



Impact Report

July 2016 – June 2017



Urban Stable

UNBRIDLING YOUTH POTENTIAL

“The work you do is life-changing for the students.”

– Volunteer

Learning to ride and care for a horse leads to developing life-long social and emotional skills. This experience empowers youth and increases their engagement in school and their communities.

“Urban Stable has been a true blessing to our family. Our son has grown immensely from his time there learning about his emotions and the connection with his horse. We are so grateful for this opportunity for him.”

– Parent



Greetings from Urban Stable

July 2016 marked Urban Stable's 15th year and 500 youth served! Our pride in our work had us celebrating throughout the entire year. A highlight was an event at Government House hosted by Her Honour Janice Filmon, Lieutenant Governor of Manitoba. Our entire Urban Stable family attended including participants, parents, school and community partners, funders, volunteers, staff and Board members from over the years. It was a very special way to celebrate our 15th anniversary.

Thank you to our amazing staff, program volunteers and horses led by Program Director Hayley Edwards and Head Instructor Carla Bergen.

Many thanks to our incredible volunteers involved on the Board, in fundraising and administration. And a huge thanks to our wonderful partners, grant funders, donors and overall supporters. It is thanks to everyone working together that Urban Stable continues to thrive and grow each year.

Wendy MacDonald

Wendy MacDonald
Co-Founder/Executive Director

Student Feedback

Participants

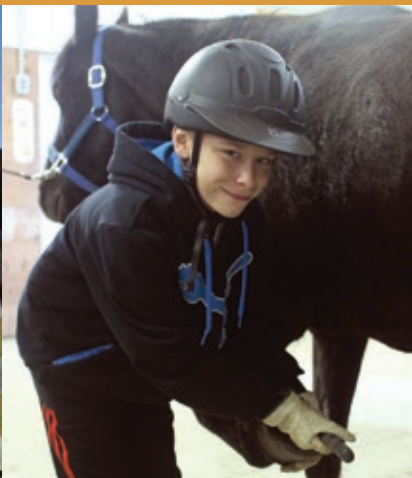
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|---------------------------------------|--|--|--|---|
| 96% feel more confident riding | 89% feel more comfortable with myself | 82% feel more comfortable with challenges | 79% feel more confident about my relationship with others | 79% think being a leader is cool |
|---------------------------------------|--|--|--|---|

What participants learned about themselves

"I am not afraid about as many things as I thought"
 "I can do more than I think I can"
 "It's alright to be different"
 "I can be less shy if I try really hard"
 "To trust myself more"

My horse taught me

"How to listen and participate"
 "Responsibility"
 "Leadership and awareness"
 "To always do things to the best of my ability"
 "How to be kind"
 "To be calm"



Meet our horses, learn about our programs and get involved at www.urbanstable.ca

Outcomes for 2016-17

Program

- 39 students participated in the school program; 12 youth participated in the second year of our smaller Alumni and summer programs
- Nine classes of students attended 12 weeks throughout the school year had an 84% attendance over all (this includes student sick days, school event conflict and any missed classes)
- We collected data from student self-assessments and staff (both mid-year and final reports) to measure growth in specific skill areas

Marketing Communications

- Started to implement marketing communications plan; thanks to the Thomas Sill Foundation for the \$9,600 grant that got us started
- Increased public awareness; started website enhancements
- Launched new newsletter template in June; used format for June Giving Campaign (and for future campaigns)
- Alumni successfully stepped into ambassador roles to promote Urban Stable
- Working on developing a social media plan for the upcoming year
- Sponsorship package with updated mission and values coming soon

Facility

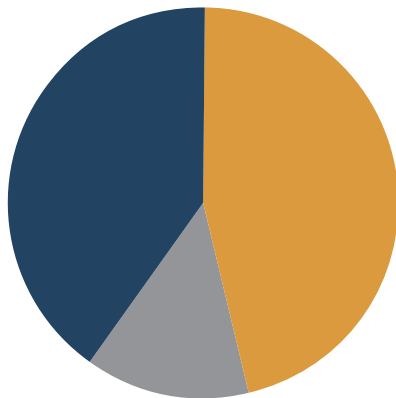
- Our program moved to the stables at Camp Assiniboia
- It's been a great fit with their herd of eight horses who have enjoyed becoming part of the Urban Stable teaching team
- The horses love the program as much as our students love all of them!
- Learn more about our horses at urbanstable.ca

Fundraising Success

- Surpassed our fundraising target of \$6,500 (raised \$7,334) through:
 - Bud 'n Spud event
 - Sales of hoodies, t-shirts, pendants and used tack
 - Two bingos (thanks to membership in the Manitoba Horse Council)
 - Third-party fundraiser by Ecole Viscount Alexander Social Justice Committee students raising \$473 at a school dance
- More than doubled our \$3,000 annual private donation target (raised \$6,706) through two online campaigns (December and June)
- Watch for a Paint Evening fundraiser coming next year!



Revenue



Grants \$42,000/40%

The Winnipeg Foundation and Moffat Family fund at The Winnipeg Foundation; Graham C. Lount Family Foundation; Manitoba Community Services Council; Healthy Together Now (WRHA)

Partners \$47,940/46%

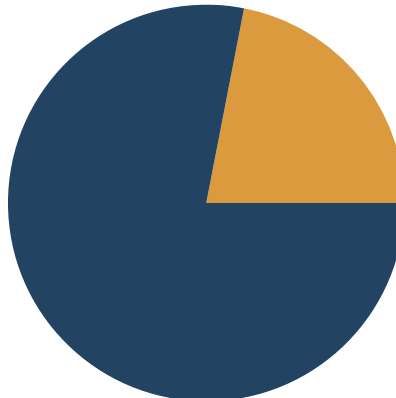
Pembina Trails School Division; Seine River School Division; Red River Valley School Division; Boys & Girls Clubs of Winnipeg; and Family Dynamics

Fundraising & Donations

\$14,040/14%

Includes an annual donation from the Rotary Club of Winnipeg-Charleswood

Expenses



Program \$86,949/78%

Facility, horses, program staff, equipment and supplies, transportation, insurance, certifications, training and memberships

Admin \$24,095/22%

Admin staff, office, consulting, legal, volunteer appreciation, marketing and communications

Board Highlights

The Board focused on the organization's growth and staff positions and developed current performance management tools to match.

The Board also assisted with the application to the Winnipeg Foundation's new multi-year grant. The focus of the grant is to support the development of our administrative capacity in order to keep up with the programming growth. We're excited to announce that we were successful in our application and have been awarded a \$75,000 grant of \$25,000 per year for the next three years!

Strategic plans have guided our Board since 2010. Thank you to the Winnipeg Foundation for assisting us with this in the beginning and to Barb Gemmell for her annual consultations with our Boards over all these years.

Board of Directors (as of June 2017)

Shari Block* President

Heather Clements

Michelle Kowalchuk

Lana Stevenson Secretary

Julie Galluzzo* Treasurer

Jaclyn Koskie*

*A sincere thanks goes out to our three Board members who completed their terms

Thank you to all our volunteers for your dedication, passion and time!

- 30 volunteers give 4,000 hours of their time each year
- Program
- Board
- Fundraising
- Administrative help and more!

Right: Staff and volunteers join Nanci Picken following a two-day Canadian Therapeutic Riding Association (CanTRA) clinic to prepare for Level 2 & 3 exams in June 2018. Special thanks to the Winnipeg Foundation for the \$1,000 professional development grant to assist with this.

