



ELMWOOD
COMMUNITY
RESOURCE CENTRE

EAST KILDONAN - TRANSCONA
PARKS and RECREATION
545 WATT STREET



ANNUAL REPORT 2025

Elmwood
Community
Resource Centre



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About Us

Elmwood Community Resource Centre



Elmwood Community Resource Center (ECRC) is a family resource center located in the Elmwood-East Kildonan neighborhood of Winnipeg, Manitoba, Canada.

With a mission to build community in Elmwood with resource and supports that make the neighborhood a great place to live, work, and raise a family, ECRC focuses on a holistic approach that is centered in trauma informed ,anti-oppressive practice and self determination.



Land Acknowledgement

Elmwood Community Resource Centre acknowledges that the land that we meet on is Treaty One territory and is the ancestral and traditional land of the Cree, Oji-Cree, Dakota, Dene and Anishinaabeg people and the homeland of the Metis Nation. We acknowledge that our water is sourced from Shoal Lake 40, a community that had been under a historical boil water advisory and represents only one of many communities who are still affected by similar conditions to this day.

We recognize the effects of colonization and trauma on generations of families and commit to reconciliatory action and working towards dismantling system of oppression, extraction and disposition that exists around us.



Vision & Values



Vision

Elmwood is a community of positive outcomes for everyone. Our mission is to build community in Elmwood with resources and supports that make the neighbourhood a great place to live, work, and raise a family.

Core Values

- **Inclusiveness:** We believe that all individuals are entitled to opportunities to grow and to contribute to community.
- **Organizational Excellence:** Our services and programs are informed by the input of the individuals we serve and by evidence based best practice. Thoughtful stewardship of resources, mutually beneficial partnerships and a positive work ethic contribute to a strong, sustainable and viable community organization.
- **Respect:** We recognize our impact on others and the community around us. Every voice is heard and appreciated, and our actions and reactions to people reflect that we hold every individual in high regard.
- **Community:** We embrace our role in helping the Elmwood community to be strong, sustainable, and welcoming of all people. Our organization models the equity, empathy and safety that will make the community a better place to live, work and play for everyone.



Remembering Councillor Jason Schreyer



This past year, our community experienced a profound loss with the passing of Councillor Jason Schreyer of Elmwood–East Kildonan.

From the moment I stepped into my role at the Centre, Jason became more than a colleague, he was a friend, an ally, and a fearless advocate for our work. His joie de vivre was contagious, and he generously shared his wisdom about municipal process as well as his deep passion for community development.

Jason played a vital role in helping our organization secure key funding opportunities, and his advocacy was instrumental in establishing our permanent home at 545 Watt Street. This lasting contribution will continue to benefit the Elmwood community for generations to come. His unwavering love for this neighbourhood was evident in everything he did.

We will remember Jason for his joyful spirit, his spontaneous songs, and the warmth he brought into every room. His compassion, care, and lifelong commitment to public service left a meaningful and enduring impact on many lives. Jason's legacy of dedication and community-building will continue to inspire our work. Rest in peace, Jason. Thank you for your service—and for believing so deeply in the power of community.

Nina Condo, Executive Director, Elmwood Community Resource Centre



Board Chair & Executive Director Message



Dr. Amanda Condon

Chair,
Board of Directors



Nina Condo

Executive Director,
ECRC

Dear Friends and Supporters,

As we look back on the past year, we do so with immense gratitude. The strength of our community, the dedication of our staff and volunteers, and the trust placed in us by the individuals and families we serve has helped us achieve success this year. In times of challenge, we remember that the strength of our community and commitment has led to meaningful change. This year has been a year of growth, learning, and impact.

Our Drop-In Services saw a significant rise in demand, with over 190% increase of Individuals accessing our Drop-In services as many accessing essentials items such as food security, menstrual products, coffee, clothing, and technology. Through our Community Engagement efforts, we continued to bring families together with programs like Parenting on Purpose, while also offering community garden boxes and lawn care support.

The Newcomer Settlement program helped more individuals navigate life in a new country with transportation, childminding, and vital newcomer settlement support. Our counselling and mental wellness services expanded, supporting more individuals with housing and emotional well-being.

Still I Rise project served five times more individuals than in previous years, with many moving forward into employment, education, or leaving harmful situations behind. Our youth programs grew stronger, with more life skills sessions, nutritious meals, and the introduction of leadership classes.

Through our GOAL literacy program, learners received over 900 hours of instruction, with the majority reporting greater confidence in entering the workforce. Building Futures and EYEE helped several Individuals find employment or return to school, while continuing to provide essential supports.

We also launched new programs this year, namely: Inspiring Men & Boys, Healthy Relating Program, Roots to Resilience and Executive Leaders of Color Network (ELOCN). Inspiring Men and Boys began building safe spaces for men and boys to talk about healthy masculinity, violence prevention, and allyship. Our Healthy Relating program began supporting families through separation and divorce, helping parents with co-parenting in healthier & more supportive ways. Our Roots to Resilience program is a scaled-up substance use and risk reduction initiative that offers awareness, prevention, early recovery, and maintenance programming. The Executive Leaders of Color Network (ELOCN) create spaces for leaders and emerging leaders to share insights, skills building and support dedicated to advancing equity and breaking down systemic barriers.

Looking ahead, we are thrilled to begin work on our future HUB Project, the ECRC Affordable Housing Project. This new space will provide wraparound supports for Individuals at risk of homelessness, women and families facing gender-based violence, with on-site afterschool program childcare, training, and space to expand our programs and services. All of these achievements and programs is only possible because of the support and partnership of people like you. Thank you for walking alongside us. Together, we are building futures filled with dignity, hope, and opportunity, for a stronger, more connected Elmwood and Winnipeg.

With Gratitude

Nina Condo (Executive Director) & Dr. Amanda Condon (Board Chair)

22,242

Individuals visits in 2024.25





A HUGE APPRECIATION TO THE BOARD OF DIRECTORS



Arnaud Adjanohoun



Dr. Amanda Condon



Dr. Jessica Clendenan



Marko Gjuric



Lisa Wlasichuk



Adam Johnston



Henry Sanvictores



Mathew Nordlund



Lucien Roberts



Laryssa Bogucki



Emmanuel Ayeni



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PROGRAM HIGHLIGHTS THIS PAST YEAR





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HIGHLIGHTS THIS PAST YEAR

Some of our favorite memories from this last year





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HIGHLIGHTS THIS PAST YEAR

Some of our favorite memories from this last year





Drop-In Services

Our services have become an essential part of the community, supporting individuals in addressing complex challenges and improving their overall quality of life.

Our drop-in space offers a welcoming environment where individuals can access support with system navigation, crisis and career counselling, computer and phone use, as well as participate in community events and workshops. We also help connect people with essential community resources, including housing supports, food programs, and opportunities to build relationships with others.

Our goals are to:

- Create a safe and supportive space for all community members
- Support individuals facing mental health and employment challenges
- Reduce social isolation and foster a sense of belonging
- Provide access to vital resources, services, and information

Compared to last year, there has been approximately 50 % increased in the number of clients served.

"When I first came to Elmwood's Drop-In, I felt isolated and overwhelmed. I was welcomed with a warm meal, connected to housing resources, and supported by the Drop-In Crisis & Case Management staff. Over time, it became a safe space to build friendships and access support. Today, I feel connected and supported, my children are in youth programs, and I now volunteer to give back."-T.O.



Highlights & Stats

2223

Clients
accessing drop-
in services



3430

Cups of coffee
served



8926

Menstrual
products supplied



2381

Clients
accessed
technology





Community Development

A purposeful strategy to strengthen skills and resources within the Elmwood community.

Community engagement is central to ECRC's mission. Through purposeful efforts, the organization stays closely connected to the community's needs and designs programs that address essential priorities while fostering meaningful relationships.

Innovative initiatives such as Parenting programs, family and youth camps, local field trips, and promoting local shopping—along with activities that celebrate Canada's cultural diversity, all contribute to strengthening community ties and enhancing a sense of belonging.

Celebrate Elmwood, our largest event of the year, continues to grow and highlights the strength in diversity found in our community, while smaller sessions like our Tell me a Story sessions, family and youth camps encourage families to connect, build healthy relationships and create memories together.

"Reading to my children wasn't common growing up. After attending the Parenting on Purpose program, where parents and kids share themed stories together, I learned how reading strengthens my relationship with my children and supports their learning. Now, I make time to read with them regularly because I want to keep building that bond. This program fosters parent-child connection and growth through stories and hands-on activities." (A.M.)



Highlights & Stats

3933

Served meals



745

Individuals
accessed
Clothing



800

Visits to
Celebrate
Elmwood



57

Individuals
accessed housing
support





Mental Wellness

Promoting mental wellness and well-being of youth and the community

Elmwood Community Resource Centre (ECRC) engages in a variety of partnerships with community stakeholders to support the health, wellness, and community service initiatives aimed at addressing poverty, access to affordable and healthy food choices, and family-based activities in and around the Elmwood area of Winnipeg.

The EMW has a vision for a safe, vibrant, and supportive neighborhood, and is guided by principles of a Communities that Care model. EMW is a community based coordinated effort to enhance the mental wellness of youth, families, and the larger community.

“ECRC is such an amazing place to visit. The people there are kind, welcoming, and always willing to help. They supported me and my daughter through one of the hardest times in our lives. Without ECRC, we would have been homeless—but instead, they welcomed us, encouraged me not to give up, and helped me get my life back on track through different programs.

If anyone is in crisis and needs help, I encourage you to take a deep breath and reach out. ECRC staff will guide you in the right direction and connect you with the programs and support you need. I just want to say thank you again—ECRC gave me and my daughter a new beginning.”-J



Highlights & Stats

217

Individuals Supported



2512

Visits



87

Individuals Filed Taxes



754

Food hampers & Snacks & Meals





Newcomer Settlement

Supports newcomers by offering essential information for informed decision-making, language training to help achieve settlement and integration goals, and assistance in building connections within their new communities.

Elmwood's Settlement Program helps newly arrived immigrants access resources and build meaningful connections in the community. Services include system navigation, Individuals, and group sessions that foster integration and belonging. This year, we have seen a significant increase in clients seeking support, many with limited language skills, challenges, and complex needs, highlighting the vital role this program plays in supporting newcomers' settlement journeys.

Compared to last year, there has been an increase of approximately 44 % more individuals received settlement support.

"When I came to Canada three years ago, I faced many challenges finding work, navigating different systems, and supporting my children's health and education. With the guidance and support I received at ECRC, my son gain coping skills for his anxiety, completed his school, and is now preparing for work. I was able to find a job, and secure stability for my family. I am deeply grateful for the respect, care, and resources that gave us a fresh start." – N.



Highlights & Stats

1307

Individuals
Received
Settlement Support



1500

group visits



153

Individuals
secured
housing



233

Individuals
attending
Conversation
Circle group





Counselling

Empowering the community by providing resources and strategies to cope with the various challenges they are facing

Our counselling program is designed to strengthen and support individuals and families aged 16 and older who have experienced gender-based violence, addictions, and trauma. We employ a client-centered, anti-oppressive, trauma-informed, and strength-based approach in all aspects of our counselling services. The program provides both short-term and long-term counselling, case management, outreach services, therapeutic groups, advocacy, information and referrals, as well as psychoeducational sessions.

Over the past year, our team has also incorporated practices such as medicine picking, sweat lodge ceremonies, art therapy, mindfulness, and activity-based learning into our group sessions, workshops, and individual counselling. These practices are intended to foster and promote mental wellness throughout our community.

Compared to last year, there has been approximately 68% increase in the individuals accessing the service.

“The individual counselling I received was the most beneficial part of my recovery because I could share openly in a safe, supportive, and confidential space. I felt encouraged knowing I wasn’t alone—my counsellor walked with me through my challenges, which made all the difference in overcoming them.” – L.W.



Highlights & Stats

1528

Individuals
accessed the
services



4511

Advocacy
Sessions
Conducted



169

Individuals
supported
with Housing



38

Therapeutic
Group Sessions





Healthy Relating Program

The Healthy Relating Program, an extension of our counselling services, provides support for families, couples, and children navigating family separation. It aims to strengthen parents' capacity to build healthy co-parenting skills, reduce conflict, and promote children's overall wellness. Through the program, parents gain awareness of healthy coping strategies and learn skills for emotional regulation during co-parenting interactions. Families benefit from improved communication, reduced hostile or reactive exchanges, and stronger collaboration in parenting decisions. Ultimately, children experience enhanced well-being—showing improved behavior, greater emotional resilience, and stronger engagement at school and in daily life.

With this program we have developed 6 topic module that will be offered through group sessions



Highlights & Stats

6

Psycho-Educational
Group Modules
Created



The Healthy Relating Program is making a meaningful difference in the lives of families experiencing separation. Parents who participated in the program reported:

- Improved co-parenting skills that helped reduce conflict and strengthen collaboration in decision-making.
- Healthier communication patterns, with fewer hostile or reactive exchanges.
- Increased emotional regulation and coping strategies, leading to calmer, more constructive interactions.



Women's Program Still I Rise

Responding and addressing impact of gender based violence on racialized women while building capacity of our sector through knowledge mobilization and sharing of best practices.

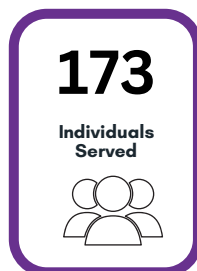
Still I Rise: Scaling Up GBV Support for South Asian, Black and Arab Women builds on successful strategies developed and used by Elmwood Community Resource Center over 10+ years of supporting survivors of Gender Based Violence and their families. It will address the lack of awareness about the local legal system and structural barriers that prevent racialized women from accessing GBV services. This project aims to improve the GBV sector at all levels through knowledge mobilization and sharing of best practices.

Compared to last year, there has been approximately 367% an increase in the individuals accessing the service.

As a newcomer, I felt lonely until I joined the SIR group through the external programming with O.F.E. Being part of this group improved my mental health, helped me make friends, and introduced me to resources and social supports I didn't know about. The Still, I Rise program has truly helped me build lasting and meaningful connections. -M



Highlights & Stats





Inspiring Men & Boys

Building a supportive network of newcomer men and boys to discuss, learn share strategies to address social and structural issues of Gender based violence.

One of the newest gender-based violence (GBV) programs I have developed is a scale-up of the Boys & Men's Program, designed to foster open dialogue around GBV, challenge traditional narratives about gender norms and roles, and redefine masculinity. The program creates a safe platform to unpack the "man box"—a framework of societal expectations and stereotypes about masculinity—and explores strategies to build healthy relationships while addressing the root causes of GBV.

Grounded in the Tree of Life model by Ncube, the program integrates education, policy advocacy, capacity building, and the creation of champion networks. It also incorporates innovative tools like podcasts and interactive games, engaging participants in meaningful, transformative conversations. This holistic approach aims to empower boys and men as allies in preventing GBV and fostering equitable, inclusive communities.

"When I first joined the program, I didn't realize how much gender roles and societal expectations were shaping my behavior at home and in the community. Through open conversations, workshops, and mentorship, I learned new ways to manage stress, communicate with respect, and build healthier relationships. I now understand how important it is to be an ally in preventing violence and supporting women and girls. This program not only changed how I see myself but also how I raise my children, I want my sons to grow up understanding equality and respect."-G



Highlights & Stats

215

Individuals
Supported



5570

Visits



114

Individuals
Gained
Employment



298

Meals Served





Reach Out! Youth Program

Connecting youth where they are with critical supports and resource they need.

Reach Out! is an afterschool program designed to support youth ages 12–18 through engaging and meaningful programming. Grounded in pillars of community engagement, leadership, volunteerism, self-development, and advocacy, the program equips youth with tools to stay safe and inspires them to care for their whole selves—body, mind, emotions, and spirit while enhancing academic success through our homework program. ECRC also maintains a strong collaboration with local Schools including elementary, to provide afterschool recreational programming for children ages 6–11 in the community.

Compared to last year, there has been approximately 2.71% in the number of youth interactions.

‘ECRC has helped me in countless ways. It has supported me academically, but the greatest gift I’ve gained is my personal growth throughout the program. ECRC has made me more confident. There are many things I could say about this program, but above all, I value how unified and close everyone is. I know I can always return to the program and be welcomed with open arms.’ - S



Highlights & Stats

3528

One on one
Support
session



494

Life Skills
Sessions



516

Leadership &
Capacity
building
sessions



591

Academic
Preparation
Session





Group Of Adult Learners (G.O.A.L)

Supporting community members achieve their literacy goals

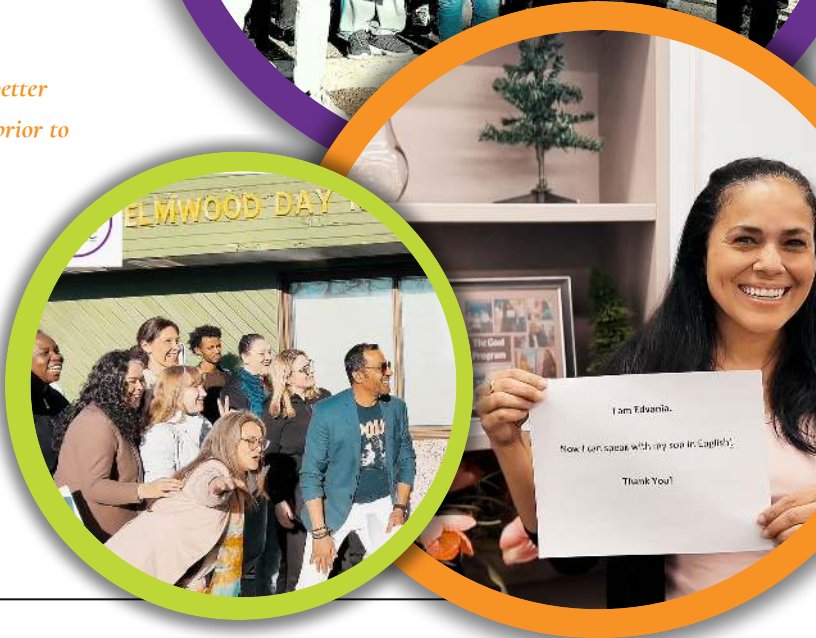
The Group of Adult Learners (GOAL), our longest-standing community program, has a long history of empowering individuals to achieve their literacy goals. Aimed at community members aged 18 and over, the program offers comprehensive support in literacy, numeracy, essential skills, and education.

Participants consistently report positive outcomes, including greater financial independence and economic well-being, enhanced self-esteem and sense of pride, improved literacy skills, and an overall enriched quality of life.

This past year, 75% of the learners indicated they feel better prepared to succeed in the labor market than they did prior to accessing our services.

“ Thanks to the GOAL program and the decision I made to take that first step, I feel more confident and in control of my life. I truly believe that if you set your fears aside, you too can accomplish what you set your mind to. I'm especially grateful that I attended the Community Hotdog Day that summer—it was a turning point for me. That event gave me the courage to sign up and return to school. I'm so proud of myself for taking that leap of faith.

Thank you to ECRC for giving me a chance to pursue my dream of becoming a Grade 12 graduate in the near future.” J.



Highlights & Stats

44

Learners
enrolled



7

Learners completed
their stage level



923

Hours of
Classroom
Instructions



876

Times Learners
Accessed
Technology





Building Futures

Building language and cultural navigation skills for use in Canadian workplaces

Building Futures works with newcomer clients in the community to access employment supports, help those with internationally trained professionals with career navigation, and assists them in building their language and cultural navigation skills for use in Canadian workplaces.

The source of referrals for the last year includes nearly 36% of new referrals stemming from past participants of the program.

Compared to last year, there has been approximately 350% increase in the number of clients who enrolled in school or training opportunities.

“When I joined the Building Futures program, I was working part-time as an IT consultant, only 15 hours a week. Shortly after completing the program, I was hired by another company as their Director of IT. This transition not only gave me a full-time role with 40 hours a week, but also came with a significant increase in salary. The program truly opened doors for my career growth.” – K.



Highlights & Stats





Elmwood Youth Employment Experience (EYEE)

Facilitating practical experience and fostering community partnerships to support the professional development of young adults in the workforce.

The Elmwood Youth Employment Experience (EYEE) is a 17-week, paid employment program designed for adults aged 18 to 30. Through meaningful, hands-on experience and collaboration with private businesses and local organizations, the program equips participants with essential workplace skills while fostering increased confidence and self-esteem.

The EYEE program's continued success was driven by a strong reputation, a firm commitment to inclusion, exceptional participant retention, effective partnerships with employers, and forward-thinking approaches to technological innovation.

"When I joined the EYEE program, my dream was to become a firefighter. I soon discovered that I needed more qualifications and experience to enter the firefighter training program, which felt like a big setback. With support from EYEE, I obtained the necessary certifications and was connected to ImagineAbility Inc., where I secured a permanent position. Through ECRC's partnership with the City of Winnipeg, I also received mentorship that has kept me on track toward achieving my dream of becoming a firefighter. This journey has not only transformed my life, but it also inspired my sister to join the program—she has since secured full-time employment as well." – C



Highlights & Stats

41

Clients served



21

Retained Employment



3

Returned to School



789

Snacks & Healthy Meals Provided





Executive Leaders Of Color Network (ELOCN)

Leadership, for many of us, is more than a title - it's a calling. It's about creating space for others, breaking down barriers, and leading with purpose. It's about making a difference, even when the path is uncertain and the work feels unending.

The Executive Leaders of Color Network is a peer-based leadership initiative that supports racialized executive leaders working in the non-profit and community sectors. The network provides a space for leaders to share experiences, access mentorship, and build collective strategies to address systemic barriers. It also works to build capacity for emerging leaders through knowledge sharing, creating pathways for the next generation of diverse leadership. By fostering collaboration, capacity-building, and mutual support, the Network strengthens the voices and influence of leaders of color, advances equity in organizational leadership, and contributes to a healthier, more inclusive non-profit sector.





Social Change In Action

This past year we took part in training, policy influence to drive positive change within the sector

We continued to play an active role in strengthening the sector through knowledge sharing, training, and policy engagement.

Our team presented at both local and national conferences, contributed to symposiums, and provided training sessions to build the capacity of service providers across Canada.

We also joined key policy tables, including discussions on Clara's Law, MB Justice Collaboration Table, MB Race Ethnicity and Indigenous Health Data, IRCC Service Delivery Policy, Health of the Sector, Gender Based Violence National Table, ensuring that community-based perspectives are represented in shaping local and national responses to changing needs of the community.

By combining frontline expertise with advocacy and training, we are helping to advance a stronger, more coordinated sector response to GBV—one that prioritizes prevention, survivor safety, and community well-being.





Partners In Action : Voices that Shape change

Seven Oaks- Immigrant Services

Still I Rise is not just a program—it is an educational journey that empowers women to understand and address gender-based violence. In many cultures, violence is normalized, and women often carry this burden silently, both physically and emotionally. Sadly, some even lose their lives as a result.

Coming from a South Asian background, I have witnessed firsthand how patriarchal structures dominate Indian society. Many women in my community feel completely dependent on their husbands, with in-laws exerting significant control over their lives. Through the Still I Rise program, I have the opportunity to help women in my community raise their voices, set healthy boundaries, learn about women's rights and the law, and recognize the importance of mental health. The program also creates space for women to explore and express their emotions. I have seen participants share their personal experiences, release long-held emotions, and engage in meaningful dialogue with the facilitator. This process builds their confidence and helps them develop the skills to advocate not only for themselves but also for other women.

For immigrant women especially, this program is invaluable. It provides the knowledge and tools necessary to promote gender equality, independence, and empowerment. I feel truly blessed that the Elmwood Resource Centre is helping me bring this awareness to my community.

Still I Rise is more than just a program—it is a movement that is deeply close to my heart.- Shivani Kashtyap, Settlement Worker-Women's Empowerment





Celebrating Our Long-Serving Team Members

This year, we are proud to recognize and celebrate the dedication of several long-serving members of the Elmwood Community Resource Centre team:

- Mark Stine – 20 years of service
- Hurui Bereketa – 12 years of service
- Kami Denkova – 10 years of service
- Anne Pinnock – 10 years of service
- Rahel Wube – 5 years of service

Over the past two decades, these remarkable individuals have been the heart of our work—supporting families, mentoring colleagues, and helping to build a stronger, more connected community. Their commitment, resilience, and compassion have shaped the growth of ECRC and ensured that thousands of individuals and families received the support they needed.

Their contributions remind us that community impact is made possible through the dedication of people who show up, day after day, to walk alongside others. We are deeply grateful for their service and celebrate the legacy they continue to build at Elmwood.





Stories Of Dedication and Impact from Mark Stine.

My name is Mark; I am the Operations Manager at the Elmwood Community Resource Centre (ECRC) and have been a dedicated member of the organization for over 20 years and of those 12 years in management.

My journey with ECRC began as a Green Team worker, and since then I've held a variety of roles, including Youth Program Coordinator, Educational Assistant for the GOAL program, and Job Coach with the EYEE program, before joining the management team. My experience spans community development, program and technology support, building maintenance, grant writing. Often described as a "jack of all trades," I like to call myself a modern-day, non-profit renaissance man.

I love fishing and the outdoors. One of my favorite ECRC memories was going with a team of our staff to take a bunch of high-school aged youth to the lake Manitoba Narrows where we rented cabins for a youth retreat. It was a lot of fun taking them canoeing/kayaking, swimming, fishing and sitting around a campfire. For a lot of them it was their first time experiencing something like that. I was particularly proud that they caught about 20 fish or more. It was probably the most fish I've ever filleted in one go, but it was worth to fry them up with some corn on the cob and watch the youth enjoy eating what they worked hard to catch earlier in the day. We were a little skeptical at first that the youth would have a hard time be away from cell reception and wifi range for a few days, but by the end, they didn't want to leave.

Over the past 20 years, the world has changed dramatically and so has ECRC. Back then, our computers were giant bricks, printers still used perforated paper edges, and event posters were drawn by hand. Today, ECRC has over 5,000 Facebook followers, and social media has become one of our key tools to promote services and share our work. When I started at ECRC in 2005, all of our staff, programs, and services were squeezed into 75 Brazier, where the GOAL program now resides. It felt like a one-room schoolhouse our kitchen, drop-in computers, staff desks, TV lounge, and storage were all packed into one space. Even then, we were bursting at the seams. Programs like GOAL, EYEE, and Youth cadets were already running, but if you asked staff or clients from those days to compare then and now, they'd be amazed by the growth. At one point, I was the sole staff working part-time in the youth program. Today, that program has revamped and expanded into a year-round service with a dedicated team of at least five staff offering a wide variety of youth afterschool programming.

What inspires me most is interacting with people, making a positive difference, and helping others. My grandparents always told me, "If a friend asks for help, you help them." As a child, that meant carrying groceries for seniors, helping with chores, or welcoming elderly neighbors to our Christmas dinners. As I grew older and began working at ECRC, that lesson stayed with me: if someone needs help, you help them. Seeing clients come through our doors during difficult times and watching them grow finding employment, achieving financial security, pursuing education, or improving their quality of life continues to inspire me.



Stories Of Dedication and Impact from Hurui Bereketab.

My name is Hurui Bereketab. I immigrated to Winnipeg with my family in 2006 and graduated from Kildonan East Collegiate in 2013. That same year, I began working in the Elmwood community, a place that has shaped who I am and where I feel most at home.

I joined ECRC in fall 2013, working in both the Reach Out (formerly YEAR) and NISW programs. These roles gave me the privilege of supporting youth and newcomer families. Today, I work with the City of Winnipeg while staying connected to ECRC's youth program.

When I first started back in 2013, we were in that old yellow building. Some of you may remember it small, but full of heart. That was where the seeds of ECRC were planted.

In those early days, I began part-time with what was then the Youth in Elmwood Arts and Recreation program, which many of you now know as Reach Out. Even then, I could see the potential in the young people we worked with the creativity, the energy, the drive to make a difference.

Looking back, one of my proudest moments has been seeing those same youth grow into mature, thoughtful adults. Many of them are now giving back to their own community, mentoring younger kids, and showing what it means to be leaders. That full-circle impact is what makes all of this worthwhile.

Over the years, the biggest change I've seen is just how much ECRC has grown and how it has brought Elmwood closer together. What started small has become something that unites families, youth, and neighbors across the community. That growth has been inspiring, but more importantly, it has built real connections. And if I were to name what inspires me most about ECRC, it would be the family connection we share among our staff.

This is not just a workplace it's a community of people who care deeply for each other and for the families we serve. That spirit of belonging is what gives our work its strength.

As we look ahead, I know ECRC will continue to grow, to evolve, and to serve. But at its heart, it will always be about family, about connection, and about lifting the next generation.



Stories Of Dedication and Impact from Kameliya Denkova.

My name is Kameliya Denkova, but everyone calls me Kami, I am the Administrative Assistant. I am a proud mother of two and grandmother to four wonderful grandchildren. Before moving to Canada, I worked as a Health, Safety, and Compliance Officer, a role that strengthened my skills in responsibility, care, and attention to detail.

My journey with the Elmwood Community Resource Centre (ECRC) began in spring of 2015, when I started volunteering with the English Conversation Circle (ECC). Shortly after, I joined the organization as staff, and that's where my deep connection with the community truly began.

One of my favorite memories from those early days was leading our very first cooking class. I shared a recipe for a homemade Bulgarian pastry, and even though we didn't have proper kitchen tools at the time, we made it work, and it turned out great! Everyone loved it, and the joy it brought to the group reminded me of how powerful food can be in bringing people together. Later, alongside Reach Out (RO), I had the chance to make the same dessert two more times for the youth in the RO-Afterschool mini-chef activity, creating moments of laughter, learning, and connection.

I was hired to support the Healthy Baby program, which opened even more opportunities to support families and new parents in the community. This experience deepened my understanding of the challenges families face and gave me the privilege of walking alongside them during such an important stage of life.

Just two months later, I stepped into a new role at ECRC as an administrative assistant. From welcoming people with a smile, to answering questions, lending a hand with programs, or simply being someone, others can count on, I've been proud to contribute in ways both big and small.

Looking back, these highlights capture what being part of ECRC has meant to me: creating meaningful connections, supporting families, and helping the community thrive. ECRC has been such a significant part of my life, and I am deeply grateful for all the relationships, memories, and experiences I have gained along the way.



Stories Of Dedication and Impact from Anne O. Pinncok

My name is Anne Oserin-Pinnock, and I am the Director of Clinical Programs and Initiatives at Elmwood Community Resource Centre. I am proud to have served the Centre for the past 10 years. From our early days in the blue and yellow building on Levis, through renovations at Brazier, to our hub at 545-Watt Street, I've seen ECRC grow into the vibrant community space it is today.

I first joined as Financial Administrator when our team was just 15 staff. Over the years, I've worked across youth services, NISW, and counselling before stepping into leadership role.

Inspired by our work, I pursued a master's in social work focused on community empowerment and creating spaces where voices are heard and valued which was challenging but made possible with the support of our amazing team, my family and my mentor Nina.

I am proud of many projects I've been part of at ECRC, but the one that truly launched my journey was the Saraswati Girls Project. This initiative empowered young girls in our community by building confidence, promoting healthy relationships, and cultivating future female leaders. It was my first opportunity to develop and coordinate a program, and it remains a milestone in my career. Today, I continue this work through the Still I Rise Project, which empowers newcomer women who are survivors of gender-based violence and supports community allies who stand beside them.

Some of my favorite memories at ECRC are from our community events. From the excitement of preparing, to the teamwork during the event, and even the laughter afterward as we compared sore feet and aching backs while sharing stories of connection, these moments capture the spirit of community. Working with our community has been a humbling experience that I'm grateful for.

What inspires me most is witnessing the growth and transformation: children growing into confident young adults, women rebuilding their lives, and colleagues from partner organizations who push me to grow. I believe that every small action can make a significant difference in someone's life, much like the story of the boy throwing starfish back into the ocean. It matters to the one that gets saved. This understanding fuels my desire to keep innovating and finding new ways to support our community.

Outside of the center, my family is my rock and the center of everything I do. My husband and sons bring me joy, love, and support every day. They all keep me grounded and remind me of what's truly important. I'm grateful for the balance they bring to my life, allowing me to serve our community with passion and purpose.



Stories Of Dedication and Impact from Rahel Wube

My name is Rahel Wube, and I am originally from Ethiopia and was born and raised in Addis Ababa, the nation's capital. Growing up in this beautiful and historic city shaped my values and outlook on life. I completed my education there, progressing through primary, secondary, and tertiary levels. My academic journey provided me with not only knowledge and skills, but also a strong appreciation for community, resilience, and the importance of education in shaping opportunities. My experiences in Addis Ababa continue to influence the way I approach my work and community involvement today.

I am a wife and a proud mother of two: a daughter and a son. I began volunteering at Elmwood Community Resource Centre in 2019 and was hired on as staff in 2020.

I am proud to be a member of ECRC, especially through my work with the NISW–Settlement program. This role has given me the privilege of walking alongside individuals and families as they navigate new challenges, respond to immediate needs, and build new lives in Canada. It has also allowed me to connect with a wide and diverse community, forming relationships that inspire me every day.

What brings me the greatest pride is working with children in the program. Sometimes that means offering fun, interactive activities, and other times it's simply being the adult who listens when they've had a bad day. I especially love creating meaningful craft projects—gifts they can proudly share with their parents at the end of the program as tokens of love and joy. Watching these children grow, thrive, and express themselves continues to be one of the most rewarding parts of my role.

One of my most memorable moments was my very first Breakfast with Santa celebration, when the entire ECRC team and community came together as one big family. Events like this, and the spirit of connection they create, are what make ECRC so special.

Over the years, I have seen how ECRC consistently identifies community needs and adapts its programs, ensuring we remain responsive and a trusted space for support, empowerment, and belonging.

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THANK YOU!

2024.25 FUNDERS

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We are thrilled to announce

ECRC's 25th Anniversary Fundraising Gala 🎉

Join us as we celebrate 25 years of community, courage, and impact, while raising vital funds for the Elmwood Hub—our capital project to build housing and expand wrap-around services for children, youth, families. Together, we can create a stronger, healthier future for Elmwood. Your support makes a difference. ❤️

To donate today, simply scan the QR code and give directly through our website. Let's come together in celebration and purpose because when we are united by purpose and driven by courage, we can transform our community for generations to come.

