

# Annual Report 2015-2016



**SNOWFLAKE  
PLACE**  
FOR CHILDREN AND YOUTH





**“You can tell that they  
genuinely care about what  
happens to children there.”**

- Caregiver of a child interviewed at Snowflake Place

On behalf of Snowflake Place for Children and Youth staff and Board of Directors, we are pleased to present our annual report for the year ending 2015-2016.



**“There was always someone checking up on us and asking how we were doing.”**

- Caregiver of a child interviewed at Snowflake Place



## Executive Report

It has been a great year for Snowflake Place with memorable moments and events. We are pleased to highlight our many accomplishments and the great work that has been done over the last year.

The addition of two highly skilled child forensic interviewers to the core staffing component at Snowflake Place has expanded our operations and demand for services. These positions conduct child victim and witness interviews utilizing current and best practice child forensic interviewing techniques. They complement the investigative process through the provision of neutral, unbiased and high quality forensic interviewing that support criminal and child protection proceedings for child abuse cases. The integration of the forensic interviewers has enhanced our accessibility to young victims throughout Manitoba. The forensic interviewers have conducted 391 child interviews at Snowflake Place from January 2015 to June 2016.

Snowflake Place partnered with the University of Manitoba for the evaluation of our services from 2014 - 2016. A student of the Faculty of Community Health Sciences Graduate Program completed the evaluation as part of his thesis utilizing a mixed

methods approach and combined analysis of quantitative data tracked by Snowflake Place, and qualitative data from semi-structured interviews with 20 service providers and 10 service recipients (parents, foster parents, caregivers). The majority of service providers and service recipients described their overall experiences at Snowflake Place as being positive. Service providers identified that the integration of the forensic interviewers at Snowflake Place has increased the quality of service. An important finding of the evaluation is that the forensic interviewers facilitate communication among the multidisciplinary team which leads to more sharing of information, informal cross-training, and team unity. In addition, there were several service providers that credited the forensic interviewers for Snowflake Place's improvement in moving towards a true CAC model; although most expressed that true co-location would be necessary to achieve the ideal. The main contributing factor to a family having a positive experience was the amount of information they were provided in advance of the interview. Families reported they had a better understanding of the process and service providers at the Centre.

Over the past year we have dedicated a lot of time and energy toward building relationships with the broader community through an open house, networking opportunities, presentations, public speaking

**“She seemed to be fine after the interview. She wasn't fazed so I know that she was taken care of.”**

**- Caregiver of a child interviewed at Snowflake Place**

and tours. Snowflake Place became a member of the Winnipeg Chamber of Commerce in April 2015. Our membership and relationship with the Chamber has helped us to become more known and recognized in the community. The opportunity to make connections with other non-profit and business organizations through luncheons, events, and speaking opportunities has been vital to helping us increase awareness in the community about the important work that we do. A very proud moment for us is the recognition we received as the recipient of the 2016 Spirit of Winnipeg Award in the Charity category. This award has raised our profile in the community and positioned us to build more partnerships as we go forward.

Throughout the year, a number of key officials visited Snowflake Place including the former Minister of Justice Gord Mackintosh, Mayor Brian Bowman and RCMP Assistant Commissioner Kevin Brosseau.

Snowflake Place has relied primarily on government funding to support our operations and services. We have generated some revenue through online donations and fundraising activities. As the need for our services continues to expand, we are mindful of the need to diversify revenue sources and secure more funding.

The Snowflake Place Board of Directors is committed to long-term sustainability and continued growth of the organization, a goal that has been identified in our strategic plan. Snowflake Place was awarded a community grant from The Winnipeg Foundation to engage with a professional fundraising consultant in development of a fundraising plan. Snowflake Place has partnered with the Creaddo Group resulting in a three-year fundraising plan that will help Snowflake Place raise revenue and strengthen fundraising capacity in the short-term and subsequent years. To allow for implementation of the plan and fundraising success, it is imperative that the Board and staff of Snowflake Place increase fundraising knowledge and practices and implement a concentrated program of activities focused on volunteer recruitment and donor solicitation as part of the organization's workflow. Additionally, we will continue to engage with our government partners for continued and long-term funding.

Snowflake Place was the recipient of the Winnipeg Foundation Youth in Philanthropy (YIP) grant in 2015 and 2016. Thank you to the Transcona Collegiate and Immigrant and Refugee Community Organization of Manitoba (IRCOM) YIP Committees for selecting Snowflake Place as a charity of your choice to receive this grant. This funding has helped to stock our vault and bring smiles to the faces of children and youth who come to Snowflake Place.

In closing, we are grateful to be a part of the important work that Snowflake Place is doing and the difference that we make to young victims and families. At Snowflake Place we strive to minimize the impact of victimization through innovation, collaboration and best practices. We cannot achieve the work we do without the care and expertise of our service partners and support from the community.

We also want to take this opportunity to offer a special thanks to our strong and diligent staff team. They are not only well respected and highly regarded among our service providers, but they have helped to improve relationships, enhance information sharing and break down barriers between stakeholders working with children and youth. We all know the consequences of child abuse are far reaching. The staff at Snowflake Place provide essential support critical to children and youth at a time in their life when many things are uncertain: their family situation, their future and their safety. We cannot underscore how appreciative we are of your dedication to children, youth and families in need.

Lastly, thank you to our Board of Directors for your guidance and leadership. We are proud of the excellent work that is being done at Snowflake Place and look forward to continued success in 2016 and 2017.



**Cheryl Martinez**  
Executive Director

**Suzanne Gervais**  
Board Chair

## Our Members

Snowflake Place was founded and incorporated by our Members in recognition that child abuse is a community problem and that no single agency or discipline has all the necessary knowledge, skills or resources to provide all the intervention services required and deserved by abused children and their caregivers.

## Our Member Representatives

**Manitoba Families**

**Manitoba Justice**

**Winnipeg Police Service**

**Royal Canadian Mounted Police**

**Winnipeg Regional Health Authority**

**Child and Family Services Authorities**

## Our Board of Directors

**Chair:** Suzanne Gervais, Manitoba Justice

**Vice Chair:** Regan Spencer, Winnipeg Regional Health Authority

**Secretary:** Milco de Graaf, Manitoba Justice

**Treasurer:** Sergeant Janelle Bird, Royal Canadian Mounted Police

**Director:** Dr. Joan Durrant, University of Manitoba

**Director:** Diva Favia, Child and Family Services Authorities

**Director:** Inspector Kelly Dennison, Winnipeg Police Service

**Director:** Sheila Hutton, Winnipeg Regional Health Authority

**Director:** Amber Vialette, Manitoba Families

**“I was glad it wasn’t a police station. We didn’t have to sit in the waiting area very long, so no one else could see us.”**

**- Caregiver of a child interviewed at Snowflake Place**







## **Our Mission**

Snowflake Place for Children and Youth provides multi-system collaboration in child abuse investigations, ensuring that children, youth and their families receive support and services in a safe, neutral, family-friendly setting.

## **Our Vision**

That all Manitoba children and youth who have been physically or sexually abused or exploited have access to child focused, culturally competent services in which service providers work together to meet their needs in a caring, holistically supportive manner to promote strength and healing.

## **Child Centered Approach**

We provide a child and youth friendly, safe and supportive environment where young victims are interviewed as part of a formal investigation into allegations of child abuse.

**“There is just more face-to-face time and you develop working relationships with the people you see there.”**

**- MDT Service Provider**

## **Team of Professionals Working Together for Each Child**

Police, child and family services and victim services come together at Snowflake Place to share information and coordinate roles and responsibilities in a central location to provide sensitive and immediate support to young victims and families.

## **Advanced Practice by a Team of Professionals at Snowflake Place**

High quality and best practice child forensic interviewing is a core service of Snowflake Place and a critical component in the investigation and prosecution of child abuse cases.

We have two dedicated forensic interviewers who specialize in child forensic interviewing and complement the investigation process through the provision of neutral, unbiased and high quality child forensic interviewing.

The forensic interviewers work collaboratively with police, victim services and child and family services to provide timely interviews, offer support and information to help families affected by abuse move forward.

The forensic interviewers coordinate the multidisciplinary team process at Snowflake Place to ensure that the service providers have the opportunity to share information and clarify their roles.

## **Together We Are Building a Stronger Community — One Family at a Time**

Snowflake Place for Children and Youth promotes the well-being of children and families through a coordinated response to child maltreatment and by supporting the work of organizations involved in child abuse investigations.

Snowflake Place for Children and Youth offers a central service approach for child victims of abuse. Partner agencies involved in child abuse investigations are able to engage with the child victim and their non-offending caregivers in one child-friendly location and provide supportive services.

## **Snowflake Place Aims to Provide:**

- A child-focused and child-friendly facility for child victims and their non-offending caregivers
- Support, guidance and information throughout the child abuse investigation and court process
- A multi-disciplinary team approach to child abuse investigations
- Best practice forensic interviewing techniques



## Court Preparation with Victims

Children and youth interviewed at Snowflake Place who are required to testify in criminal court proceedings all receive court preparation and court accompaniment by Manitoba Justice Victim Services. This is combined with meeting(s) with the Crown attorney to review evidence and provide further court preparation. Testimonial aids like closed circuit television, court screens and support persons are options considered to provide additional support at court. Proper court preparation and use of testimonial aids will increase children's familiarity with the Crown attorney and sense of control on this stressful day.

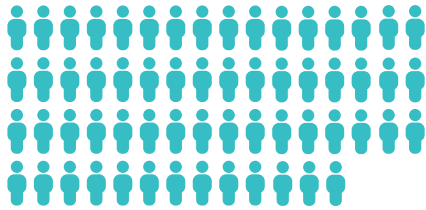
## Trauma Referrals

Families are provided timely referrals to counselling by Victim Services staff immediately following interviews at Snowflake Place or as soon as practicable; this may be to public resources in the community through application to the Compensation for Victims of Crime Program through Manitoba Justice Victim Services; the latter ensuring counselling for victims is covered with accessing private therapy.

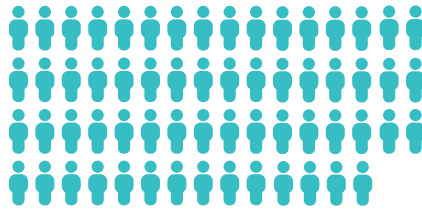


# Who Have We Supported

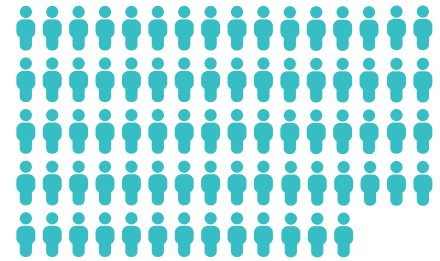
## Total Children and Youth Supported: 673



204 children and youth were supported in 2013-14

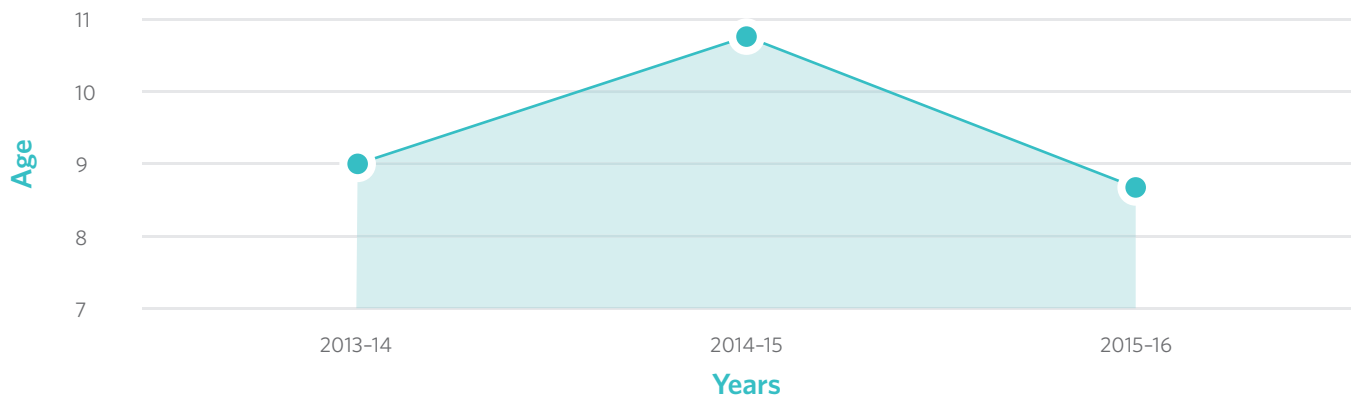


211 children and youth were supported in 2014-15

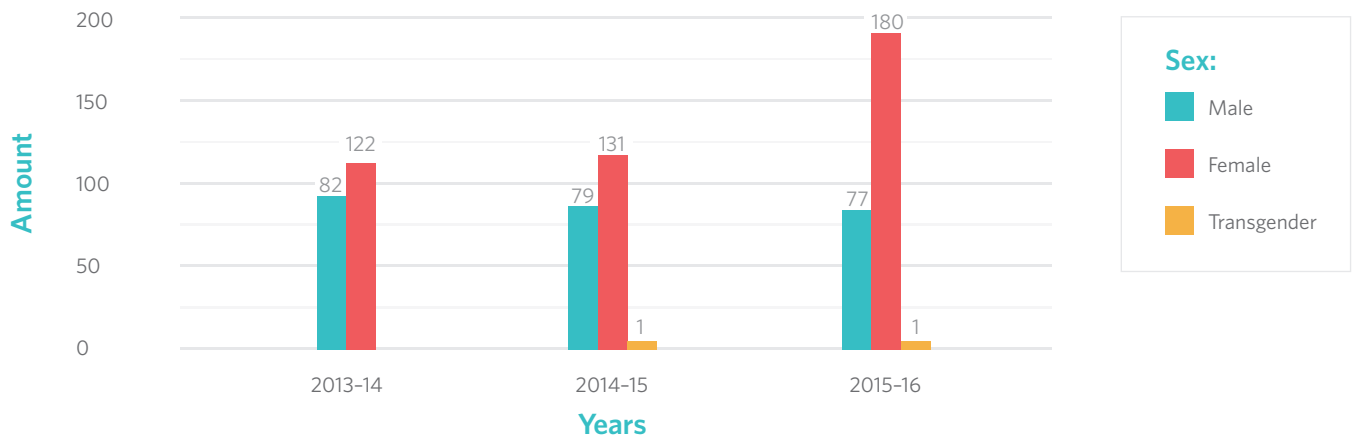


258 children and youth were supported in 2015-16

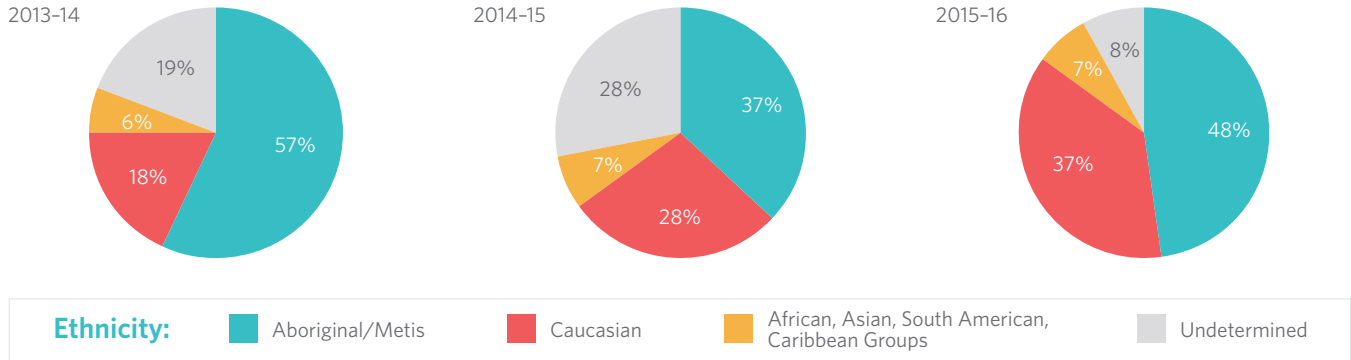
## Average Age: 9.4 Years



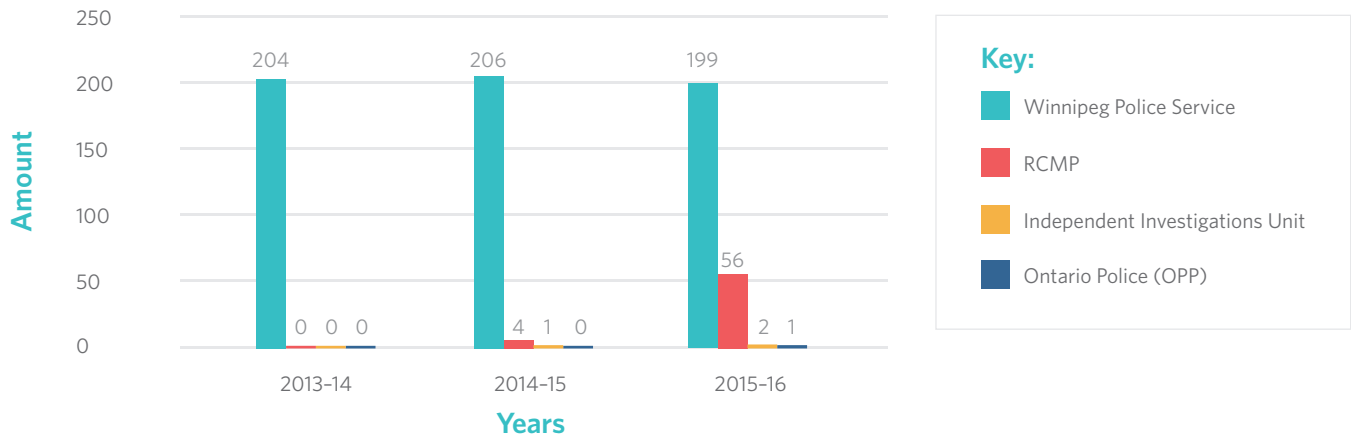
## Self-Identified Gender



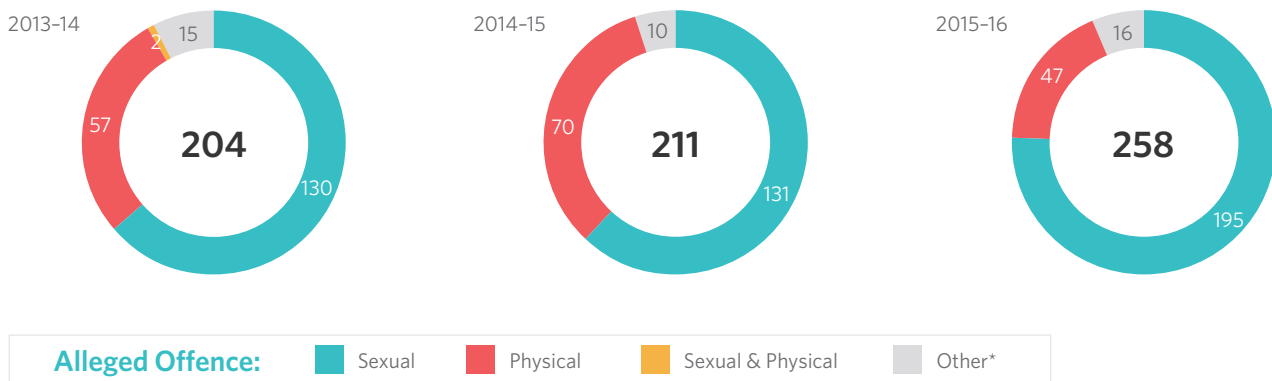
## Self-Identified Ethnicity



## How Cases Reach Snowflake Place



## Types of Alleged Offences



\*Abandonment/Domestic Violence/Witness to Homicide/Child Pornography

**“We weren’t sure what we could say to whom in the past. The forensic interviewers help bring us together and people don’t worry about that as much anymore because it feels like we are just working for the same thing.”**

**- MDT Service Provider**

# Financials

## Statement of Operations and Changes in Net Assets

Year Ended March 31, 2016

	2016	2015
<b>Revenue</b>		
Provincial funding	\$ 435,540	365,726
Federal funding	175,000	64,017
The Winnipeg Foundation	15,044	-
Donations	3,953	1,714
Fundraising	17,545	4,473
Interest income	45	65
	<u>647,127</u>	<u>435,995</u>
<b>Expenses</b>		
Amortization of tangible capital assets	22,853	21,386
Association dues and memberships	657	194
Bad debt	-	3,706
Bank charges and interest	729	729
Board expenses	-	184
Computer and electronics	5,583	7,670
Fundraising	4,666	2,324
Insurance	4,449	3,636
Occupancy costs	73,100	73,100
Office and supplies	4,906	3,349
Operations	9,678	15,615
Parking	758	2,603
Professional services	22,271	10,415
Staff recruitment and hiring	-	3,843
Staff training and development	19,559	3,299
Telephone and internet	6,016	6,175
Travel	10,238	10,215
Wages and benefits	360,226	218,609
	<u>545,689</u>	<u>387,052</u>
<b>Excess of Revenue Expenses</b>	101,438	48,943
<b>Net Assets, beginning of period</b>	<u>342,254</u>	<u>293,311</u>
<b>Net Assets, end of period</b>	<u>\$ 443,692</u>	<u>342,254</u>

# Today our Strong Partnership is Building Better Tomorrows for our Children and Youth

Our partners are the foundation to our success.  
Thank you for all of the work that you do.





# Our Supporters

## Funders

Thank you to our funders for your support and commitment to Snowflake Place. With your continued support we are able to provide the best care for children, youth and families who access our services.



Department of Justice  
Canada

Ministère de la Justice  
Canada



## Donors and Sponsors

The valued support of our donors and sponsors allows us to continue to strengthen our children and youth and our future.

Thank you to all of our donors and sponsors for your donations and contributions to Snowflake Place. With your support, we have made great strides towards helping young victims and creating safe spaces for them.

**“Everyone was there to explain  
to us what the next steps were  
and what was going to happen.”**

- Caregiver of a child interviewed at Snowflake Place





[snowflakeplace.ca](http://snowflakeplace.ca)