



PROGRESS REPORT

2020/2021



WATV's mission is to help children, aged 3-16, of disadvantaged homes participate in extra-curricular activities throughout the year by subsidizing the costs of tuition, equipment, teaching, registrations fees, etc. The goal is to improve the mental, social, and overall well-being of the children and bring them joy.



Executive Director Cathy Mills and President Dr. Matyas Hervieux (left) acknowledge the support of Canadian Tire and its JumpStart program to **We Are The Villagers**. WATV engages local families in collaboration with the Simcoe JumpStart program

The physical and social health of our children has never been more important nor received more concern. *We Are The Villagers* continues its commitment and support for the children of disadvantaged families by:

- substantially increasing the amount of financial support;**
- introducing new children’s programs in the arts, culture, sports, education, and recreation;**
- developing new partnerships with community service providers;**
- reaching into new communities that welcome our assistance.**

In this context, our work, presence, and impact are meaningful to our communities.

TABLE OF CONTENTS	
2	WELCOME
4	YEAR IN REVIEW
5	OUR VALUABLE COMMUNITY PARTNERS
6-7	OUR IMPACT
8	INSPIRING NEW PROGRAMMING
9	LEADERSHIP
10-11	FINANCIAL REPORT

THE YEAR IN REVIEW

WATV Activity:

53 In-kind
Donations

\$46,954
Event Revenues

\$29,496
Donations

1 *For The Kids*
Annual Campaign

600 Enrolled Children

27 Communities

43% of Programs
delivered virtually
during COVID

1,000s
Volunteer Hours

18 Programs Offered

55 Service Providers

\$56,643 Children's
Sponsorship

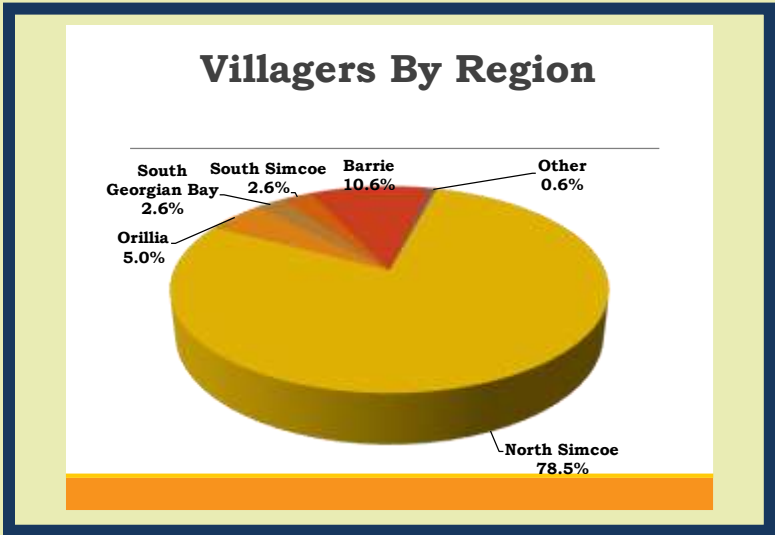
\$273 Average Impact
Per Child

OUR VALUABLE COMMUNITY PARTNERS

A and E Creationz, Alco Natural Health, Angela Schmidt, Anthony & Liesje Lancia, Bank of Montreal, Bayshore Lanes, Better Life Chiropractor, Blair Window Fashions, Blind Mary, Body Line Collision, Bonair Golf Course, Boston Pizza, Bourgeois Motors, BP Sportswear, Brampton Trucking, Brenton Trucking, Brock Lavin Lighting, Brooklea Golf & Country Club, Bryants Jewellers, Camp Collectables, Canadian Auto Workers, Canadian Tire Midland, Caitlin Gerbais, Cashmere Blue, CIBC, Chelsea Chocolates, Chris & Joanne Kontos, Chin & Orr Lawyers, Christmas Cheer, Classique Hair Salon, CNHR Magazines, Corus Entertainment – Fresh 93.1, Cottage Friends, Crissy's Take Aways, CUPE Local 3157, Dayden Salon, Dentistry By The Bay, Dino's, Dock 104.1, Dr. Matyas-Hervieux, Dupuis & Ouellet Architectural Design Services, Dylan Lock, Edward Evans, Elegant Gourmet, Emma Carey, Enbridge, Ernie Ripcoe, FS Printing, Feast – Chef Jeff Cote, First for Safety, Foodland-Midland, Foodland-Penetanguishene, Food Basics – Midland, Fresh by Leanne, Friends Furrever, Full-Line Electronics, Gail Hamelin, Georgian Bay Windsurfing, Georgian Bay Massage, Georgian Bay Plastics, HGR Graham LLP, Genesis Dental Hygiene Care, Glenn Howard, Great Lakes Winery, Green Block Trading Post, Grounded Coffee, Heather Paul, Herbal Magic, HomeComing, Home Hardware-Penetang, Huronia Alarms, Huronia Arts Academy, Ice Art, Ideal Rebekah Lodge 199, Indulge Boutique, Image Salon, Jan's Tea Room, Janet Antebi, Jean Goodrow, Jones Aluminum, Jory's IGA, Josee Ellis, K-Mac Solutions, Kait Krichbaum, Cathy Tickle, Keewatin, Kim's Boutique & Bright Ideas, Kim Santor, Kim Starr, Knox Presbyterian Church, Leelee's Secrets, LABX Media, Library Restaurant, Louise Hay, MacDonalds – Midland, Marie Ladouceur, Marilynn's, Matyas Consulting, BuroPLUS, Meridian Credit Union, Midas Auto Service, Midland & District Business Women's Association, Midland Chrysler, Midland Home Hardware, Midland Historical Society, Midland Fish & Chips, Seafood, Midland Honda, Midland Library, Midland Mirror, Midland Super Lube, Midland Toyota, Minds Alive, Mom's Restaurant, Mona Schultz, Mortgage Centre, MP Bruce Stanton, MVC Radical Solutions, MWords Photography, Native Woods Nursery, Norman's Garden Gallery, Northshore Roofing, Paint Affects, Panache Spa, Pause Beaute Aesthetics, Pebble Tree, Patricia's Boutique, Paul's No Frills Midland, Penetang Home Products, Pet Value-Midland, Phil's Casual Dining, Phil's Bar & Eatery, Phoenix Jewelry, Picard's Peanuts, Pure Spa, Pros Marketing, Quality Fire Protection, R-Mac Solutions, R.Vandermeer, Radishes & Gooseberries, Rawson's Meat & Deli, Rita Benacquista-Stillo, Rock 95/Kool FM Toy Drive, Royal Bank of Canada, Rub on the Green, Sainte Marie Among the Hurons, Salon Latour, Salt Caves, Scotiabank, Sell-it-Online, Serendipitea, Settler's Ghost, Sharon Nix, Shiny Things Beads & Baubles, Shoes to Boot, Shoppers Drug Mart, Simple Artworks – Hengameh Gorgi, Simply Country, Sonya Rathke Sportswear, Speedy Collision, Standlith Inc., State Farm Insurance, Stewart Vincent Photography, Submission Arts Academy, Dr. Aparna Swaminathan, Take 5 Oil Change, Tan-Trum Tanning Salon, Team Hawke Realty, The Christmas Store, The Froth Café, The Oil Shop, The Quarter Deck Restaurant, Quest Art Gallery, The Reading Room, Rock 95, The Salon on Georgian Bay, The Water Stop, TD Canada Trust, Templeton Windows & Doors, Tim Hortons, Tom Smith Chevrolet, Toyota Midland, Tripp's Paint & Decorating Shoppe, T-Zone Vibration, Uncle Bucks, Uncle Roy's Restaurant, Union Taxi (Peter Lemay), Inspirations, Vincent's Salon & Spa, Waterview Space, Weber Manufacturing, Walker's Electric, Walmart-Midland,

Wye Heritage Marina

OUR IMPACT



Our communities, families and organization were challenged in 2020 with the outbreak of COVID 19 and local lockdowns. We Are The Villagers responded with unique programs to keep our local children physically active, learning, and safe during this unusual time.

Our largest program was to provide children with laptops and internet services so that they could continue their schooling and transition to online extra-curricular activities. We received funding from **Enbridge**, the **George Lunan Foundation**, **Altamira**, **The Mclean Foundation**, **HCF Emergency Fund**, and many individuals for this unique project. We were recognized by the Ontario government as an official partner in supplying laptops to families in need.



Summer activities for the children of We Are The Villagers moved to virtual online summer camps. We joined local organizations such as **Tiny Township, Lions Club** and **Wye Marsh Wildlife Centre** to provide this programming.



WATV provided over 50 children with backpacks and school supplies as they slowly returned to school in the fall after the lockdowns associated with the COVID pandemic. The backpacks included a custom-made children’s facemask donated by **Hoax Couture**, a calculator and supplies provided by **Simcoe Office Products**, as well as hand sanitizer and supplies provided by **The Real Canadian SuperStore** to keep our children safe.

We Are The Villagers offered online safety programs along with the laptops and internet service. These programs included Certification in *Safety in Babysitting, Home Alone, My Safe Life*, and *Stranger Danger*. A Villager proudly shows off her completed Certificate of Achievement.



INSPIRING NEW PROGRAMMING

- Despite COVID and our local community lockdowns, we managed to hold our third annual **Spring Garden Flower Sale** as a fundraiser.
- Held our first online fundraising event – **The WATV Holiday Vaudeville Night**. This evening of entertainment raised over \$4,600 for our children’s programs and is available for viewing on the WATV YouTube Channel.
- NHL hockey legend and Penetanguishene resident **Chris Kontos** was the Honourary Chair, **For The Kids Annual Campaign**. We raised a total of \$20,686 during the campaign. Corporate donors included **Pros Marketing, Matyas Consulting, Bourgeois Motors, HGR Graham Partners, LabX Media Group, Chin & Orr Lawyers. Dr. Aparna Swaminathan Medicine Practice, Midland Chrysler, Team Hawke Realty, R-Mac Solutions, Rebekkah Lodge 199, Shoes To Boot, and George Lunan Foundation.**
- Continued to service children and families in our local communities, and participated in community events, in **Midland, Penetanguishene, Tiny, Tay, Victoria Harbour, Port McNicoll, Waubaushene, Port Severn, Orillia, Coldwater, Oro Medonte, Barrie, West Gwillimbury, Alliston, Angus, MacTier, Adjula, Innisfil, Cookstown, Collingwood, Wasaga Beach, Staynor, Palgrave, Warminster, Lefroy, Elmvale and Bradford.**
- Received tremendous administration and program support from our Executive Director **Cathy Mills.**
- Partnered with **JumpStart, Lace-em-Up**, and other organizations for children to expand our impact per child.



LEADERSHIP



Geoffrey Crompton
Chairman, Co-Founder

Dr. Matyas Hervieux
President



Beverley Stefureak
Secretary

Dr. Robert Cooper
Board Member, Administration



Dale Lediard
Board Member. Legal Counsel

Dr. Aparna Swaminithan
Board Member, Strategy
and Research



Mark S. Bonham
Board member, Chief Fundraiser

FINANCIAL STATEMENTS

Statement of Financial Position As at January 31st

	2021	2020
ASSETS		
CURRENT		
Cash	\$ 86,421	\$ 116,977
HST Recoverable	1,470	649
	\$ 87,891	\$ 117,626
LIABILITIES AND ACCUMULATED SURPLUS		
CURRENT		
Accounts Payable	\$ 919	\$ 3,922
ACCUMULATED SURPLUS		
Surplus – Beginning of Year	\$ 113,634	\$ 101,458
Excess (Deficiency) of Revenues Over Expenses for the year	(26,662)	12,176
Surplus – End of Year	\$ 86,972	\$ 113,634
	\$ 87,891	\$ 117,626

Statement of Operations
Year Ended January 31st

	2021	2020
REVENUE		
Donations	\$ 29,496	\$ 56,382
Fundraising Events	46,954	83,151
	\$ 76,450	\$139,533

EXPENSES

Children’s Programs	\$ 56,643	\$ 78,555
Fundraising Event Costs	4,652	11,455
Insurance	6,156	8,029
General & Administrative	10,233	13,228
Payroll Expenses	24,080	14,104
Telephone	515	500
Tangible Assets Acquired	-	1,400
Advertising & Promotion	638	-
Bank Charges & Interest	195	86
	\$103,112	\$127,357

Excess (Deficiency)
Of Revenue over
Expenses

	\$(26,662)	\$ 12,176
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**486 Hugel Avenue
Midland, ON L4R 1V6**

Tel: 1-855-528-5252

wearethevillagers.com

Email: info@wearethevillagers.com

facebook.com/WeAreTheVillagers

twitter.com/bevillagers