



Villa Rosa

2023-2024 ANNUAL REPORT

784 Wolseley Ave, Winnipeg, MB R3G 1C6

Phone: (204) 786-5741 www.villarosa.mb.ca



Villa Rosa students created an Inuit-inspired art installation to communicate a sense of culture and community. The inuksuk includes the message “Let’s walk together.”

On January 26, 2024, Villa Rosastudents and staff held a ceremony on the Assiniboine to honour the artwork. Led by Indigenous knowledge keeper Aj’a Oliver, the ceremony included smudging, drumming and singing.

Statement of Operations Operating Fund

Year ended March 31, 2024 with comparative figures for 2023

	BUDGET	2023-2024 Actual	2022-2023 Actual
Revenue			
Province of Manitoba	985,300	985,300	985,300
Province of Manitoba – EIA	100,000	82,862	89,292
United Way of Winnipeg	270,192	283,711	278,307
Grants:			
Province of MB Healthy Baby	60,500	60,500	60,500
Asset Building Program	24,300	11,527	26,130
Winnipeg School Division	14,000	14,000	14,000
Grants	243,492	208,297	240,980
	342,292	294,324	341,610
First Nations Per Diem	75,000	44,423	48,175
Donations	190,500	229,541	177,158
Interest		5,009	3,665
Endowment Fund Revenue		43,042	25,000
Expense Recovery	2,850	3,750	2,809
Amortization of Capital assets	65,000	101,468	69,945
	2,031,134	2,073,430	1,996,254
Expenditures			
Salaries and benefits	1,542,594	1,525,177	1,528,969
Activities	155,000	189,416	176,995
Office and building maintenance	173,890	181,752	171,733
Amortization of capital assets	78,000	106,196	89,672
Administration	67,050	78,920	65,375
Fund Development	14,600	4,697	7,019
Villa Rosa Endowment Fund	0		19,500
	2,031,134	1,979,963	2,059,263
Excess (deficiency) of revenue over expenses	0	(12,728)	(63,008)

Grants:

Anonymous Donor	Parker Hannifin Fund
Cory Dawn Lepp Fund	Province of Manitoba – Group Care
Essential Needs	Professional Development
Faye Parks Micay	Puchniak Family Fund
Gladys & Louis Tetrault Legacy Fund	Rogers Community Grant
Green Team	Thomas & Beatrice Gilroy Trust
Johanna Chipman Community Fund	Nourishing Potential Program
Literacy for Life	Winnipeg Kinsmen
Non-Profit Pest Control Program	Assiniboine Credit Union Community Fund
Thomas Sill Foundation	

The Villa Rosa Endowment Fund

In 2001, the Corporation entered into an agreement with the Winnipeg Foundation to establish the Villa Rosa Endowment Fund. The purpose of the fund is to support Villa Rosa moms to stay in school and to award scholarships toward post-secondary education.

All donations to the Villa Rosa Endowment Fund by Villa Rosa and the general public are transferred to a Consolidated Trust Fund held by The Winnipeg Foundation. The capital will be preserved and the income available for granting is determined by the spending policy of The Winnipeg Foundation.

Activities of the Villa Rosa Endowment fund for the period April 1, 2023 to March 31, 2024:

Gifts to Fund	4,284
Funds Paid to Villa Rosa	43,042
Fund Balance (market value at March 31, 2023)	911,416

Our Mission

Villa Rosa provides support to mothers, babies and their families during and after pregnancy.

Our Vision

Capable mothers, healthy babies, thriving families.

Our Values

Respect and dignity

We honour and embrace all people and provide services in a culturally appropriate manner.

Empowerment

We appreciate the abilities of each individual and encourage potential through education and support.

Family

We understand that a healthy child is best nurtured in a healthy family, whatever its composition.

Healthy Living

We encourage choices that promote healthy, safe and non-violent families.

Thank you to our Donors and Supporters!

A List of our Monetary and Gift in Kind Donors can be found on our website at www.villarosa.mb.ca

Join us on Social Media:



OUR STAFF as at March 31, 2024

Executive Director

Kathy Strachan
director@villarosa.mb.ca

Administrative Staff

Lisa Roessing - Executive Assistant
info@villarosa.mb.ca
Darby Rudolph - Receptionist
reception@villarosa.mb.ca
Stephanie Zurawski – Finance
Manager
accountant@villarosa.mb.ca

Program Staff

Rebecca Colvin - Post Natal House
Coordinator
pnh@villarosa.mb.ca
Cindy Rogers Maitland, IBCLC –
Breastfeeding Support
cindy@villarosa.mb.ca
Barbara Berthelette –
Support Worker
support@villarosa.mb.ca

Summer Activity Worker 2023

Rhianna Cook
Ava Suru

Residential Care Workers

Debra Kelly - House Manager
Lindsey Mayne – Day RCW
Kristen Andrews
Sheri Berthelette
Holly Geddie-Bercier
Sheri Berthelette
Dyana Kampic
Rojana Miah
Suzanne Ring
Tabatha Sexton
Abbey Smirl
Marivic Soriano

Parent/Child Centre Staff

pcc@villarosa.mb.ca
Irene Derksen – Parent/Child
Educator
Rickie McConnell - Parent/Child
Educator
Shauna Neault-Pawlychyn -
Parent/Child Educator

Residential Staff

Joanne Fontaine – Cook
Ky Jarman – Friday Cook
Micheline Tinguely – Housekeeping
Jessie Dualan – Maintenance Manager

Social Work Staff

Enrica Herfurth
enrica@villarosa.mb.ca
Joan Geres - Social Worker
joan@villarosa.mb.ca
Cathy Seitz –Social Worker
cathy@villarosa.mb.ca
Jena Oakley - Intake Social Worker
intake@villarosa.mb.ca
Jessica Audet – Interim Outreach
Social Worker
outreach@villarosa.mb.ca
**Teachers - Interdivisional Student
Services, Winnipeg School Division**
Christina Irvine
Kirsten Mukul
Tara Smith
Anna Swaine
Lori Kraynyk (Educational Assistant)

BOARD OF DIRECTORS 2023-2024

Executive

Dr. Mary Shariff –Chair
Catherine Laspina – Vice
Chair
Kenneth Phernambucq –
Treasurer
Elena Wiens – Secretary
David Tompkins – Past Chair

Members

Kathy Downs
Dana McWhirter
Melissa Brown
Lyndee Patterson
Tessa Hudek
Melissa Adams

CORPORATION MEMBERS

Charlene Rocke – President
Cathie Cronin
Christine Van Cauwenberghe
Ingrid Gamble
Sr. Susan Wikeem

HONOURARY BOARD MEMBERS

Lynne-Anne McFeetors
Joe & Mary Paletta
Laurie Stovel

VOLUNTEERS as at March 31, 2024

Bergen, Essie
Buckburger, Sandra
Cariou, Colleen
Dobriansky, Karen
Farrell, Jacqueline
Grabowecky, Cynthia
Gregoire, Lee
Hamm, Katrin
Hendry, Nancy

Horn, Cindy
Kropelnicki, Joan
Lalonde, Kelly
Loewen, Sandra
Magarrell, Barb
Miller, Lori
Mustaph, Semira
Nault, Anna
Ozanalp, Semira

Pahl, Larissa
Paletta, Mary
Pelletier-Gray, Carla
Phillips, Betty
Popham, Lynn
Preun, Jolene
Proceviat-Ganes, Cheryl
Riddell, Lynn
Roch, Lorraine

Ross-Stewart, Leslie
St. Mary's Academy
Shahsavar, Leyla
Simonsen, Marilyn
Smirl, Abbey
Westwood Collegiate

Statistical Report



	2023-2024	2022-2023
No. of Intake Referrals	331	348
Community Follow-Up Families Served	89	74
Occupancy – Villa Rosa (25 beds)		
Occupancy as at April 1 st , 2023	12	12
Admissions Fiscal Year	49	45
Average Days of Stay	103	104
Occupancy Rate	69%	65%
Residence Before Admission		
Winnipeg	41	39
Outside of Winnipeg	8	6
Nationality		
Non-Indigenous	16%	9%
Métis	18%	18%
Other/Unknown	2%	6%
Indigenous	63%	67%
• Living on First Nation	0 out of 31	
• Living off First Nation	31 out of 31	
Status Of Babies		
Babies with healthy birth weight (over 5.5 lbs.)	93%	88%
Number of births	27	26
Age Of Residents		
12 to 14	1	1
15 to 18	15	10
19 to 25	18	20
26+	15	14
Occupancy – Post Natal House		
Occupancy as at April 1 st	4	5
Admissions Fiscal Year	10	7
Average Days of Stay	167	206
Occupancy Rate	81%	85%
Age Of Residents In Post Natal House		
17 to 18	4	2
19 to 25	4	3
26+	2	2

Services Offered

GENERAL INFORMATION

Intake and Admissions

Villa Rosa provides accommodation, services and supports to pregnant people in a safe and nurturing environment.

Funding through the Province of Manitoba and the United Way allows Villa Rosa to provide services to participants free of charge.

Transportation costs, spending money, clothing needs, personal needs and medication are not covered by Villa Rosa, but the Intake Social Worker will discuss on an individual basis various arrangements that may be made to cover these expenses. People eligible for funding from elsewhere may receive services on a per diem basis.

Referrals are accepted from many different sources, including self-referrals, former residents, Child and Family Services, Public Health, Employment and Income Assistance, teachers, counselors, and Federal agencies. Please arrange a pre-admission appointment and tour with the Intake Social Worker at (204) 786-5741, extension 223 or email intake@villarosa.mb.ca

Post-Natal House Program

The Post-Natal House provides support and accommodation to 8 individuals and their babies (under the age of 1 year) for a minimum of 3 months while they are preparing to live independently. This program offers support and assistance with the skills needed to live independently with a baby, such as cooking, budgeting, grocery shopping and cleaning. A staff person is available through the night for support with a crying baby or other issues. We strive to meet the needs of each person as they become independent.

Day Student Program

People who do not live at Villa Rosa may be eligible to attend programs at Villa Rosa during the day. Some past participants may be eligible to continue as day students in our school program. Please contact the Intake Social Worker for information at (204) 786-5741,

extension 223 or email intake@villarosa.mb.ca.

Community Program

The Outreach Social Worker supports former participants of Villa Rosa and their children, by assisting them to access programs in the community, offering support, counseling, crisis management, budgeting and information on child development and parenting issues. Participation in the Outreach Program is voluntary.



Parent-Child Centre

The Parent-Child Centre focuses on parent-child attachment and infant stimulation. Staff and volunteers provide consistent, quality care for babies whose parents are convalescing or in school and programs. Staff, students and volunteers maintain a low adult-to-child ratio, which allows staff to support the parents as they develop their parenting skills.

Medical Care

Villa Rosa connects participants with appropriate medical professionals (midwife, obstetrician, physician, etc.) onsite or in the community. Pre- and post-natal education sessions are held to discuss nutrition, fetal development, emotional and physical changes, childbirth, newborn care and sexuality. Labour companion sessions allow the parent to learn about the labour and birth process, and gives guidance on the labour companion's role.

PROGRAMMING:

School

Winnipeg School Division's Interdivisional Student Services provides a safe, supportive and engaging learning environment and rigorous instruction, in academics (ELA, Math, Biology, Chemistry, World Geography, Physical Education/Health), options (Family Studies, Visual Arts, Clothing and Textiles)

and cultural programming (Indigenous Studies) for pre and post-natal students. ISS staff assist students to continue their academic course work through individualized instruction, facilitate transition back to their community school and/or support them in completion of the requirements for Grade 12 graduation (Regular or Mature Student Diploma). Staff also provide upgrading and skill building to those students who have previously received their Diploma.

Indigenous Studies

With assistance from an Indigenous Elder or Knowledge Keeper, traditional knowledge related to ceremonies, Villa Rosa's tipi, songs and drumming, and understanding of the medicine wheel, Ojibwe, Cree, Métis and Dakota traditions are included. Additional visits by Elders, Artists and Storytellers are planned throughout the year. Field trips have been made to important cultural sites to support the Manitoba curriculum. Open to all students, this program fosters cultural awareness, self-esteem and a path for growth.

Pre- and Post- Natal Programs

Pre-Natal Classes, Labour & Delivery, Breastfeeding Support, Parenting the Newborn, and Being A Parent are offered in preparation for the birth.

Villa Rosa offers programs such as Breastfeeding Support, Coping with Change, Sacred Babies and Circle of Security after a baby is born.

Life Skills Programs

Villa Rosa offers programs designed to prepare our residents for living on their own or with a family in the community. Independent Living Skills, Budgeting and Nutrition, and Money Management are offered.

Personal Growth Programs

Intro to DBT Skills, Addiction Awareness, Skills for Wellness, Grief and Loss, Trauma, Resilience, Managing Anxiety, Anger Management, Handling Conflict and Understanding Domestic Violence are offered. Spirituality is included in programs, and celebrated through celebrations and ceremonies that take into consideration the diverse cultural backgrounds and experiences of our participants.

Message from Dr. Mary Shariff – 2023-2024 Board Chair

The time between reflecting on the past year and charting our course for the future is a pivotal one. It is a moment wherein we have enhanced our adaptability to the current funding landscape in which we find ourselves, strengthened by strategic measures we have implemented as bulwarks against potential future funding challenges. We have implemented cost-saving measures and streamlined operations — actions that have mitigated current funding shortfalls, guided by our strong commitment to fiscal responsibility and determination to preserve the integrity of our mission and values.

This year marks a significant milestone as we bid farewell to our Executive Director, Kathy Strachan, who has devoted 27 years to Villa Rosa. Her retirement signals the end of an amazing chapter but also the beginning of a new journey, filled with exploration and fresh perspectives. We are profoundly grateful to Kathy for her steadfast dedication and leadership, which has propelled Villa Rosa to this pivotal juncture.

Our mission and values continue to serve as steady guides, strengthened by the unwavering support of our donors, volunteers, and staff whose faith in our vision fuels our determination to persevere and thrive as we navigate various challenges and uncertain waters. Acknowledging the unprecedented societal changes we face, Villa Rosa recognizes that within every challenge lies an opportunity for growth. With strong leadership and committed donors, volunteers, and staff, Villa Rosa is forging a path toward new horizons in service of the community.

Our donors, volunteers, staff, and supporters are the cornerstone of Villa Rosa. They ensure families, individuals and children in need find comfort, shelter, and assistance, and we extend our heartfelt gratitude to all those who share their gifts.

**Executive Director
Kathy Strachan**



**Board Chair
Dr. Mary Shariff**

