



**2016/2017**  
ANNUAL REPORT

**SERC is a community-based, non-profit, pro-choice organization.**

**OUR MISSION:** Promoting sexual health through education.

**OUR VISION:** A diverse society that celebrates sexuality throughout life.



**MESSAGE FROM  
KEVIN FREEDMAN,  
CHAIRPERSON OF THE BOARD  
& NICOLE CHAMMARTIN,  
EXECUTIVE DIRECTOR**

This past year has been an exciting one with many highlights. We saw a lot of growth at SERC, including new board members, staff and our new Board Chairperson, Kevin Freedman, who has been a part of the board for the past 8 years. SERC is delighted to welcome Kevin to his new role, and to continue benefitting from his expertise in governance and wealth of community experience.

In 2017, we began implementing the first year of our new strategic plan, focusing on the following outcomes:

- 1. SERC is visible, recognizable and accessible across Manitoba.**
- 2. SERC's mandate and position on sexuality related issues are broadly understood.**
- 3. SERC programs and resources are well defined and congruent with its core mandate.**

In this year's annual report, you will be able to learn more about the core programs and special projects that are making a difference in our communities. We are already well on our way into implementing our new strategies.

Our Board of Directors is currently working with our staff and other stakeholders to develop position papers on key area of importance to SERC and those we serve. Our statement on reconciliation that was launched on April 26 (available at [serc.mb.ca](http://serc.mb.ca)) acknowledges that knowing when to step up and when to step back is key to working in solidarity and supporting Indigenous leadership. Further to this, SERC is excited to support the White Wolf Speaking program, originally a program of SERC, in the move to Ka Ni Kanichihk. White Wolf Speaking works to increase Indigenous community engagement and understanding of sexuality and reproductive health.

We are proud of the impact that our staff continue to have working in communities across Manitoba, and we are looking forward to upcoming changes planned for SERC. One of the most exciting shifts will happen this summer: SERC will be taking over management of the Teen Talk program, formerly run out of Klinik Community Health. We are optimistic that this additional programming will help us grow our key areas of focus, including outreach to youth and service providers.

### **2016/2017 BOARD LIST**

Kevin Freedman, **Chairperson**, Nori Korsunsky, **Vice-Chairperson**, Kristen Willis, **Treasurer**, Karen Dana, **Past Chairperson**, Moloud Alijani\*, Bob Christmas, Nathan Nickel, Susan Riley, Tania Wiebe, Libby Yager\*, Linda Plenert\*, **Staff Rep**, Nicole Chammartin, **Ex-Officio**.

Thank you to our Board of Directors for their dedication and passion.

*\*Not returning for new term*

## SERVICE BY THE NUMBERS

Education & Outreach Services	Sessions	Client Contacts
Community Workshops/Presentations	286	8,849
Community Consultations/Outreach	199	571
Service Provider Workshops/Presentations	69	1,970
Service Provider Consultations/Outreach	585	3,505
Conference Presentations	10	362
Focus Groups	20	132
Displays	31	4,132
Articles Published	21	
Radio Shows	44	
Website Visits	315,067*	

\*up by 68,249 from last year!

## RESOURCES DISTRIBUTED

We continue to distribute books, pamphlets, fact sheets, birth control kits and many more resources we have been updating, both in print and online. We handed out 27,400 materials (up by 3,235 from last year) and distributed 70,000 safer sex supplies through our regular programming in Winnipeg and Brandon.

## COMMUNITY EDUCATION & OUTREACH

SERC continues to provide education sessions in Manitoba on a range of topics including puberty, healthy relationships, birth control, consent, STIs, talking with your children about sexuality, LGBT2SQ+ awareness and ally training and understanding gender. We saw an increase in requests for healthy relationships and consent workshops.

## TRAINING & CONSULTATION

We had a very productive year for service provider training and consultation. SERC offered training sessions and lunch & learn events for a wide range of sectors and audiences including health care, education, newcomer/settlement services, youth serving agencies, northern and rural community based services and governmental departments.

The Winnipeg office delivered training on topics ranging from HIV prevention to supporting healthy sexuality within organizational settings. Similarly, the Brandon office has continued to support the local school division with sexuality-specific teacher training and looks forward to continued relationships with local service providers in the Westman region.



We will soon launch the new SERC Training Institute, which will offer comprehensive, sector-specific training opportunities for service providers in Manitoba. With an emphasis on evidence-based methods, the latest research in sexuality education and an appreciation for our local context, the Training Institute will support service providers in their work with diverse cultures and experiences.

# PROJECTS

## **KNOWLEDGE INTO ACTION (KIA)**

### **FUNDED BY PUBLIC HEALTH AGENCY OF CANADA**

The main purpose of this project is to provide prevention and support interventions, build capacity, increase knowledge and reduce risks around HIV/STIs among African newcomers. This year, we held ethno-cultural/language specific and multicultural community leaders' and community sessions, peer women's sessions, youth sessions, as well as service provider workshops and conference poster presentations. KiA held 34 sessions for 430 participants, answering questions and addressing misinformation about HIV transmission, prevention and testing. There were also some engaging discussions on HIV stigma, disclosure and criminalization.

## **OUR FAMILIES CAN TALK ABOUT ANYTHING (OFTA)**

### **FUNDED BY IMMIGRATION, REFUGEES AND CITIZENSHIP CANADA**

OFTA is a well-established project focusing on intergenerational communication in relation to sexuality matters within the immigration context. Based on our ongoing evaluation and evidence from research in the area of conflicts between immigrant parents and their children, our main goal is to support the successful integration of newcomer families in Winnipeg by engaging them in a process of dialogue and education on culture, adaptation, intergenerational communication and sexuality. In total, we facilitated 65 sessions with 214 newcomers from 27 countries across Africa, Asia, Europe, the Middle East and Central America.

## **OUR SELVES OUR DAUGHTERS (OSOD)**

### **FUNDED BY MANITOBA HEALTH, SENIORS AND ACTIVE LIVING**

OSOD works closely with women of African heritage and allies in their communities to enhance educational, health and socio-cultural supports for women affected by female genital cutting (FGC) while addressing prevention among daughters. We held two 10 week series with 40 women. To be able to engage with newcomer women, the sessions were held in their first languages or in English, with interpretation provided. A series of four week sessions, attended by 14 young women, was developed and delivered addressing specific issues of concern to them. These sessions examined the ways cultural and family worldviews influence their sexuality (including FGC) and relationships, and the ways in which social and cultural changes, including migration, affect change of views and practice of FGC and sexuality in general. In addition, 14 young men also participated in two sessions, resulting in deep conversations around culture and FGC. These sessions provided a place for youth to examine the factors that influence their decision-making and communication about sexuality.

## **AFRO-FRANCO OUTREACH**

### **FUNDER & PARTNER: WINNIPEG REGIONAL HEALTH AUTHORITY, HEALTHY SEXUALITY AND HARM REDUCTION**

This SERC-WRHA collaboration has yielded excellent results in community reach and service for the fourth year of activities. The main goal of this project was to facilitate opportunities for learning about sexuality and reproductive health among African francophone teens, university students, adults, parents and community leaders, with a focus on enhancing awareness of STI testing sites and procedures as a personal and public health resource. We had 14 youth, aged 15-17, engage in conversations related to body changes, healthy relationships, consent and diversity. At the Université de Saint-Boniface, 85 international students attended two orientation sessions on sexuality, diversity and consent and 32 young adults attended educational sessions and skill-building activities. Finally, three additional workshops were organized in the community, with 180 adults participating.

## **THE MANITOBA SAFER SEX SUPPLIES DISTRIBUTION PROJECT**

### **FUNDED BY HEALTH, SENIORS AND ACTIVE LIVING**

The Manitoba Safer Sex Supplies Distribution project provided 123,888 supplies to 22 communities in Manitoba. This includes 55 health promotion events and community access through 10 small organizations outside Winnipeg.

## **LET'S TALK**

### **FUNDED BY UNITED WAY BRANDON & DISTRICT**

This project continues to be successful in its endeavor to promote healthy sexuality through education with both parents and youth. In year seven of the Let's Talk project, 106 youth sessions were facilitated reaching 2,306 youth. SERC facilitated seven sessions on 'how to talk with your children about sexuality' reaching 34 parents and planned a family health fair, which was very well received by community members. A total of 114 people participated in the event. Staff from Fit Kids and Healthy Kids (Sports Manitoba) provided a free motion zone where kids played with equipment and games, while six community partners set up information displays. We look forward to growing our annual family health fair, with ongoing support from United Way Brandon & District.

## **LGBT2SQ+ PROJECT**

### **FUNDED BY MANITOBA HEALTH, SENIORS AND ACTIVE LIVING**

This project increased school based awareness training by hosting over 30 presentations in the past year, engaging students from Grade 5 and up, to principals and staff. We also assisted in the development of a community-based Gay Straight Alliance (GSA) in Boissevain, Manitoba. Training and consultation for service providers remains a focus, as does community support. We look forward to extending LGBT2SQ+ awareness conversations in the community starting with an International Day Against Homophobia and Transphobia event for parents and guardians.

## **TEEN HEALTHY RELATIONSHIPS**

### **FUNDED BY CANADIAN WOMEN'S FOUNDATION**

We are completing our fourth and final year on this project in June. Our partnership with Peaceful Village allowed us to run 12 different groups over the past four years exploring issues of sexual health, gender equality and violence prevention among newcomer youth in Winnipeg. We are thrilled to have had such a successful partnership and to have worked with 96 youth in 3 schools and 41 parents during the project this year.

## **RESEARCH**

### **KNOWLEDGE INTO ACTION (KIA) – AFRICAN IMMIGRANT WOMEN LIVING WITH HIV COMMUNITY-BASED RESEARCH**

#### **FUNDED BY THE CANADIAN INSTITUTE OF HEALTH RESEARCH**

This year we shared the findings and recommendations of our community-based research project on care and supports, spearheaded by a group of women living with HIV in our KiA project. We have developed a series of fact sheets that highlight the women's experiences with health and social service systems, the support that coming together as a group provides for them, their engagement with child protection services, and how their experiences of stigma, including HIV non-disclosure and criminalization, affect their sexuality. We enjoyed the opportunity to present our research at national and regional conferences.

## THE 595 PREVENTION TEAM

SERC supports The 595 Prevention Team by providing financial administration and participating on the 595's Coordinating Committee. The 595 is a network of over 100 member organizations interested in addressing the determinants of health and preventing the transmission of sexually transmitted and blood borne infections (STBBIs), primarily HIV and HCV, in Manitoba.

## THE FACTS OF LIFE PROGRAM

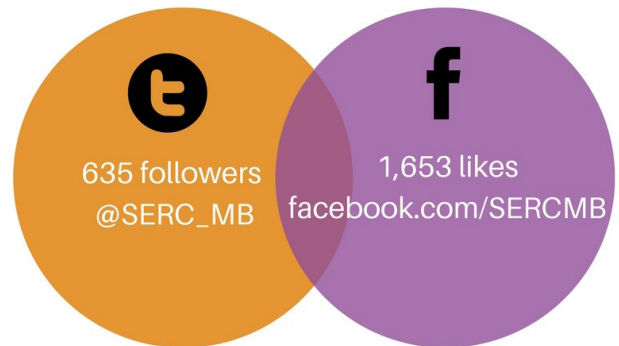
**THE FACTS OF LIFE ON-LINE:** Our website continues to provide information and referrals on topics related to sexuality and reproductive health. Users submit their questions to [thefactsoflife@serc.mb.ca](mailto:thefactsoflife@serc.mb.ca) and receive a reply within two working days.

**THE SEX FILES RADIO SHOW 9:00-10:00PM, THURSDAYS ON CKUW 95.9 FM:** We completed another successful year delivering 44 live shows on a number of sexual health topics. Some highlights included Sexual and Reproductive Health Awareness Week, World AIDS Day, Violence Prevention Month, International Day Against Homophobia and Transphobia, Day of Pink, Pride, World Hepatitis Day, HPV and Vaccination Week, and STI Surveillance in the Winnipeg Health Region.

**REGULAR PRINT ARTICLES:** SERC continues to publish two monthly articles answering sexual health questions: Sex Ed in the City (appears in Brandon University's The Quill) and Ask Ate Ana (appears in the Pilipino Express).

**SERC E-NEWS:** SERC has been distributing a monthly e-newsletter to 247 service providers and individuals across the province. The content includes updates on SERC programming, activities, and services along with relevant sexual and reproductive health information, dates and events listings. Receiving much positive feedback, the monthly e-news has proven to be very successful at engaging folks in our activities. You can sign up for our e-news at [www.serc.mb.ca](http://www.serc.mb.ca).

## WE WOULD LOVE TO CONNECT WITH YOU ON SOCIAL MEDIA



## FUNDERS & DONORS

Many thanks to those who make our programs and services possible!

### FUNDERS:

Winnipeg Regional Health Authority  
United Way of Winnipeg  
United Way of Brandon & District  
Government of Canada  
Province of Manitoba  
Canadian Women's Foundation

### DONORS:

AAA Alarms  
Brandon Pride Committee  
Knox United Church  
Manitoba Public Insurance Employees

## PARTNERSHIPS & AFFILIATIONS

Aboriginal Youth Mentorship Program  
(City of Brandon and the Brandon  
Urban Aboriginal People's Council)  
Accueil Francophone  
Action Canada for Sexual Health and  
Rights  
Addictions Foundation of Manitoba  
Alberta Society for the Promotion of  
Sexual Health  
Alpha House  
Altered Minds Inc (Entry Program)  
Aquarius  
Art Gallery of Southwestern Manitoba  
Assiniboine Community College  
Aurora Family Therapy Centre  
B & L Resources for Children, Youth and  
Families  
Beautiful Plains School Division  
Brandon & District United Way  
Brandon and Westman GSAs  
Brandon and Westman Parents of Trans  
Folks Social and Peer Support Group  
Brandon and Westman PFLAG  
Brandon and Westman Trans\* Health  
Clinic  
Brandon and Westman Trans\* Support  
Group  
Brandon Correctional Centre  
Brandon Folk Festival  
Brandon School Division  
Brandon School Division Healthy Schools  
Committee  
Brandon Sexual Health Committee  
Brandon Suicide Prevention  
Implementation Network  
Brandon University LGBTTTQ\* Collective  
Calvary Temple  
Camp Aurora  
Canadian Aboriginal AIDS Network  
Canadian AIDS Society  
Canadian Evaluation Society  
Canadian Human Rights Commission  
Canadian Institutes of Health Research  
Canadian Public Health Association  
Canadian Women's Foundation  
CancerCare Manitoba  
CATIE  
Centre d'Apprentissage Franco-Manitobain  
Child and Family Services  
Child and Youth Care Worker's Association  
of Manitoba  
Children and Youth Opportunities  
Cree Nation Tribal Council  
Dakota Ojibway Tribal Council  
Daniel McIntyre Collegiate  
Elspeth Reid Family Resource Centre  
Entre-Temps des Franco-Manitobaines  
Family Dynamics  
First Nations & Inuit Health Branch  
Fort Garry Women's Resource Centre  
Fort La Bosse School Division Four Arrows  
Regional Health Authority  
Frontier School Division  
Good Seed Church  
Gordon Bell High School  
Grant Park High School  
Gray Academy  
Gwen Sector Creative Living Centre  
Headingley Women's Correctional Facility  
Health in Common  
Health Sciences Centre  
Healthy Child Manitoba  
HIV and Aging Coalition  
Hugh John McDonald School  
Immigrant Centre  
Immigration, Refugees and Citizenship  
Canada  
Indigenous Family Centre  
Interlake Reserves Tribal Council  
IRCOM  
Ka Ni Kanichihk  
Klinik Community Health  
Knox United Church (Brandon)  
Knox United Church (Winnipeg)  
Literacy Partners of Manitoba  
Louis Riel School Division  
L'Entre Temps  
Ma Mawi Wi Chi Itata  
Manitoba Association for Community  
Health  
Manitoba Association of Parent Councils  
Manitoba Education and Advanced  
Learning  
Manitoba First Nations AIDS Working  
Group  
Manitoba Health Trans Coalition  
Manitoba Healthy Living and Seniors  
MANSO  
MB4Youth  
MFL Occupational Health Centre  
Mood Disorders of Manitoba's LGBTTTQ\*  
Support Meetings  
Mosaic Family Resource Network  
Mount Carmel Clinic  
Mountain View School Division  
Ndinawemaaganang Endaawaad Inc.  
NEEDS Inc.  
Neighbourhood Immigrant Settlement  
Program (Tuxedo, Fort Richmond)  
Nine Circles Community Health Centre  
NOWAN Network  
Opaskwayak Cree Nation  
Outshine Conference 2017  
Peaceful Village  
Peguis First Nation  
Peguis-AI Care Treatment Centre  
Pembina Trails School Division  
PFLAG  
Play It Safer Network  
Prairie Mountain Health  
Prairie Spirit School Division  
Pregnancy & Family Resource Centre  
Public Health Agency of Canada  
Rainbow Resource Centre  
Red River College  
Red River Exhibition  
Resource Assistance for Youth  
River East School Division  
Safer Choices Northern Network  
Salvation Army LEEP  
Sara Riel  
Seven Oaks Hospital  
Seven Oaks School Division  
Sexual and Reproductive Health Advisory  
Committee (Brandon)  
Sexual Exploitation Regional Team  
Sexual Health Educators Network  
(Winnipeg)  
Sexually Exploited Youth Coalition  
Sisters In Spirit  
Smitten Adult Boutique  
Specialized Foster Care  
St. James-Assiniboia School Division  
Summer Institute in Program Evaluation  
Taking Charge  
The 595 Prevention Team  
Trans Health Network (Brandon)  
Turtle River School Division  
Two-Spirited People of Manitoba  
United Way of Winnipeg  
Université de St-Boniface  
University of Manitoba  
West Central Women's Resource Centre  
Westman Immigrant Services  
Westman LGBT Community Facebook  
Group  
Westman Team Against Sexual  
Exploitation  
Winnipeg Foundation  
Winnipeg Interdisciplinary Student-Run  
Health Clinic  
Winnipeg Regional Health Authority  
Winnipeg School Division

THANK YOU TO THOSE WE  
HAD THE PLEASURE OF  
WORKING WITH IN 2016/17.

## Report of the Independent Auditors on the Summarized Financial Statements

To the Members of  
Sexuality Education Resource Centre Manitoba, Inc.

The accompanying summarized financial statements, which comprise the statement of financial position as at March 31, 2017 and the summarized statements of operations and changes in net assets for the year then ended, are derived from the audited financial statements of Sexuality Education Resource Centre Manitoba, Inc. for the year ended March 31, 2017. We expressed an unmodified audit opinion on those financial statements in our report dated May 24, 2017.

The summarized financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summarized financial statements, therefore, is not a substitute for reading the audited financial statements of the entity.

### *Management's Responsibility for the Summarized Financial Statements*

Management is responsible for the preparation of a summary of the audited financial statements on the following basis:

The summarized financial statements include the major totals and subtotals from the related complete financial statements dealing with matters having a pervasive or otherwise significant effect on the summarized financial statements.

### *Auditors' Responsibility*

Our responsibility is to express an opinion on the summarized financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".

### *Opinion*

In our opinion, the summarized financial statements derived from the audited financial statements of Sexuality Education Resource Centre Manitoba, Inc. for the year ended March 31, 2017 are a fair summary of those financial statements, on the basis described above.

A handwritten signature in blue ink that reads "Booke & Partners".



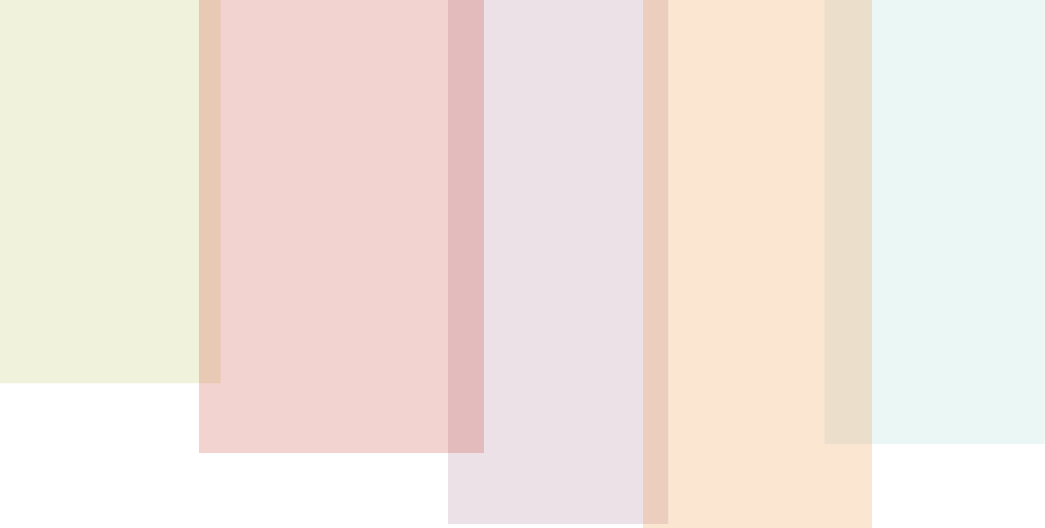
**Sexuality Education Resource Centre Manitoba, Inc.**  
**Summarized Statement of Financial Position**  
**As at March 31**

	2017	2016
<b>Assets</b>		
Cash and short term deposits	\$ 1,111,017	\$ 816,976
Receivables	248,198	172,341
Prepays	20,274	15,070
Capital assets	<u>83,692</u>	<u>100,724</u>
	<u>\$ 1,463,181</u>	<u>\$ 1,105,111</u>
<b>Liabilities</b>		
Payables and accruals	\$ 404,181	\$ 403,118
Deferred revenue	460,312	269,596
Pre-retirement leave	111,803	100,000
Deferred contributions related to capital assets	<u>21,782</u>	<u>27,133</u>
	<u>998,078</u>	<u>799,847</u>
<b>Net Assets</b>		
Unrestricted - retainable	37,635	296,649
Donation fund	258,853	-
Internally restricted	<u>168,615</u>	<u>8,615</u>
	<u>465,103</u>	<u>305,264</u>
	<u>\$ 1,463,181</u>	<u>\$ 1,105,111</u>

**Sexuality Education Resource Centre Manitoba, Inc.**  
**Summarized Statements of Operations and Changes in Net Assets**  
**Year Ended March 31**

	2017	2016
<b>Revenues</b>		
Winnipeg Regional Health Authority	\$ 1,098,132	\$ 1,175,134
Government of Canada	465,281	405,033
Province of Manitoba	234,700	234,700
United Way	135,904	134,534
Other	538,222	173,578
Interlake Regional Health Authority	54,946	2,406
Northern Manitoba Regional Health Authority	35,000	35,000
Interest	<u>8,630</u>	<u>7,151</u>
	<u>2,570,815</u>	<u>2,167,536</u>
<b>Expenditures</b>		
Salaries and benefits	1,746,837	1,541,645
Other	640,952	615,555
Amortization	<u>20,942</u>	<u>24,052</u>
	<u>2,408,731</u>	<u>2,181,252</u>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES FROM OPERATIONS</b>	<b>162,084</b>	<b>(13,716)</b>
Pre-retirement leave	<u>(2,245)</u>	<u>220</u>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES</b>	<b>159,839</b>	<b>(13,496)</b>
Unrestricted net assets, beginning of year	296,649	306,173
Transfer to donation fund	(258,853)	
Transfer (to) from internally restricted	<u>(160,000)</u>	<u>3,972</u>
Unrestricted net assets, end of year	<u>\$ 37,635</u>	<u>\$ 296,649</u>

Copies of the independent auditors' report and a complete set of financial statements are available from: SERC MB, Inc. 200-226 Osborne St. N., Winnipeg, Manitoba R3C 1V4.



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