



Summer Institute in Program Evaluation: June 3 – 7, 2013

Contact Anna Weier if you have any questions: (204) 946-1888, aweier@healthincommon.ca

Case Study Submission

Program Name:

Building Belonging

Reason for evaluation: *Briefly explain why you are evaluating this program (intended audience and use).*

We are currently reapplying for an RBC After School Program grant which asks us to measure specific indicators. The original evaluation plan we set up was too time consuming to keep up and relied on more consistency in staff than we have been able to retain. While the complexity and quality of our program has grown, the level of compensation for staff and staff hours has not. We would like to find ways to leverage the existing accomplishments and strengths of our program to access more support without significantly increasing the staff time devoted to data collection and evaluation. We would like to focus our efforts on activities of most value to the community while still satisfying funders.

Program Description: *-Provide background information on your program and/or organization.*

Our program is an initiative of the Spence Neighbourhood Association and has been running in some form since 2002. The Spence Neighbourhood Association works with the People of Spence to revitalize and renew their community in the areas of Community Connecting, Community Economic Development, Holistic Housing, Youth and Families, and Environment and Open Spaces and is guided by an elected board made up of those who live, work and volunteer in the community. Building Belonging runs out of the Magnus Eliason Recreation Centre Monday to Friday from 3:30-6pm during the school year and 12-5pm during the summer. We work in partnership with the City of Winnipeg's Free Play program which provides two staff during program hours. SNA employs two full time coordinators for Building Belonging who recruit volunteers and supervise practicum students from RRCC and youth workers during the summer. Depending on funding, Homework Club is run 4 times a week by a part time coordinator with volunteers from the U of W and Frontier College. SNA's Sports Coordinator facilitates access, to league basketball and soccer teams for kids in the greater downtown area through the Youth Agencies Alliance as well as workshops within our programs. We are currently funded by United Way, RBC and Manitoba Justice's Lighthouses, with funding for our meal program from the Child Nutrition Council's Vegetable and Fruit program and the Winnipeg Foundation's Nourishing Potential Fund.

Program Goal:

What is the program's overall aim?

Our free after school and summer program for children ages 6 is dedicated to providing children in our neighbourhood with a sense of ownership and belonging in our community and a friendly, safe and positive environment that helps families feel supported and meet their children's basic needs.





Our program supports the following goals from SNA's Neighbourhoods Alive 5-Year Plan

1. Goal: Advocate for creation and enhancement of services that strengthen and support families in the neighbourhood, Develop and implement programs where families are encouraged and enabled to participate together.

2. Goal: Develop and seek resources to provide a continuum of services for children and youth that include safe spaces for kids to be kids

3. Goal: Cultivate activities, including intergenerational initiatives that encourage relationship development, training and mentorship opportunities for children, youth and families.

Program Objectives: I

If you have a logic model – attach and refer to the logic model. If not, please state the short and long term objectives of your program. Objectives should indicate a desired change. In other words, they are not activities or products but the intended outcome of your activities on the target audience.

Logic model developed for United Way attached

From SNA's 5-Year Plan

Objective for Goal 1 -literacy is improved; success rate is better for kids in school; family ties are strengthened; youth feel connected to their families and their histories and traditions; families find support and welcome; new Canadians are supported in integrating into SN; families have access to clothing and household goods without impacting household budgets

Objective for Goal 2: Children 6-12, and youth 13-18, develop a connection to the Neighbourhood; children have a place to turn if unsafe on the street or at home; less kids on the street after school and in the evening; less children turning to gangs as a place to belong; healthier children

Target Audience:

Children ages 6-12 who live or go to school within the boundaries of the Spence neighbourhood.

Key activities: Describe the primary activities carried out to achieve your objectives

- pick up from John M. King and Sister MacNamara schools and drive home
- daily nutritious meals
- critical hour programming (3:30-6:30pm) Monday – Friday with 2 structured activities daily, supervised unstructured play
- Homework club 4 days a week
- access to league basketball and futsal
- monthly family events, monthly Youth Committee meeting, annual family meeting

Data Collection:

If you are currently collecting any information about your program on a regular basis, please describe.





We keep records daily in our logbook (sample attached) and this data is compiled, along with relevant news into monthly reports (sample attached) submitted to our Youth Committee Chair and shared with SNA's Board. Participants must register each summer and school year to take part in programming (registration form attached).

Evaluation Questions

What would you like the evaluation to tell you (what do you want to know as a result of the evaluation)?

The general reporting RBC has asked for include (this info is commonly requested by funders):

- total number of kids/youth who participated in the after school program
- percentage of kids/youth who participated for the entire school year
- percentage of kids/youth that returned to the program from the previous year
- percentage of boys vs. Girls participating
- Socio-economic status of the community (low income or mixed)

The specific indicators we are committing to measure if we receive funding from RBC include:

Academic:

Increase in academic confidence (example-improved attendance)

Increase in academic self esteem (example-participants speak positively about completing high school/positive attitude towards school)

Social: *T*

Improved positive behaviours and attitude

Improved social conducts (example-demonstrating positive basic skills and engaging in positive behaviours and interactions with others)

Improved/Increased social confidence (example-high self esteem)

Health and Wellness

Increased student emotional well-being

Healthy lifestyle behaviours (example-engage in physical exercise and health/nutritional components of the program/smoking, drug/alcohol awareness)

Improved sense of security (example-more likely to attend school and focus when they feel safe)

Community Impact:

Satisfaction from parents (example-Do they feel more confident/secure with their kids in the after school program?)

Satisfaction from police (example-was there a reduction in violence, smoking, drugs?)

Implementation Plan

Please describe how you plan to implement the evaluation framework once it is developed.

The evaluation framework will be implemented by Building Belonging's two program coordinators, starting at the latest in Sept. 2013. Any surveys or focus groups with children will be conducted through our homework club with the help of volunteers, because of large age and ability range of our participants. Any data collection from parents could be done through our annual Family Meeting, at family or wider SNA events.

Contact Information

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