



WE ARE THE VILLAGERS PROGRESS REPORT

2024/2025



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.



We are grateful for the tireless work of our Executive Director, Cathy Mills. **We Are The Villagers** would not have the same impact in our community without her commitment and efforts to the values of We Are The Villagers and to the children and families of our community. Cathy celebrates five years of leading the organization in 2024-2025!

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:

19 In-kind
Donations

\$86,918
Event Revenues

\$43,341
Donations

1 *For The Kids*
Annual Campaign

650 Enrolled Children

27 Communities

17 Community Events

1,000s
Volunteer Hours

27 Programs Offered

89 Service Providers

\$76,790 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 PROGRAMS



One of our most popular programs for the children is gymnastics. Leah loves participating in gymnastics and recently was recognized for completing the Beginner Ninja Level 1 program with Gymfinity Gymnastics Centre in Midland. Congratulations to Leah!!

WATV provided reburbished laptops to an average of 20 families each month during the year through the Community Services Recovery Fund. The pandemic highlighted a barrier that changing technology presents for our Villager families. Over 220 families have been connected to meet educational needs and to facilitate participation in a hybrid of online and in-person activities. A special thank you to **Renewed Computer Technology of Ontario** who donated some of the refurbished laptops for our program.



Villagers can participate in art classes, sports, after-school programs, music, online training and education courses, summer camps, and much more.

We let the children decide which programs they would like to participate in. Our pledge is to sponsor them every year or until the family is able to step in. This ensures that they develop skills over their lifetime.

Our programs are carefully designed to motivate, inspire, nurture and support our Villager children. They are encouraged to participate in the community and are given the opportunity to present their skills to build their confidence. We work closely with the local schools to ensure the children and their families get the programs they need.



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



WATV could not do what it does without the incredible effort of our Volunteers! They have logged in thousands of hours of work. Our volunteers also include the local kids who earn volunteer credits at school for helping out.



TESTIMONIALS

"My son Cohen had an amazing day! He didn't want to take his Jersey off all day and even wore it to school on Monday to show his classmates!

What an incredible event and opportunity".

Villager Parent

'Colt for a Day' hockey program for the kids!

"Thank you so much!!! Willow is so unbelievably excited about taking dance classes".

Villager Parent

"We are grateful for laptops, that you provided for my two children. They can you use it for their study. My oldest daughter likes to use Power Point and Canva for making presentations. Her schoolteacher said that her presentation on Ukrainian poet Taras Shevchenko was the best."

Villager Parent

2024 FAMILY SURVEY RESULTS

As a result of participation in extra-curricular activities our family survey found:

80% Improved mental health

73% Improved physical health

75% Made new friends

80% Improved self esteem

85% Improved self confidence

58% Received a certificate/certification

38% Received recognition in a new skill

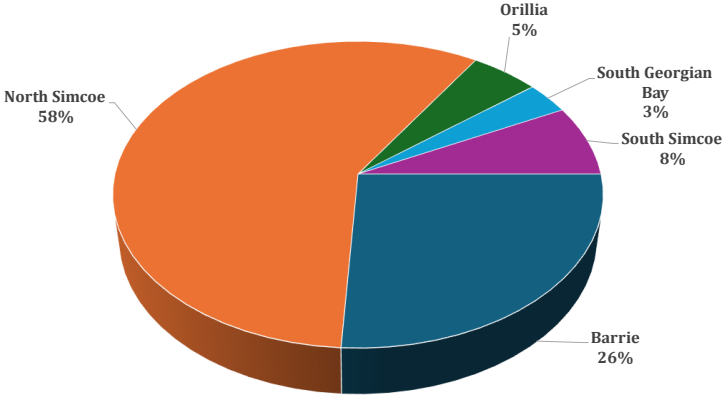
33% Received recognition in leadership

25% Volunteered

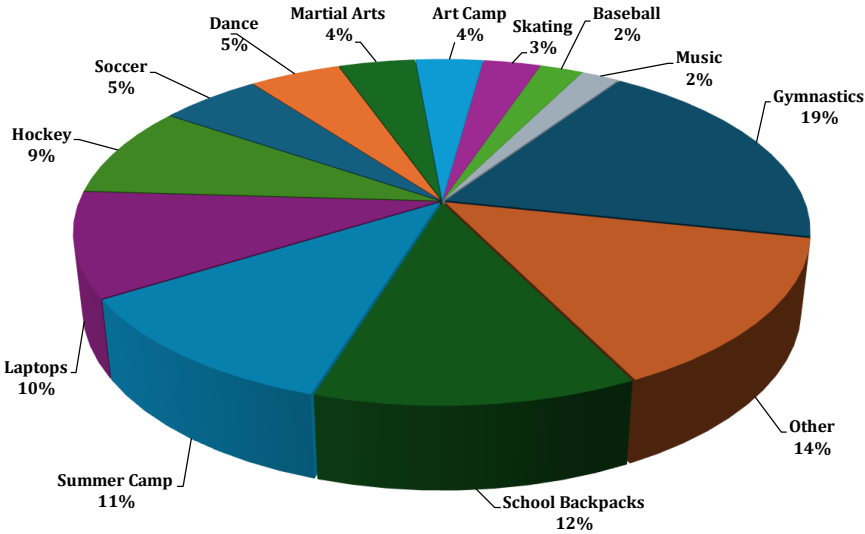
93% who completed the survey indicated their children would continue developing in their chosen activity or try a new activity.

OUR IMPACT

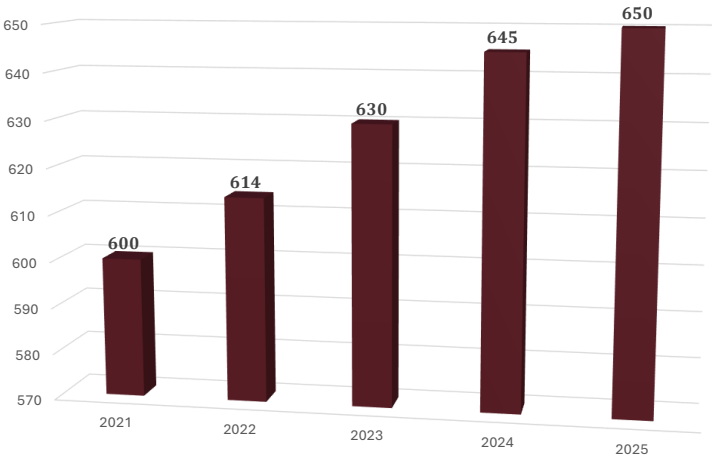
Villagers by Region, 2024-2025



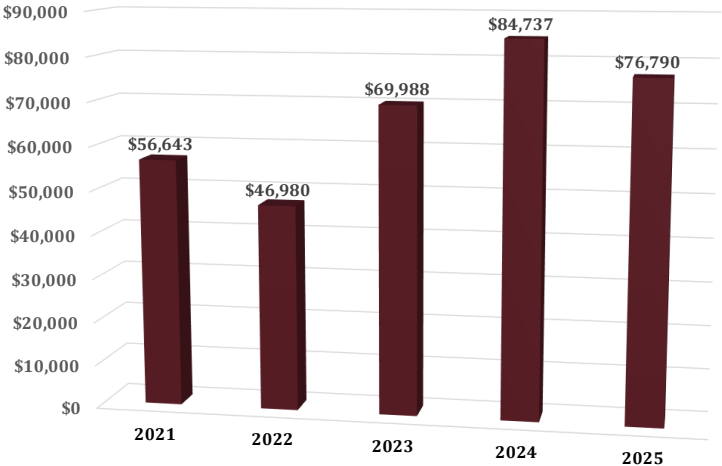
Villagers By Program, 2024-2025



Children Serviced, 2021-2025

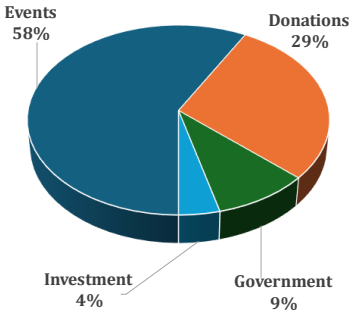


Program Expenditures, 2021-2025

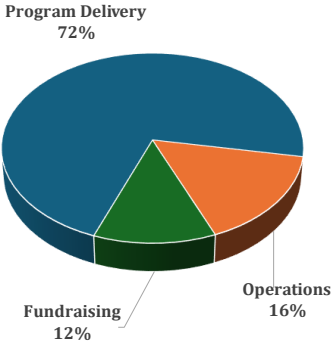


Financial Analysis, 2024-2025

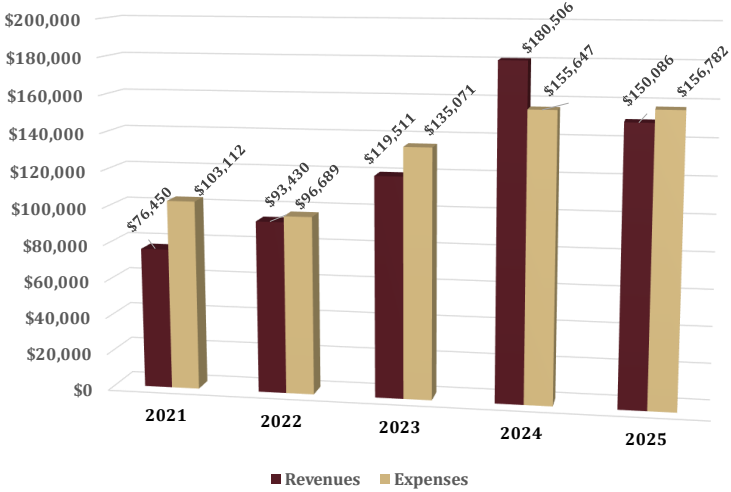
Revenues



Expenses



Revenues and Expenses, 2021-2025



INSPIRING NEW PROGRAMMING

- We held our seventh annual *Spring Garden Flower Sale* as a fundraiser.
- Our annual *Juliana Matyas Memorial Golf Tournament* sponsored by **Team Hawke Realty** was held in September. This event raised over \$8,500 for the kids' programs.
- We held our annual *For The Kids Annual Campaign* and raised a total of \$26,014. Corporate donors included **Pros Marketing, Matyas Consulting, HGR Graham Partners, LabX Media Group, Team Hawke Realty, Midland Toyota, R-Mac Solutions, Mink Insurance, MWords Photography, Victoria Harbour Legion, Baxter Lions Club, Ouellette & Associates, Dr. Matyas Hervieux Medical Corporation, Huronia Dental, and Dr. Aparna Swaminithan Medical Corporation.**
- WATV serviced 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, Plgrave, Warminster, Lefroy, Elmvale, and Bradford.**
- WATV gratefully acknowledges the financial support through the **Government of Canada's Community Services Recovery Fund**. To date, WATV has provided over 277 laptops to local underserved children. Our goal is 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.
- An opportunity to once again play hockey and be inspired by the players from the **Barrie Colts** was made possible for our Villagers thanks to our friends at **Rotary**. 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 to expand our impact per child.



LEADERSHIP



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

Dr. Matyas Hervieux
Board Member, President



← **Beverley Stefureak**
Board Member, Secretary

Dr. Robert Cooper
Board Member, Treasurer



← **Dale Lediard**
Board Member, Legal Counsel

Bocephus Mills
Board Member



← **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

	2025	2024
ASSETS		
CURRENT		
Cash	\$ 86,003	\$ 91,513
HST Recoverable	1,228	1,334
	\$ 87,231	\$ 92,847
LIABILITIES AND ACCUMULATED SURPLUS		
CURRENT		
Accounts Payable	\$ 1,080	\$ 309
ACCUMULATED SURPLUS		
Surplus – Beginning of Year	\$ 92,847	\$ 67,679
Excess (Deficiency) of Revenues Over Expenses for the year	(6,696)	24,859
Surplus – End of Year	\$ 92,538	\$ 92,538
	\$ 87,231	\$ 92,847

Statement of Operations
Year Ended January 31st

	2025	2024
REVENUE		
Donations	\$ 43,341	\$ 95,706
Fundraising Events	86,918	82,300
Government Grants	13,656	2,500
Investment Income	6,171	-
	<hr/> \$150,086	<hr/> \$180,506

EXPENSES		
Children’s Programs	\$ 76,790	\$ 84,737
Fundraising Event Costs	18,650	12,926
Insurance	6,718	6,796
General & Administrative	12,300	14,347
Payroll Expenses	36,281	34,912
Telephone	1,104	712
Advertising & Promotion	4,833	1,065
Bank Charges & Interest	106	152
	<hr/> \$156,782	<hr/> \$155,647

Excess (Deficiency)		
Of Revenue over		
Expenses		
	<hr/> \$ (6,696)	<hr/> \$ 24,859



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