



NORTH END COMMUNITY RENEWAL CORPORATION

NORTH END FOOD SECURITY & GREENING PROJECT ANNUAL WORKPLAN- APRIL 1, 2011- MARCH 31, 2012

VISION: The North End of Winnipeg is a safe, healthy, vibrant community for individuals to live, work and visit.

MANDATE: NECRC'S mission is to promote the social, economic and cultural renewal of the north end of Winnipeg. In achieving this mandate, NECRC's role is to facilitate, act as an organizer and coordinator; and to promote increased communication and sharing of information among stakeholders, towards renewal within the north end. (Building Engagement. "The overall goal of building engagement is to ... build a continuous cycle of people talking with one another, agreeing to work together, creating ideas together, and then working together to ensure that these ideas achieve their intended result" (Community Conversations, Paul Born, 2008,)

FIVE YEAR GOALS- COMMUNITY DEVELOPMENT

1. To continue to support neighbourhood resident associations in their efforts to revitalize their community and the north end.
2. To provide opportunity for the community service sector to work together, cooperatively and collaboratively supporting residents.
3. To facilitate a free flow of timely information among all stakeholders.

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<p>Vision: The North End is a community where there is nutritious, safe and culturally appropriate food available for all members of the community, where there is access to local food production, adequate and appropriate knowledge of healthy food choices, and ongoing care and improvement of the environment.</p> <p>Annual Operational Goals: To make our local food system more sustainable, accessible and equitable through:</p> <ol style="list-style-type: none"> 1. Mobilize community, business and government resources to improve Food Security in Winnipeg's North end by using CD and CED principles; 2. Facilitate food skills initiatives such as kids in the kitchen, adult community kitchens, food making enterprise initiatives; 3. Broaden the number of food purchasing options for residents; 4. Facilitate community-based planning on greening activities such as community gardens 						
Initiatives	Annual Outputs (Deliverables)	Partnerships	Strategies	Implementation Tasks	Measurements	Outcomes
1.1 Secure Funding For Food Security Projects	<ul style="list-style-type: none"> • 6 proposals will be submitted • 20 partners involved • 2 Projects funded are sustainable • 2 Social enterprise projects undertaken 	<ul style="list-style-type: none"> • NEFSN steering committee • Funders • NEFSN 	<ul style="list-style-type: none"> • Seek appropriate funding to match needs of community projects 	<ul style="list-style-type: none"> • Research funding • Meet with partners to determine project need and expectations • Liaise with funders to prepare appropriate proposals • Write proposals with partner input • Submit in timely fashion 	<ul style="list-style-type: none"> • Number and success of procuring funding 	<ul style="list-style-type: none"> • Appropriate funding for successful projects • New funders added to existing funders • Sustainability, community capacity building increases • Social enterprise projects funded adequately
1.2 External Evaluator	<ul style="list-style-type: none"> • Evaluator is contracted • Framework is developed/implemented • Evaluation conducted by March 2012 • Evaluation report completed by May 2012 	<ul style="list-style-type: none"> • NEFSN steering committee • NEFSN • Health in Common • Independent evaluator 	<ul style="list-style-type: none"> • Work with evaluator and community to develop accurate assessment of project • Work with evaluator to develop framework for evaluation 	<ul style="list-style-type: none"> • Contract with independent evaluator • Ongoing tracking of the number of participants that access services • Feedback from participants through verbal and written evaluations (workshop evaluations) at each workshop • Link evaluator with NEFSN groups to get feedback from community 	<ul style="list-style-type: none"> • Evaluator completes evaluation • Tracking of participants • Verbal and written feedback from workshops • Feedback from 20 service providers in community 	<ul style="list-style-type: none"> • Evaluation is completed by NA! deadline and accurately reflects project outcomes
1.3 Community Engagement	<ul style="list-style-type: none"> • 30 partner agencies to provide positive feedback • 20 partners have implemented capacity building changes • Increase in 5 community projects 	<ul style="list-style-type: none"> • NEFSN steering committee • NEFSN network • Community agencies, schools, associations, businesses 	<ul style="list-style-type: none"> • Work in partnership with other agencies/organizations to determine appropriate food security meetings, partnerships and project format • Work in partnership with agencies/organizations to update food security inventory 	<ul style="list-style-type: none"> • Research food security successes in other cities and provide this as a resource when appropriate • Meet with partners to collaboratively determine appropriate methodology • Evaluate and record minutes from meetings with partners • Electronically record all results and distribute as appropriate • Keep updated through phone conversations and emails • Update Food Security inventory to document community progress, need, requests or barriers • Work with partners to prioritize and plan projects based on meeting results 	<ul style="list-style-type: none"> • Number of resource tools distributed to partners • Number of community meetings per month • Number of projects that start or are improved as a result of meetings • Status of food security inventory 	<ul style="list-style-type: none"> • Resource tools are applicable to partners needs • Twenty North End partners have implemented changes in their programming that increases food security in the community • Projects increasingly meet community needs and expectations • Community engagement continues to increase • Community continues to develop their ideas and implement their projects

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1.4 North End Interagency Meetings	<ul style="list-style-type: none"> • 20 meetings are attended • Meetings result in 20 project partnerships 	<ul style="list-style-type: none"> • NEFSN network • NECHN, LSP CAC, NPD CAC, resident association monthly meetings 	<ul style="list-style-type: none"> • Work in partnership with other agencies/organizations to determine appropriate food security meetings, groups and project format 	<ul style="list-style-type: none"> • Phone representatives and schedule time to meet, create dialogue and relationship or request to be on e-mail database to be informed of upcoming meetings • Attend interagency meetings to keep up to date on community food security needs and activities and to share information with upcoming focus groups • Follow up with needs, activities and requests as resources permit and if relevant to NEFSN goals 	<ul style="list-style-type: none"> • Two interagency or residents association meetings per month • Number of service providers that NEFSN partners with as a result of interagency meetings 	<ul style="list-style-type: none"> • North End interagency participants have implemented changes in their programming that increases food security in the community • Projects increasingly meet community need • Community engagement continues to increase • Community continues to develop their ideas and implement their projects
1.5 Nefsn Newsletter	<ul style="list-style-type: none"> • Newsletter is produced and distributed quarterly • 1200 newsletters are distributed electronically or hard copy 	<ul style="list-style-type: none"> • NECRC • NEFSN • funders 	<ul style="list-style-type: none"> • To produce four newsletters that reflect current Food Security trends/events by communicating with NEFSN partners and other local agencies 	<ul style="list-style-type: none"> • Consult with community residents, agencies, associations, city and provincial officials to source food security news • Give three weeks' prior to seasonal newsletters for submissions to newsletters • Produce summer, fall winter and spring newsletters • Distribute electronically and hardcopy in agencies and appropriate locations 	<ul style="list-style-type: none"> • Ongoing information gathering • Four newsletters are completed 	<ul style="list-style-type: none"> • Residents/associations effectively communicate food security activities across the north end • NEFSN newsletters distributed throughout Point Douglas
1.6 North End Food Security Steering Committee	<ul style="list-style-type: none"> • 8-10 reps make up the core committee • Includes 5 NA! neighbourhoods • Committee meets 9 times a year • Committee completes strategic plan for 2012 by June 2011 	<ul style="list-style-type: none"> • WRHA • Point Douglas, St Johns', Dufferin residents or women's group • NECRC • Manitoba Food Charter • Mamawi • Indian Family Centre 	<ul style="list-style-type: none"> • Work with partners to maintain a steering committee that meets nine times a year (monthly, excluding summer and Christmas) 	<ul style="list-style-type: none"> • Approach partners and invite them to be part of ongoing committee • Prepare agendas • notify committee of meetings in a timely manner • Hold monthly steering committee meetings • Prepare and distribute minutes • Receive suggestions, decisions from steering committee and implement into programming if appropriate 	<ul style="list-style-type: none"> • Number of partners are invited to meetings • Number of partners attend meetings on a regular basis • Number of partners who engage in decision-making • Meetings have agendas and minutes that are distributed to steering committee 	<ul style="list-style-type: none"> • Steering committee is actively engaged in decision –making for NEFSN strategic planning and projects • Steering committee reflects diversity of community • Steering committee has a minimum of eight participants each month

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2.1 Nutrition Assistant	<ul style="list-style-type: none"> • Nutrition assistant is hired and adequately supervised from September 2011 to May 2012 • 20 community service provider partners state that their food programs have benefited from hiring of nutrition assistant 	<ul style="list-style-type: none"> • NEFSN steering committee • NECRC supervisor • U of M Human Ecology Dept • NEFSN 	<ul style="list-style-type: none"> • Evaluate community needs for food skills and food making enterprise initiatives and adequately provide resources and supervision to meet needs as resources permit 	<ul style="list-style-type: none"> • Determine need in community • Seek adequate funding to hire an assistant • Determine task and job description • Hire and supervise assistant as needed • Re-evaluate need on an ongoing basis and adjust work tasks as appropriate 	<ul style="list-style-type: none"> • Number of food skills programming assistant develops and implements at North End agencies, schools, service providers 	<ul style="list-style-type: none"> • Existing food skills projects have a better nutrition component • NEFSN partners develop a Nutrition Food Standard guide for the North End • North End agencies use Nutrition Food Standards for the majority of their clients meals and cooking programs • North End service providers gain adequate knowledge and resources to sustain their own food skills initiatives • North End community members who use NEFSN service provider services transfer improved food skills and nutrition standards to their home environment
2.2 Food Skills Classes And Workshops	<ul style="list-style-type: none"> • Assist or facilitate 30 food skills classes and workshops 	<ul style="list-style-type: none"> • NEFSN • West Broadway • Food Matters Manitoba • Winnipeg Food Security Network • City of Wpg • North Centennial Rec. Centre • Local agencies, residents • Nutrition assistant • Chefs • WRHA 	<ul style="list-style-type: none"> • Evaluate need and develop plan through partners • Work with partners and stakeholders to develop avenues to 	<ul style="list-style-type: none"> • Meet with project partners to share information and develop strategies • Attend meetings and events with other communities when it relates to bringing food skills resources and information to the North End • Provide resources as appropriate and available • Organize, assist or execute food skills sessions as needed and resources permit • Organize Food Safe Certification classes for 75 participants • Prepare and document evaluations for all projects and workshops 	<ul style="list-style-type: none"> • Food skills and food safe sessions are adequately planned and executed • Food skills sessions result in new skills being learned by community members on a consistent basis 	<ul style="list-style-type: none"> • Existing food skills projects have a better nutrition component • 30 food skills classes and workshops accomplished

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2.3 Winnipeg Food Policy Working Group	<ul style="list-style-type: none"> • Participate in 8 City of Winnipeg Food policy group meetings • Transfer information to 250 e-database 4 times a year 	<ul style="list-style-type: none"> • NEFSN • Food Matters Manitoba • Food Policy working group 	<ul style="list-style-type: none"> • Attend meetings and participate in discussion as an advocate for the North End, and low-income marginalized citizens in particular 	<ul style="list-style-type: none"> • Attend meetings • Read minutes and discussions on future format of Winnipeg Food Policy group • Respond to all correspondence • Transfer information to community through emails and meetings as needed or appropriate 	<ul style="list-style-type: none"> • Number of meetings that are attended • Minutes are read after each meeting and knowledge of policy planning is understood • Discussions are engaged in at meetings • Amount of knowledge transfer to community 	<ul style="list-style-type: none"> • City of Winnipeg Food Policy committee forms that addresses relevant food insecurity issues in the North End and results in effective City of Winnipeg Food Policy • Community has increased their understanding of the need, process and current status of the Winnipeg Food policy project
3.1 Neechi Commons Farmers Market	<ul style="list-style-type: none"> • Main Street market either manages or transfers Main Street to Neechi Commons site 	<ul style="list-style-type: none"> • NEFSN • Local farmers • Local crafts persons • Youth groups (B & G club) 	<ul style="list-style-type: none"> • Partner with Neechi foods to transfer information and tools that made the Main Street market a success • Provide support as requested and as resources avail 	<ul style="list-style-type: none"> • Communicate with Neechi Foods regarding what made the Main Street market a success • Pass on current and ongoing vendor information • Provide transportation for residents to Neechi Farmers Market if required and if resources avail • Manage market if requested by Neechi foods which would include: • Advertising, sourcing vendors, picking up produce if needed to generate market, set up, take down of market, managing market and vendor as indicated in Main Street Farmers market manual developed in 2010 	<ul style="list-style-type: none"> • Amount of passing of information that occurs to support Neechi market • Success of Neechi’s first summer market, • number of vendors that were at 2010 market that continue at 2011 market 	<ul style="list-style-type: none"> • Neechi Commons market opens in June 2011 and is sustainable through community, urban and rural farmer support • Increase in vendor and customer attendance • Vendors who participated in 2010 market also participate in 2011 market
3.3 Sustainable Food Access	<ul style="list-style-type: none"> • Winnipeg North End Food Assessment report is used as basis of all food access projects • 50 Good food boxes delivered monthly by Dec 2011 • 3 retailers partner in food access projects • 1 retailer partners in pre-employment food access project that benefits 10 community members 	<ul style="list-style-type: none"> • Local food retailers • NEFSN and broader community • Local producers 	<ul style="list-style-type: none"> • Continue to build on successes of PHAC food access and food standards project • Work with partners to develop priorities, project compatibility, and successful outcome • Develop sustainable and pre-employment components into projects • Ensure funding matches project need • Share community needs and project 	<ul style="list-style-type: none"> • Contact retailers who participated in PHAC Healthy Food initiative to further develop retail-community food access improvements • Develop pre-employment opportunities in food service community • Promote pre-employment opportunities to retailers and community • Promote all North End farmers market • Continue Main Street Farmers market in 2011 if Neechi farmers market is not established by mid-June 2011 • Secure funding to address project needs 	<ul style="list-style-type: none"> • Meetings with retailers and other partners result in new ideas to improve food access • Meetings with service providers result measurable data in initial phase of food standards project • Food standard priorities are established and communicated to PHAC • Community is engaged and partners in second stage of food 	<ul style="list-style-type: none"> • Residents have ongoing access and usage of healthy affordable food such as through Winnipeg Good Food Box initiative • Retail stores, agencies, schools and other locals partner in good food box initiative on an ongoing basis • North End Farmers market provide healthier food choices • Community members learn about and try new North End farmers markets • North End food retailers provide healthier more

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	<ul style="list-style-type: none"> • Van is purchased and used for programming • 2 new funding sources secured and implemented for sustainable food access by May 2012 • 3 new rural-urban food access avenues are created • 1 farmers market is maintained that was directly connected to the establishment of the Main street farmers market 		<p>progress with steering committee for feedback and suggestions</p>	<ul style="list-style-type: none"> • Meet with community service providers, schools, daycares, residents associations to promote food access • Update North End Good Food guide (NEGFG) developed in March 2011 to ensure it reflects current food access status and availability of local foods • Distribute NEGFG • Advertise food access opportunities to community through flyers, resident association newsletters and other that include rural Manitoba and urban local food options • Provide grocery store shuttle service if resources permit, or source out grocery store shuttle service to other service provider • Complete food standards project as per PHAC contract by July 15th • Develop food standards project beyond July 2011 • Facilitate groups going on food security outings such as CSA, organic farm, Greenland Gardens, U-pick strawberry farms 	<p>standards in their programming</p> <ul style="list-style-type: none"> • Food Access through transportation is continued • Good Food Box project is established and residents are participating • Good Food guide is distributed throughout the North End • New pre-employment partnerships are established • North End is aware of and using other Farmers markets such as Seven Oaks and North Kildonan • Main street Farmers Market continues in 2011 if Neechi Market is not established • Five groups go on food security outings 	<p>affordable options for residents</p> <ul style="list-style-type: none"> • Residents are choosing healthier food options • Residents are gaining new skills and habits of choosing local affordable foods • Agencies and other service providers are accessing more local healthy affordable foods for their clients from North End stores • North End residents are engaging in pre-employment food retail experiences • More rural producers are contacted and producing food for the North End

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<p>4.1 Greening</p>	<ul style="list-style-type: none"> • 2 new community garden sites developed • Garden support is provided to 20 agencies or groups • 100 gardening manuals are printed and provided to NEFSN partners • 20 garden workshops are facilitated • Summer garden maintenance is provided to 2 garden sites 	<ul style="list-style-type: none"> • NEFSN steering committee • St. Johns, Dufferin and North Point Douglas Green Teams • Local garden mentors and greening workshop facilitators • NEFSN • Community residents associations, service agencies, schools, churches 	<ul style="list-style-type: none"> • Work with partners to develop priorities, project compatibility, and successful outcome • Work in partnership with agencies/ organizations to provide greening resources • Share community needs and project progress with steering committee for feedback and suggestions 	<ul style="list-style-type: none"> • Meet with NEFSN partners to determine gardening needs and to develop projects • Research best practices in other communities and cities to provide resources for partners • Assist partners with funding, resources to ensure success • Review project progress with steering committee as needed and at monthly Steering Committee meetings • Promote gardening, greening workshops and mentoring opportunities through flyers and emails • Host gardening, greening workshops and mentoring opportunities, facilitated by contracted greening mentors • Hold or attend garden meetings or feast at each of the following sites: LSP(Turtle Island), 470 Stella, &, Ralph Brown C.C., North Point Douglas, William Whyte Residents Association Hold garden mentoring sessions as needed/requested • Provide garden maintenance support through Dufferin, St. Johns and NEFSN Urban Green Team 	<ul style="list-style-type: none"> • Ten NEFSN gardening partner projects are developed • Data base of best practices is available for community members who want to garden or are gardening • Steering committee is aware of progress • Gardening, greening, mentoring is promoted through emails and newsletters • Gardening meeting or feast occurs at listed sites • Garden maintenance is supplied to participating garden sites • Number of gardeners who are gardening • Number of gardeners who have gained adequate skills to eat the produce that they planted in their garden 	<ul style="list-style-type: none"> • New gardening projects result in new ongoing partnerships • Number of people growing and eating their own food increases • Number of gardens and gardeners increases • Gardeners learn new gardening skills that enable them to successfully plant, harvest and eat garden vegetables