



WE ARE THE VILLAGERS PROGRESS REPORT

2023/2024



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.



The cover photo shows our young Villagers assisting with the renovation to the We Are The Villagers parade float. The float appears in local holiday parades and is a key part of our public awareness and outreach. Renovations included new paint, updated signs, refurbished welding, seats, and much more. Thank you Villagers!

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.

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THE YEAR IN REVIEW

WATV Activity:

48 In-kind
Donations

\$82,300
Event Revenues

\$95,706
Donations

1 *For The Kids*
Annual Campaign

645 Enrolled Children

27 Communities

35 Community Events

1,000s
Volunteer Hours

30 Programs Offered

89 Service Providers

\$84,737 Children's
Sponsorship

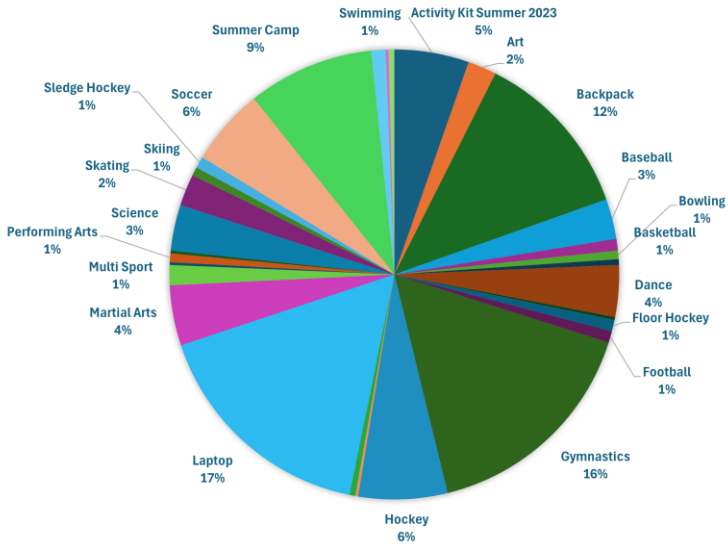
\$177 Average Direct
Impact Per Child

OUR VALUABLE COMMUNITY PARTNERS

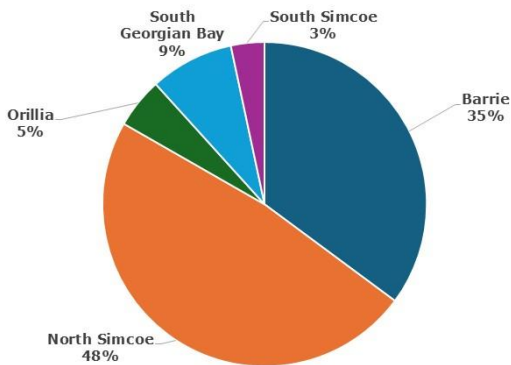
A and E Creationz, Alco Natural Health, Altamira Foundation, Angela Schmidt, Anthony & Liesje Lancia, Bank of Montreal, Bayshore Lanes, Baxter Ward Lions Club, Better Life Chiropractor, Blair Window Fashions, Blind Mary, Body Line Collision, Bonair Golf Course, Boston Pizza, Bourgeois Motors, BP Sportswear, Brampton Trucking, Brenton Trucking, Brock Lavin Lighting, Brooklea Golf & Country Club, Bryants Jewellers, Buttertart Trot Committee, 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, Huronia Community Foundation, Ice Art, Ideal Rebekah Lodge 199, Indulge Boutique, Image Salon, The Jackman Foundation, 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 Race Committee, Midland Rotary, Midland Ski Club, 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 Pub & 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, Rotary of Penetanguishene, Royal Bank of Canada, Royal Tea on King, 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, Town of Midland, Township of Tiny, Toyota Midland, Tripp's Paint & Decorating Shoppe, T-Zone Vibration, Uncle Bucks, Uncle Roy's Restaurant, Union Taxi (Peter Lemay), Inspirations, The Veritas Foundation, Victoria Harbour Legion and Lions Club, Vincent's Salon & Spa, Waterview Space, Weber Manufacturing, Walker's Electric, Walmart-Midland, Wye Heritage Marina

OUR IMPACT

VILLAGERS BY PROGRAM 2023/24



Villagers by Region





Children and families of We Are The Villagers received backpacks when they returned to school and activity boxes throughout the summer holidays to keep them busy! WATV continues to supply free laptops, software, and internet service to children of families in need.



The Rafe O'Connor Children's Fund was set up by the employees of Bourgeois Motors in Midland and Parry Sound to honour a beloved co-worker who died unexpectedly. WATV is pleased to administer this children's fund to keep Rafe's memory alive in the community.



TESTIMONIALS

"We are so very grateful for your support and helping Kendrick take part in the soccer program. He had an amazing time and we enjoyed watching him play soccer. He had a great time taking part in the program and learning different soccer tricks and he learned how to kick the ball harder. Again we'd like to say thank you very much for all your support". Villager Grandparent

"Parker is so happy and thankful for having received his very own piece of technology today. Thank you so much. 😊 This smile made me so happy."
Villager Parent

INSPIRING NEW PROGRAMMING

- We held our sixth annual **Spring Garden Flower Sale** as a fundraiser.
- Our annual **Juliana Matyas Memorial Golf Tournament** sponsored by **Team Hawke Realty** was held in October. This event raised over \$12,000 for the kids' programs.
- NHL hockey legend and Penetanguishene resident **Chris Kontos** was the Honourary Chair of the **For The Kids Annual Campaign**. We raised a total of \$24,938 during the campaign. Corporate donors included **Pros Marketing, Matyas Consulting, Bourgeois Motors, HGR Graham Partners, Midland Honda, LabX Media Group, Team Hawke Realty, Midland Toyota, R-Mac Solutions, Mink Insurance, Wayne Coleman Family Fund, MWords Photography, Victoria Harbour Legion, Midland Rotary, The Wayne Coleman Family Fund, The Jackman Foundation, and Simcoe County Road Supervisors.**
- WATV continued to service children and families in our local communities, and participated in many 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.**
- We Are The Villagers gratefully acknowledges the financial support through the **Government of Canada's Community Services Recovery Fund**. To date, WATV has provided over 200 laptops to deliver a hybrid of online and in person services to connect our families to extracurricular activities to facilitate their sense of belonging and well being.
- Thanks to our friends at **Rotary** an opportunity to play hockey and be inspired by the players from the **Barrie Colts** was made possible for our Villagers. Autographs and a picture session with the team topped off with a Colts practice jersey and pizza lunch were enjoyed by all'
- WATV partners with **JumpStart**, and other organizations for children to expand our impact per child.



LEADERSHIP



← **Geoffrey Crompton**
Chairman, Co-Founder

Dr. Matyas Hervieux
Board Member, President



← **Beverley Stéfureak**
Board Member, Secretary

Dr. Robert Cooper
Board Member, Treasurer



← **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

	2024	2023
ASSETS		
CURRENT		
Cash	\$ 91,513	\$ 63,304
HST Recoverable	1,334	1,921
Accrued Revenue	-	2,454
	<hr/>	<hr/>
	\$ 92,847	\$ 67,679
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LIABILITIES AND ACCUMULATED SURPLUS		
CURRENT		
Accounts Payable	\$ 309	\$ 620
ACCUMULATED SURPLUS		
Surplus – Beginning of Year	\$ 67,679	\$ 82,619
Excess (Deficiency) of Revenues Over Expenses for the year	24,859	(15,560)
	<hr/>	<hr/>
Surplus – End of Year	\$ 92,538	\$ 67,059
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	\$ 92,847	\$ 67,679
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Statement of Operations
Year Ended January 31st

	2024	2023
REVENUE		
Donations	\$ 95,706	\$ 56,158
Fundraising Events	82,300	63,353
Government Grants	2,500	-
	\$180,506	\$119,511

EXPENSES

Children’s Programs	\$ 84,737	\$ 69,988
Fundraising Event Costs	12,926	7,161
Insurance	6,796	6,524
General & Administrative	14,347	15,568
Payroll Expenses	34,912	34,823
Telephone	712	652
Advertising & Promotion	1,065	257
Bank Charges & Interest	152	98
	\$155,647	\$135,071

Excess (Deficiency)
Of Revenue over
Expenses

	\$ 24,859	\$(15,560)
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twitter.com/bevillagers