TOTAL PLACEMENT HOURS: 8,032.75

OUR VOLUNTEERS

2012 / 2013

Renette Agard
 Cayla Allain
 Renee Allen
 Noreen Alleyne
 Norma Ambrose
 Mathias Ambrose
 Jill Andrew
 Lyndra Attidore
 Denise Bacon
 Andrea Bacon
 Jordan Beckford
 Christine Bertrand-Clarke
 Ronald Blackman
 Cheryl Blondell
 Sherene Bromfield
 Melany Brown
 Tamarinn Bryan-Murray
 Zharia Bryan-Murray
 Shanikhoa Burke
 Melissa Calender
 Stacey Callender
 Shavelle Campbell
 Emile Carrington
 Daniella Castello
 Charles Chambers
 Diona Chattrisse Dolabaille
 Allysia Chin
 Shanice Chin
 Ashley Collingwood
 Elizabeth Comrie
 Tameika Crann-Morris

Noreen D'Andrade
 Lisa Deane
 Michelle DeBique
 Keith Diaz
 Annnique Farrell
 Gervan Fearon
 Stella George
 Katherine Gilliam
 Dionne Gooding
 Ian Grant
 Tracey Grant
 Tashica Hamilton
 Natasha Harcharan
 Dennison Harcharan
 Jenna Harlow
 Jonathan Haynes
 Shauntelle Haynes
 Trevor Hills
 Savion Holder
 Sierra Holder
 Ashley Jackson
 Carmen James-Henry
 Cameal Johnson
 Nicole Jolly
 Zara Khan
 Marsha-Gaye Knight
 Jasmine Laciste
 Melissa Lai
 Hazel Lord
 John Maguire
 Natasha McKenzie
 Olive McKenzie

Renee Mitchell
 Paula Morrison
 Andre Moulton
 Nyssa Naraine
 Garth Neilson
 Jessica Ng
 Donna Nicholson-Robertson
 Likwa Nkala
 Dwayne Osbourne
 Keith Patterson
 Ken Phillip
 Lois Pinder
 Nira Pooniah
 Joshua Providence
 Patricia Providence
 Charles Providence
 Alyssa Ramjeet
 Joseph Rouse
 Selwyn Rouse
 Nicholas Rudolfo
 Robyn Rudolfo
 Nigel Samaroo
 Warren Salmon
 Derick Samuel
 Joanne Sewell
 Antoinette Stephenson
 Temar Stevens
 Beulah Stewart
 Joanne Sukhai
 Stephanie Sweetnam
 Bradley Tanguilig

Lisa Teris
 Sherlon Thomas
 Astley Thompson
 Jennifer Vassell
 Carl Veacock
 Chardee Waal
 Shanice Waite
 Renesha Waldron
 Raymond Whittaker
 Marianne Williams
 Karen Wright
 Cindy Wynne

"I don't know what your destiny will be, but one thing I know: the only ones among you who will be really happy are those who have sought and found how to serve."

-Albert Schweitzer





TREASURER'S REPORT

Financial Highlights for the year include:

- In recognition of the challenging environment within which we operate, a 2% reduction in expenses is notable. However, a 5% corresponding reduction in revenues resulted in an operating deficit. Comparatively, the reduction in revenues is attributable to a project completion in the prior year and streamlining of funding in line with project activity and volume.
- As mentioned in the Annual Report, Phase 1 of the renovations for the new offices was completed after the year end. As a result, the value of our capital assets increased to \$5.01 million, compared to prior year's of \$4.07 million.
- We have successfully negotiated a \$1 million Construction Loan from Royal Bank on reasonable terms to assist with Phase 2 of the building.

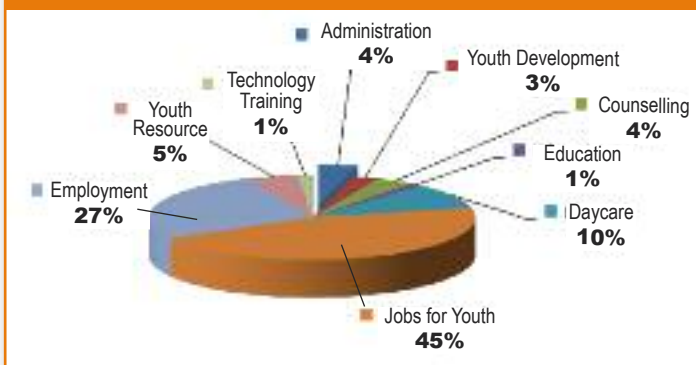
- Our cash position at year end continues to show significant improvement.

My thanks to the members of our Audit and Finance Committee who continued to provide good guidance and counsel throughout the year.

Thanks are also extended to our staff and, in particular, our Executive Director, Sharon Shelton, and Finance Director, Leonardo Comentan, for their assistance and efforts.

Charles Chambers
-Treasurer

HOW FUNDS WERE ALLOCATED 2012 / 2013





RESOURCE DEVELOPMENT

In addition to federal and provincial funding, **Tropicana relies on the generosity of individuals, institutions, foundations and corporations to fund its programs and make the Tropicana Effect possible.**

The aim of our Fundraising Committee is to diversify and balance our revenue generation. To this end, the following objectives were identified for 2012-2013:

- *To strengthen donor recognition practices and develop a strong 'culture of philanthropy' in the organization;*
- *To increase annual giving, including growing our monthly giving Community Builder Club;*
- *To increase donations from Foundations and Corporations*

FOUNDATION AND CORPORATE GRANTS

With the objective of expansion, staff worked to both increase our requests and have them targeted. Thirty-five requests for funding were submitted during the fiscal year with ten successful applications leading to revenues of \$58, 150. There are several applications awaiting responses.

SPECIAL EVENTS

This key area of revenue generation comes from diverse sources and includes third-party events, the JCA-Tropicana Community Walk Good fundraiser, the Carnival of Fine Arts, the Health & Wellness Bootcamp, Caribbean Spirits and the annual Caribbean Gala.

We thank our generous community members who host third-party events to raise funds and friends for Tropicana. Hearty thanks to Paula Morrison and Debbie Mohan for their support of our community work. The JCA-Tropicana Walk Good Fundraiser continues to be a community event, with charities walking in solidarity for the benefit of our neighbours in need. It is an opportunity to raise funds and engage in community outreach.

Through the commitment of dedicated volunteers who contribute their time, talent and treasure, we were able to host three new special events. Led by Stephanie Sweetnam, Ian Grant and Patrick Halsall, the **Carnival of Fine Arts** was a four-day art and photography exhibition featuring local talent from the African and Caribbean community. The **Health & Wellness Bootcamp** was a one-day fitness affair presented by volunteer Melissa Lai.

The first annual **Caribbean Spirits** - presented by Elmartin Electrical - was a showcase of the region's finest rums and liqueurs. We extend our appreciation to the Consulate General of Antigua & Barbuda, the Consulate General of Grenada, the Consulate General of the Republic of Haiti, the Consulate General of the Republic of Trinidad & Tobago, Appleton Estate Jamaica Rum and GraceKennedy for their in-kind sponsorship of the event. We also thank Warren Salmon and Karen Wright for volunteering their time.

The **Annual Caribbean Gala** remains our signature fundraising event, raising vital funds for our programs and services while showcasing the social impact of our community work. The Gala attracts substantial sponsorship from a wide range of businesses and enjoys broad-based support in the community. With twenty-seven sponsors and more than 350 guests in attendance, the Caribbean Gala was a success. This august event was brought to us by the hardworking volunteer Gala Committee, co-chaired by President, Carmen James-Henry and Andrea Bryan. The Committee donated more than 300 hours to planning and hosting the 19th Annual Caribbean Gala.

FUNDERS 2012 / 2013

- **Ministry of Children and Youth Services**
- **Ministry of Training, Colleges and Universities**
- **Ministry of Community and Social Services**
- **Ministry of Citizenship and Immigration**
- **Human Resources and Skills Development Canada**
- **City of Toronto**
- **United Way of Greater Toronto**
- **The Ontario Trillium Foundation**

DONORS 2012/2013

Capital Campaign

Donors (\$1-\$499)

Alleyne, Noreen
Blackman, Joycelyn
Chambers, Charles
Dennis, Astley
England, Dawn
Gumbs, Jenny
Hamilton, Arthur
Harcharan, Dennison
Harlow, Cindy
Hinds, Michael
James-Henry, Carmen
McLeod, Franciene
Morrison, Paula
Perryman, Abena
United Way Community Services of
Guelph & Wellington

Donors (\$500-\$4,999)

Brown, Marcia
Comentan, Leonardo
Fearon, Gervan
Nicholson, Bruce & Joan
Sebro, Curtis
Shelton, Sharon
Caribbean Spirits

Donor (\$500-\$4999)

Elmartin Electrical Co. Ltd

Donors - In Kind

Appleton Estate
Chetty's Inc.
Consulate General of Antigua & Barbuda
Consulate General of Grenada
Consulate of the Republic of Haiti
Consulate General,
Republic of Trinidad & Tobago
Grace Kennedy, Jamaica Ltd.
Eli's Body Shop

Caribbean Ball 2012

Donors (\$1- \$499)

Alleyne, Noreen, U.
Asharafi, Shabana
Bacon, Denise
Baird, Heather
Baptiste, Bernadette
Barnett, Paul
Berry, Jason
Berry, Stacey Ann
Black Business and Professional Asso.
Blair, Gerda
Blondell-King, Cheryl
Callender, Michael
Campbell, Gwendolyn
Campbell, Pamela
Carrington, Emile
Chambers, Charles
Clarke, Waloa
Comentan, Leonardo
Consulate General of Antigua & Barbuda

Consulate General, Republic of
Trinidad & Tobago
Crann-Morris, Tameika
Daljeet, Nar
De Gannes, Sheila
Daniel, Henrietta
De Gannes, Sheila
De Pieza, Roger
Dominic Shelton Medicine Professional
Dongen, Sharon
Dr. Jide Odunsaya Dentistry Professional
Corporation
Dream Maker Realty Inc.
Dunston, Leonard
Ellis, Jacqueline
Flemmings, Randy
Fogo, Ida
Grant, Finola
Grant, Ian
Grant, Janet D.
Grey, Elaine
Guitard, Frederic
Henry, Arthur
Hood, Bernadette
Jackson Reeves, Marvie M
Jamaican Canadian Association
James, Shane
Johnson, Gerda
Knight, Janis
Lazarus, Hope
Lewis, Ainsworth
Lindsay, Lacieta
Maraj, Derek Vijay
McLaughlin, Xavier
Melhado, Vernon
Metevier, Jane
Mitchell, David
Narine, Yasmin
Nicey's Food Mart
Nurses Education, Inc.
Ottely, Trevor
Padmore Assam, Ann
Plante, Marian
Preudhomme, Rosaline
Purdy, Monica
RBC-Royal Bank
Regis, Gregory
Reynolds, Maureen
Riley, Dennis
Rodney, Eleanor
Rouse, Selwyn

Scarborough Guildwood
Sedgley, Susan
Sewell, Joanne
Skinner, Chris
Smith, Janice
Smith, Jay'r
Sulph, Hyacinth
Sweetnam, Albert & Cheryl
Thompson, Astley
United Way of Greater Toronto
Viver Inc.
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A LOOK BACK, AT THE PAST YEAR, IN PICTURES...



1. The four honored recipients of Awards of Excellence at our 2012 Annual Caribbean Gala. 2. Sharon Shelton speaks out at a police press conference in response to a spate of youth gun violence in the city 3. Group of happy faces at a "Jobs for Youth" Retreat in Niagara Falls. 4. Women enjoying a creative session at our annual International Women's Day event. 5. Senator Anne Cools and Amar Harris are welcomed by Carmen James-Henry, Christine Williams and Sharon Shelton to our 19th Caribbean Gala. 6. Our youth enjoying an outing at Roger's Centre courtesy of "Kids Up Front" 7. Sharon Shelton, addresses an audience in Washington D.C., on behalf of the people of The Republic of Trinidad & Tobago, to which she receives a standing ovation. 8. M.P. Corneliu Chisu announces new funding for Tropicana. 9. Tropicana's very own "Steel Orchestra" after a successful performance. 10. Sharon Shelton and Hilditch Architect, Charles Rosenberg, inspect recent work done at our new location at 1385 Huntingwood Drive. 11. Mark & Melanie of Tropicana, are winners of our Christmas Party "Roaring 20's" Costume Contest.



www.tropicanacommunity.org

Tel: 416.439.9009

Tropicana Community Services, a Toronto-based multi-service organization and United Way member agency, provides youth, newcomers, people of Black and Caribbean heritage and others in need with opportunities and alternatives that lead to success and positive life choices.

The dedication and diligence of staff and volunteers enables Tropicana to deliver much-needed programs and services. Our services include counselling, youth programs, educational and employment services, daycare, and community programs.

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