



Giving the Gift of Play

▶ It Takes a Village



The R.E.A.L. Program

1 Crosbie Place
P.O. Box 908
St. John's, NL
A1C 5M2

Phone: 576-8684/4556
Fax: 576-2308
Email: real@stjohns.ca

The R.E.A.L. Program 2017

For More Information

- Call 576-8684/4556
- Email real@stjohns.ca

Thank You!

From the R.E.A.L. Steering Committee

Everyday the R.E.A.L. Program is privileged to give children and youth an opportunity to participate in sport, art and music programs of their choice because of the support of local community organizations. This involvement not only has significant impact on the children and youth, but also for the guardians and family as a whole. We have the joy of seeing the smiling faces and hearing the great accomplishments every time families come in for equipment fittings or call for information. Below is just a taste of how your support can make a difference.

From R.E.A.L. Families

From a mother of 2, "Thanks for all you do for my children. Because of programs like R.E.A.L., they are confident, smart thinking kids. They have learned so much and have enjoyed every program they participated in via R.E.A.L.!"

From a father, "This is a great program that allows those less fortunate to participate in sports. My son would not have learned to skate and play hockey without their support."

From a mother of 3, "The R.E.A.L. Program helps kids to participate in sports that they otherwise couldn't participate in and to feel equal to other children who can."

From a father, "My daughter is loving the experience and is thriving as a result. Excellent program for growth, promoting self-esteem and challenge!"



▶ As a program operating under a Canadian Municipality, the R.E.A.L. Program cannot receive charitable status. However, as stated by Revenue Canada Income Tax Act (R.S.C., 1985, C. 1) Section 118.1 (1), **the R.E.A.L. Program can issue income tax receipts.**

Program Evaluation

The R.E.A.L. Program measures success of the program not only through the number of children and youth who get successfully placed into their programs, but by the experiences they had while participating. Even with hundreds of children placed in programs each season, R.E.A.L. Program staff conduct attendance checks, allowing staff to have conversations with both guardians and program leaders. This check often outlines the positive experiences the children are having and it also allows staff to provide the supports necessary for successful experiences.

Give the Gift of Play

Sponsor a child in Hockey \$200

Sponsor a child in a Music Program \$150

Sponsor a child in Martial Arts \$100

Sponsor a child in Gymnastics \$75

Sponsor a child in Art \$50

R.E.A.L. Need

Historically, funding support for R.E.A.L. and the demand for placements has remained constant and balanced. However, recent changes in the economy have resulted in decreased funding support for R.E.A.L. at a time when more families are struggling financially. This has increased the need for R.E.A.L. Program support. The R.E.A.L. Program is thankful for the on-going support of our existing recreation and funding partners and is actively seeking the support of new funding sources. As one of our parents noted, "it takes a village."

Interested in becoming a member of the R.E.A.L. Program Fundraising and Promotion Committee? Contact us today!

Community Involvement

R.E.A.L. Partners

The R.E.A.L. Program takes pride in the large number of community organizations that currently support the program. R.E.A.L. Program partners can be broken down into 3 groups:

- ▶ **Sport, Art and Music Organizations**—The R.E.A.L. Program would not be able to operate without the support of over 75 sport, art and music organizations. All of these partners provide some free or discounted program spaces, resulting in over **\$900,000.00** in in-kind support to date.
- ▶ **Funding Partners**—The City of St. John's provides all staffing and administrative related expenses so that **100%** of all donations go directly toward supporting children and youth. Since 2002 various organizations and corporations have donated over **\$2,260,000.00** in funding support. Having drastic impact on the lives of local children and youth.
- ▶ **Referring Agencies**— These are agencies who take the time to inform families, guardians, children and youth about the program.
- ▶ **R.E.A.L. Program Fundraising and Promotion Committee**— This Committee is made up of community members who generously donate their time and expertise to help ensure the R.E.A.L. Program has the funds needed to support children and youth.



Recreation Experiences and Leisure

R.E.A.L. Purpose

The purpose of the R.E.A.L. Program is to provide recreation, art and music opportunities through the provision of program and financial assistance to as many children and youth as possible who, due to financial circumstances, are unable to participate in registered activities.

This ensures that all children and youth, specifically those from low income areas, have equal opportunity.

R.E.A.L. Vision

The R.E.A.L. Program envisions all children and youth in the City of St. John's being able to participate in recreation, art and music activities. This helps boost self-esteem, promote healthy active living and support personal growth and well being through increased knowledge and skill development.

R.E.A.L. Support

The R.E.A.L. Program provides the following support to children and youth:

- ▶ **Registration Fees**— All registration fees are paid through the R.E.A.L. Program. The R.E.A.L. Program partners with over 75 recreation organizations who believe all children deserve access to sport, art and music programs and generously provide some free or discounted spaces. This enables the R.E.A.L. Program to place more children and youth into programs as the funding stretches further.
- ▶ **Transportation**— In order to ensure all participants can get to and from their program without barriers, inclusive transportation is provided to those in need. The R.E.A.L. Program partners with Newfound Cabs and St. John's Transportation Commission, who provide the program with discounted rates.
- ▶ **Equipment**—The R.E.A.L. Program operates an equipment room where new or used equipment is signed out to participants on a seasonal basis. Through donations and equipment drives, the R.E.A.L. Program has been successful in acquiring a substantial amount of equipment for various activities.



ST. JOHN'S
DEPARTMENT OF RECREATION

2017 Stats

Participants Placed Per Season

Year/Season	Winter/Spring	Summer	Fall	Total
2013	1063	587	557	2207
2014	1033	579	511	2123
2015	1078	595	553	2370
2016	1115	661	561	2337
2017	742	504	359	1605

Age	0~4	5~8	9~12	13~19	Total
2013	248	695	674	590	2207
2014	238	683	641	561	2123
2015	292	767	739	572	2370
2016	224	780	776	557	2337
2017	196	477	580	418	1671
Total	1198	3402	3410	2698	10708

2017 Expenses*

In 2017 Canadian Tire Jumpstart changed how they fund programs, these funds are now distributed to the groups directly. This new co-funding relationship is reflected in the expenses below.

Season	Amount	Months	Placed Applicants	Average Cost / Season
Winter/Spring	\$32,495.28	Jan-May	742	\$43.79
Summer	\$8,986.96	Jun - Aug	504	\$17.83
Fall	\$29,330.67	Sept - Dec	359	\$81.70
Total	\$70,812.88		1,605	\$44.12

Year	Transportation	Program Spaces	Equipment	Total
2016	\$39,927.59	\$209,162.84	\$5,256.82	\$254,347.25
2017	\$16,313.08	\$48,156.69	\$618.50	\$70,812.88

Giving the Gift of Play

2017 Revenue

Organization	Funds Received
Bell Aliant	\$3,000.00
Ice Caps Care Foundation	\$2,500.00
Avalon Arena Association	\$2,500.00
College of the North Atlantic Community Recreation Class	\$1,600.00
ParticipACTION—Teen Challenge	\$500.00
Kiwanis Club of St. John's	\$2,500.00
Lester's Farm Market	\$14,637.50
Lionpacers Group of Rotary	\$500.00
Cox and Palmer	\$150.00
Clowe, Purcell and Friends Golf Classic	\$12,500.00
United Way of Avalon	\$10,400.00
VOCM Cares Foundation	\$3,000.00
Fundraising	\$4,742.45
Individual Donations	\$2,100.00
2016 Carry Over	\$4,931.04
Total	\$65,560.99

